

# Europe: How to attract the ideal candidates



*Great jobs for bright people*

# How to attract the ideal candidates

**A guide to, and study of, the preferences of job seekers and how to attract the best talent in Europe or internationally.**

## Welcome

With roles in Higher Education becoming increasingly competitive on varying extents around the globe, candidates are becoming progressively mobile and more susceptible to opportunities internationally.

**But who are they and what would entice them to an opportunity in your country? On the other hand, what would help keep local talent in your country and attract them to your institute?**

At jobs.ac.uk we understand the importance of advertising your job opportunities and can offer the support you need to do this efficiently and practically to attract the appropriate and most talented candidates both locally and internationally.

## But how can we help you?

To assist you in your advertising needs we have carried out a study to gain a greater insight into the key drivers and preferences of candidates who live in Europe, are Intra-European Mobile, or who live internationally and would be willing to relocate to Europe.

This was achieved by creating an online survey on jobs.ac.uk relevant to your posts that received responses from 2,210 academic candidates from Europe and other locations across the globe willing to relocate to Europe. These in turn are reflective of the 194,000<sup>1</sup> jobseekers that visit jobs.ac.uk every month. For the purpose of this research we have excluded any UK data from the results, if you wish to have this data please go to our [UK Jobseeker Trends Report](#).

**How can we help you fill the different types of roles you have to offer?**

Naturally some roles are harder to find the relevant talent for, whereas some have huge competition with thousands of candidates applying. So, how can you appeal to the relevant level of experience through your advert? What do experienced and highly qualified candidates look for in a job role? Especially if it involves relocating to another country? Alternatively, what will entice early stage academics to the opportunities you have?

Having an establishment in Europe has its positives and negatives, and candidates are mobile Intra-European, which can make the market competitive but big, with a large number of experienced candidates. Naturally there is also talent worldwide that would relocate to a number of countries in Europe.

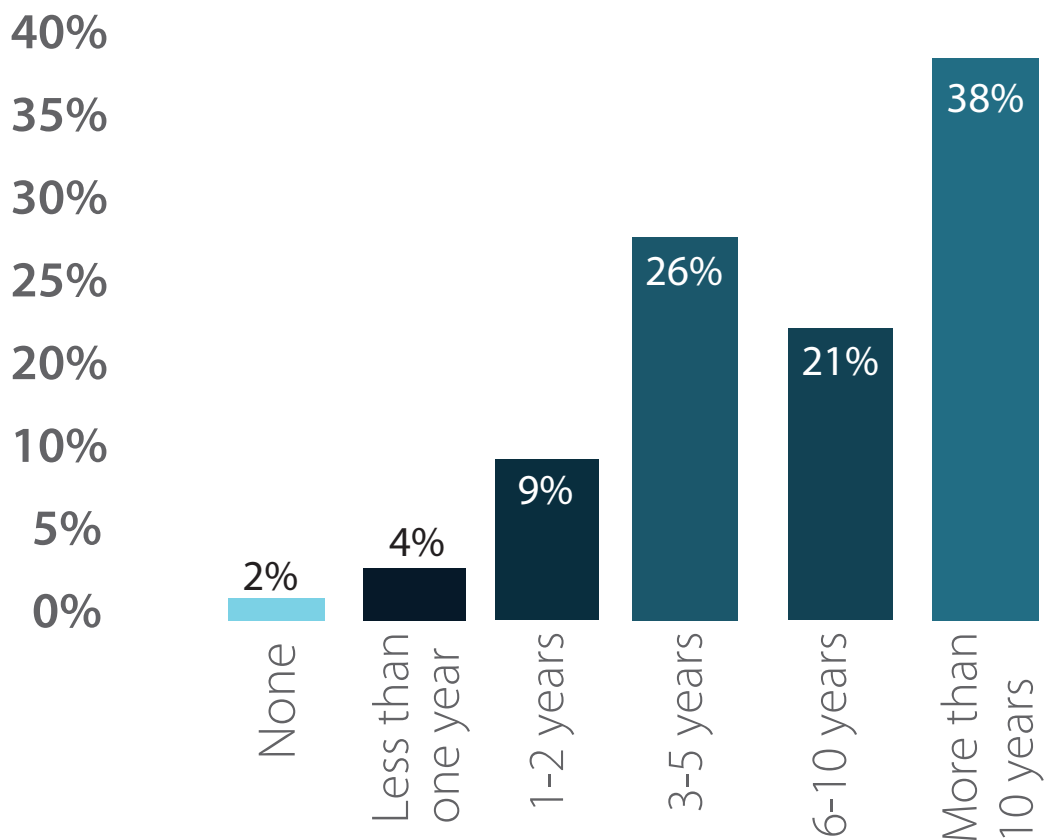
Whether the roles you have are permanent or temporary we have relevant academics for your posts. But who are they? Let us first look at those who already live in Europe.

<sup>1</sup> Based on 2015 ABC Audit figures <http://www.abc.org.uk/Certificates/47459182.pdf>

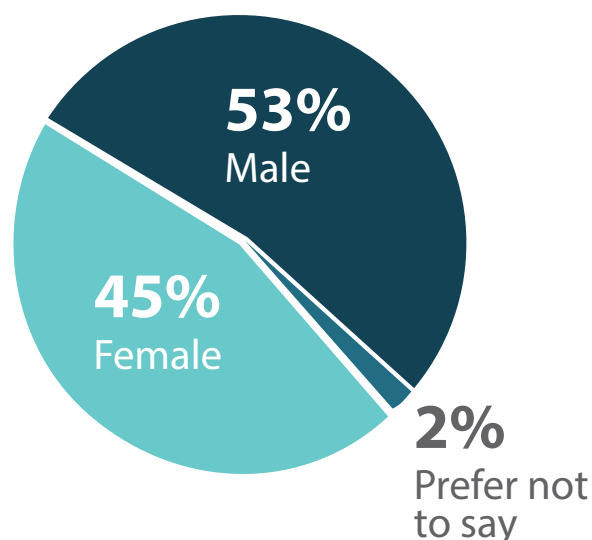
# Intra-European mobility

1,855 respondents live in Europe who are actively looking or browsing for a job, 965 of the 1,855 respondents currently or recently worked in an academic role. Of these, 952 would consider relocating to another country. 936 of these would consider relocating within Europe. This is reflective of the 82,000<sup>2</sup> Intra-European academic job seekers that visit jobs.ac.uk every month.

## Years' work experience

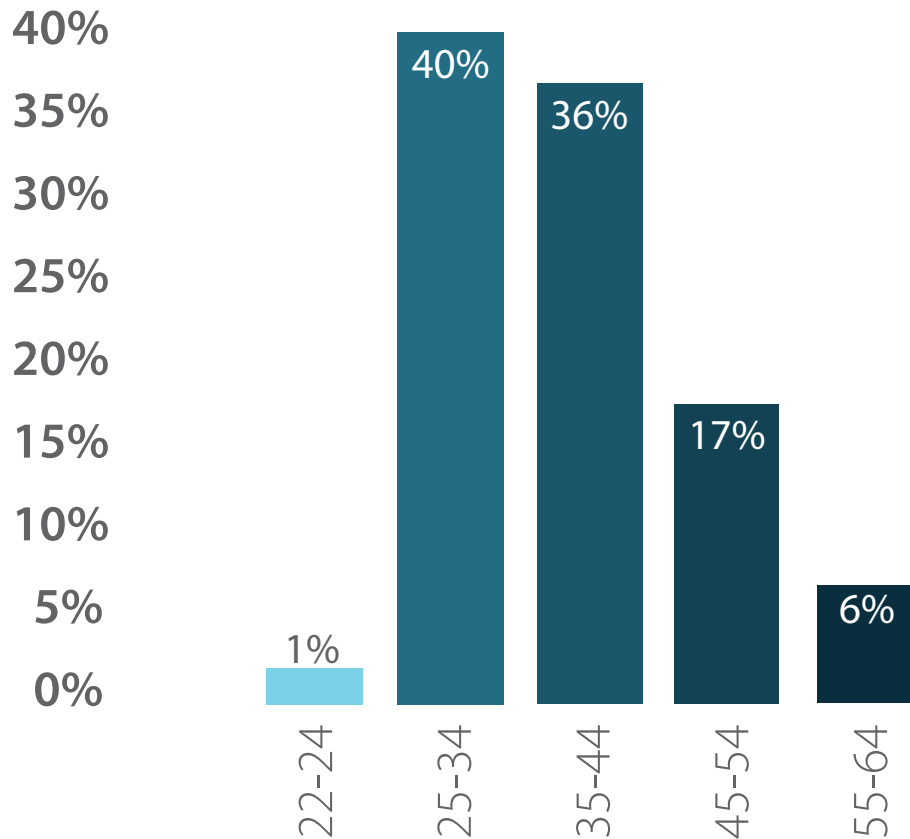


## Gender

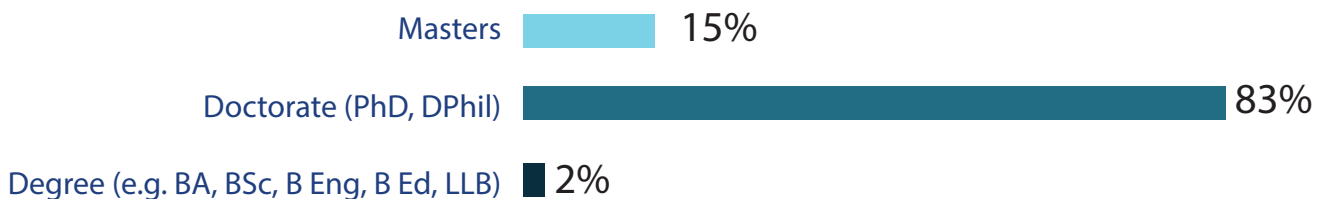


# Candidate age groups

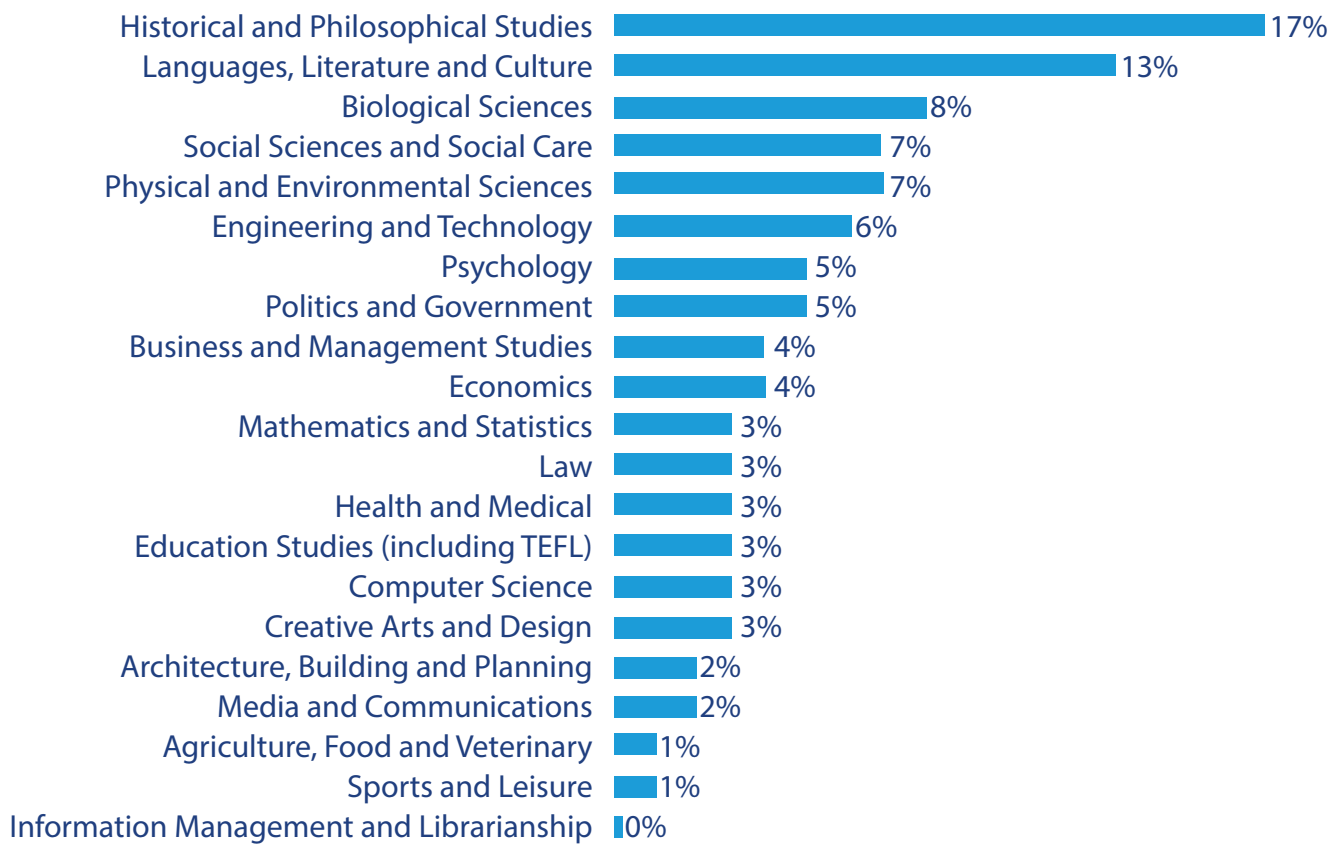
With a large variance of ages and experience, we have a base of candidates that can help fill roles of retiring senior academics and new entry level roles.



# Highest qualification of jobseekers



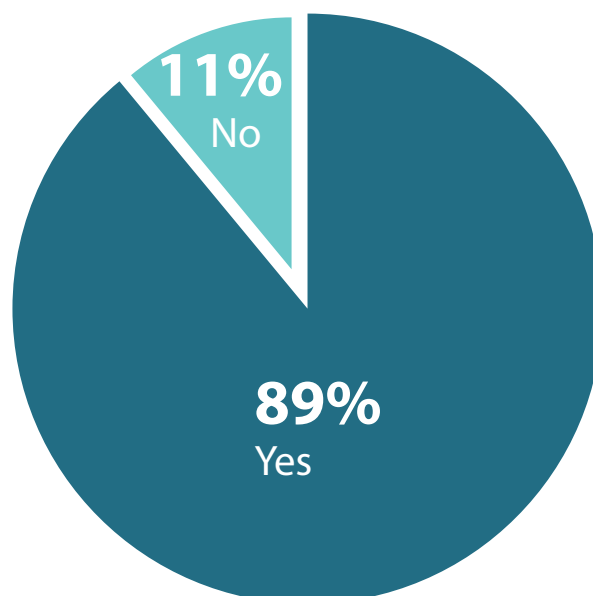
# What are the candidates' disciplines?



## Past mobility

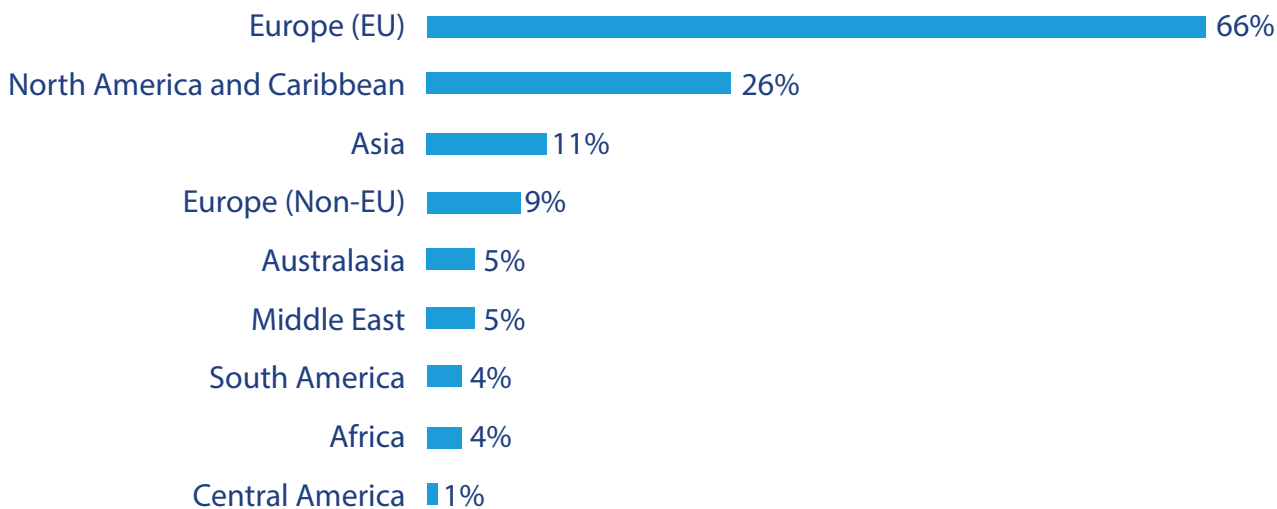
Just how mobile are academics? When understanding your prospective candidates, it is important to understand where they have been and where they would go.

## Have you worked or studied abroad previously?

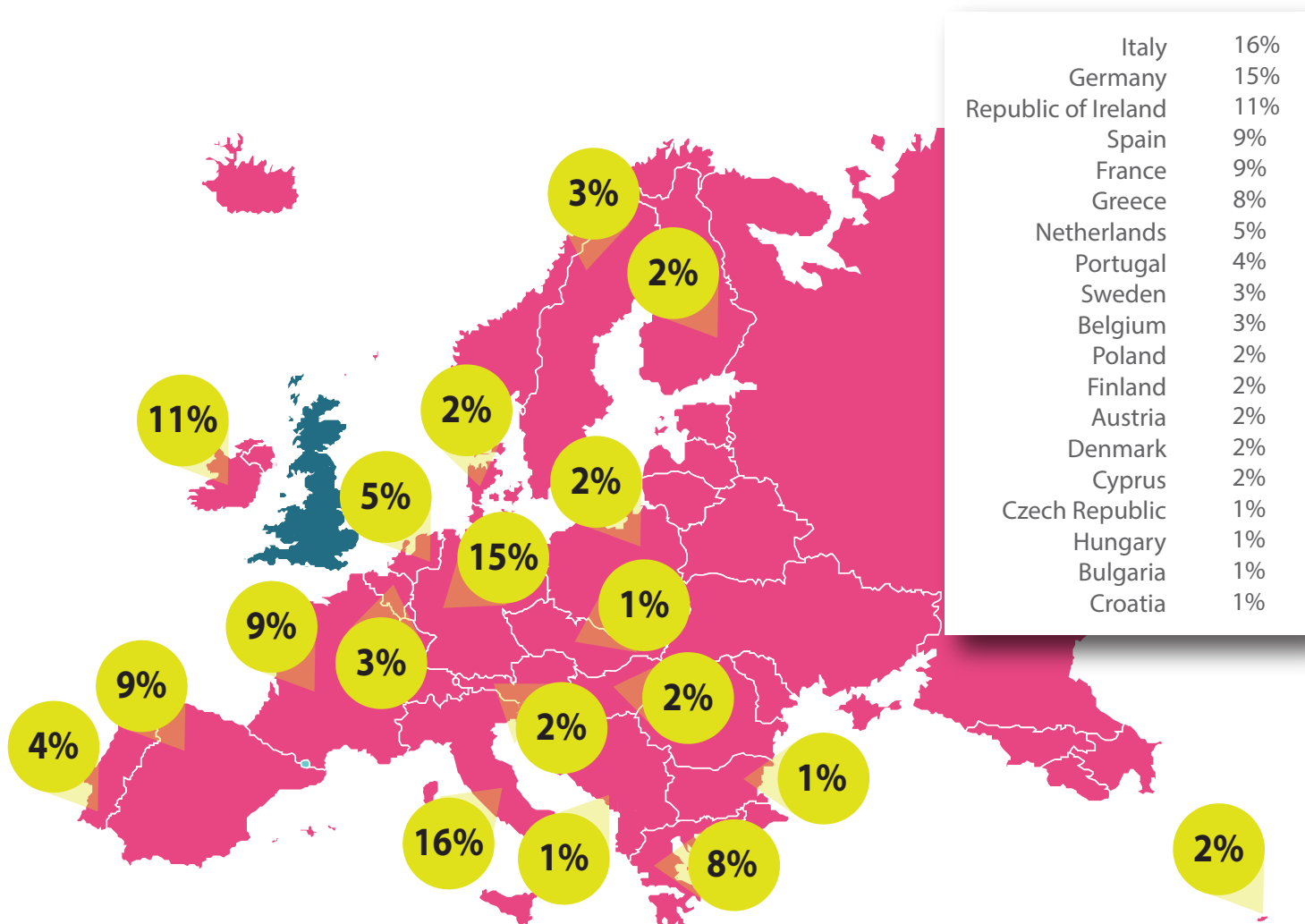


The majority of those willing to relocate in Europe have already studied or worked abroad previously, with the large proportion having been active and mobile in Europe.

## Previously worked/studied in...



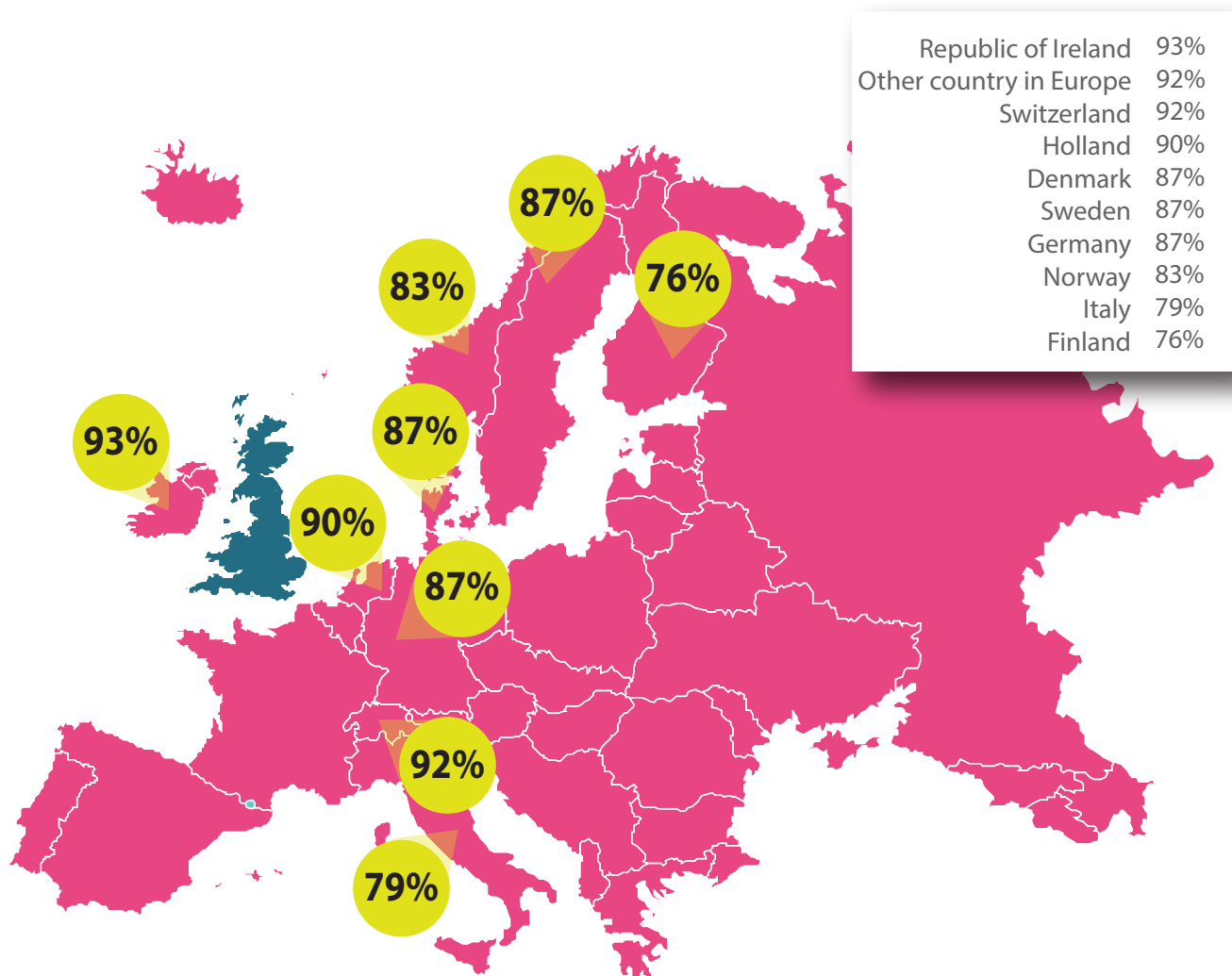
## What country in Europe are they from?



How can you play this to your advantage? Later, we will look at the reasons why candidates would relocate.

# Future mobility within Europe

How does getting into academia in your country vary to other countries? Where in Europe would Intra-European mobile jobseekers consider relocating to?

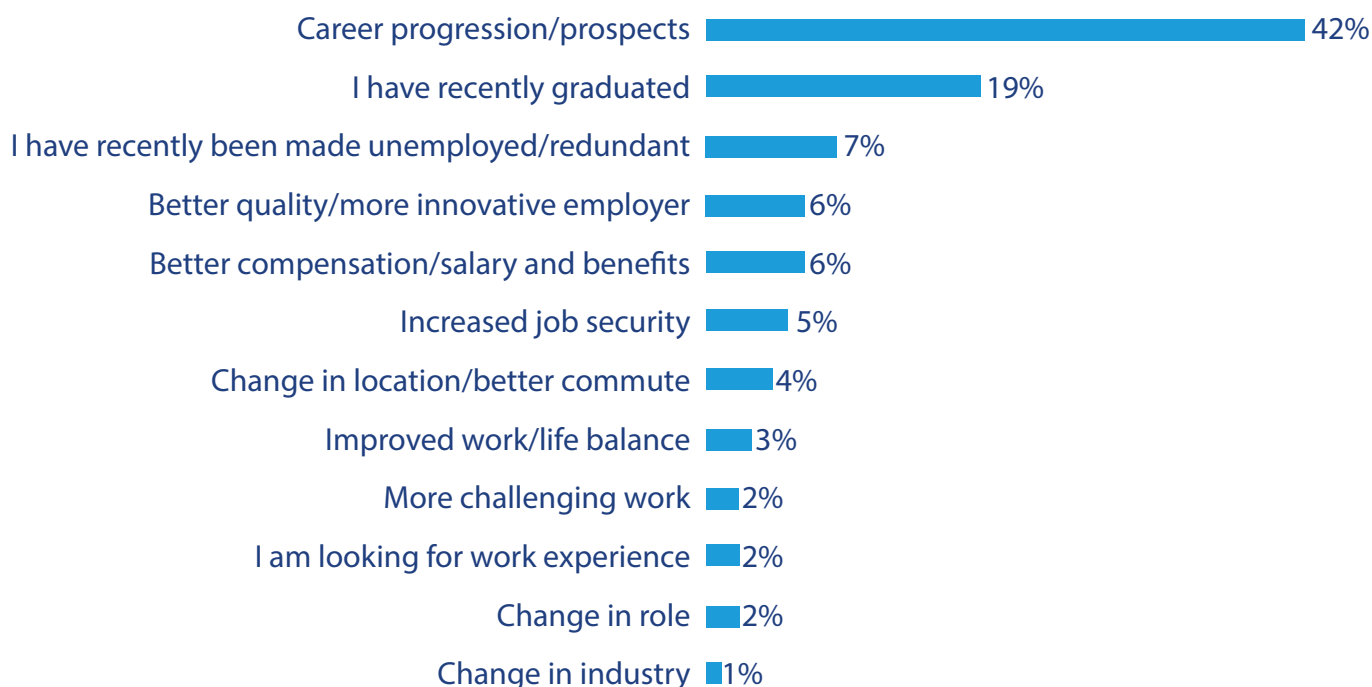


If your establishment is at the top of this list, there is a lot of competition for the opportunities you are advertising, so being specific and clear in your adverts will help attract the relevant talent - we will highlight ways of doing this in the next section. If your establishment is in one of the countries towards the bottom of the list then take note as the next section is key.

## What would make the Intra-European mobile candidates come to your institute?

Surprisingly, the main driver for candidates looking for a job is for career progression/prospects (42%). 19% of the respondents' main reason was because it's the next step and they have just graduated - this means the majority of our job seekers aren't passive and they have an active interest in a successful career and growth.

# Reason for jobseeking

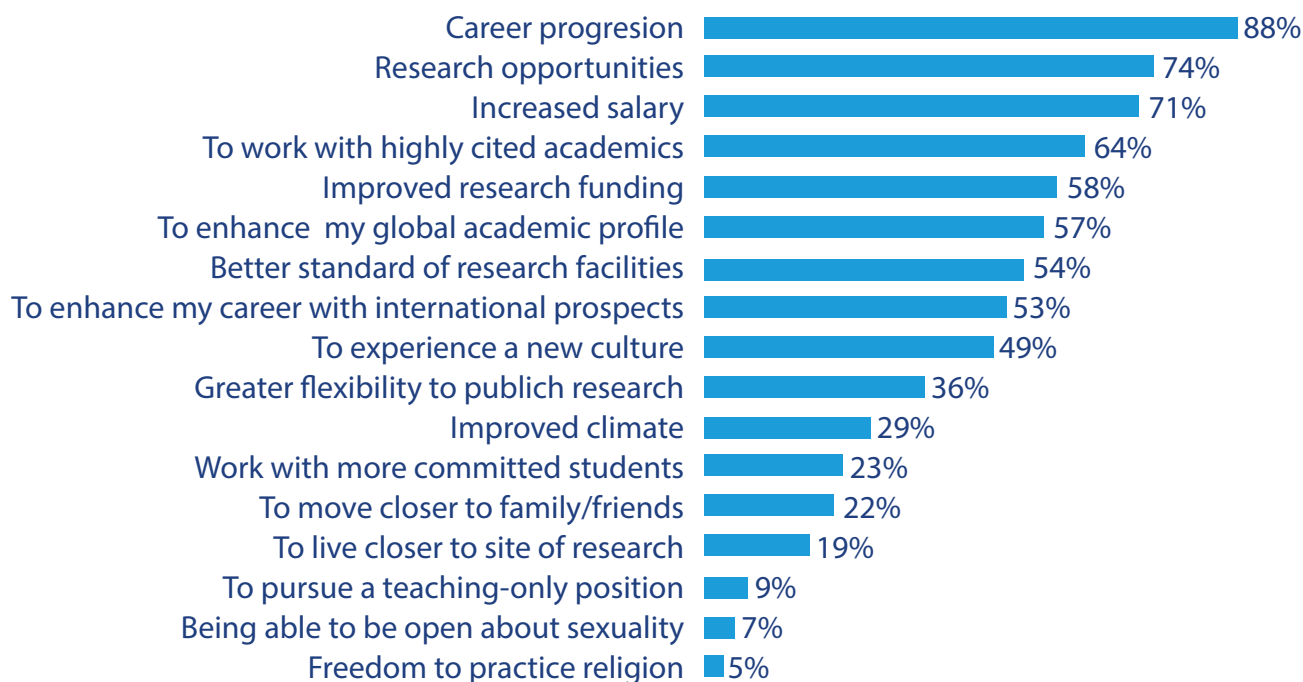


Although job security comes into play in these key drivers, career progression and prospects (42%) are the top desire. It is important that you are highlighting the positives of your role and what your institution has to offer, especially when advertising for a temporary position.

Does your advert appeal to these key drivers?

## Factors that would attract candidates to your country

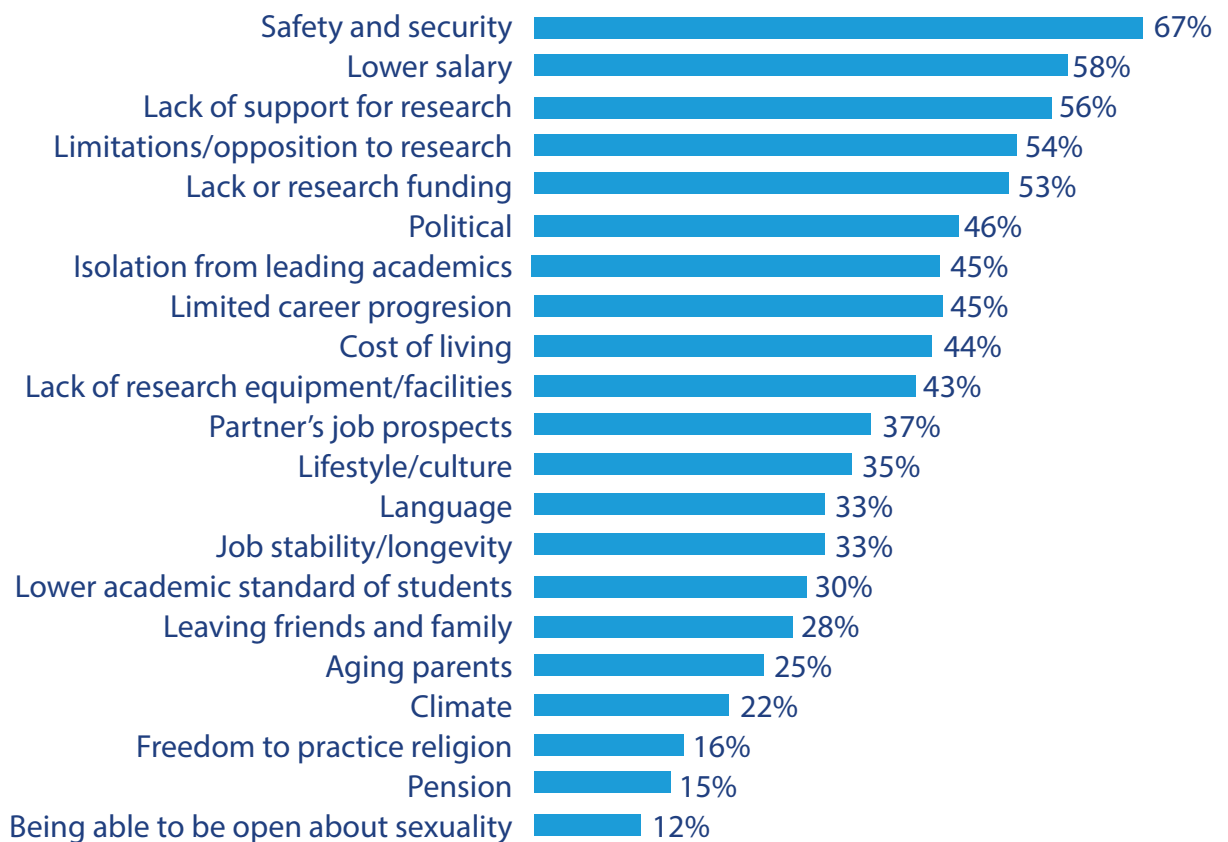
With such a mobile workforce it is really important to understand what entices academics to roles abroad, to ensure the talent comes to you. For this, we researched what would attract and repel your prospective future employees to roles abroad. Begin by highlighting how these positives are present at your establishment and with the role on offer:





# Preventative factors that would deter candidates from your country

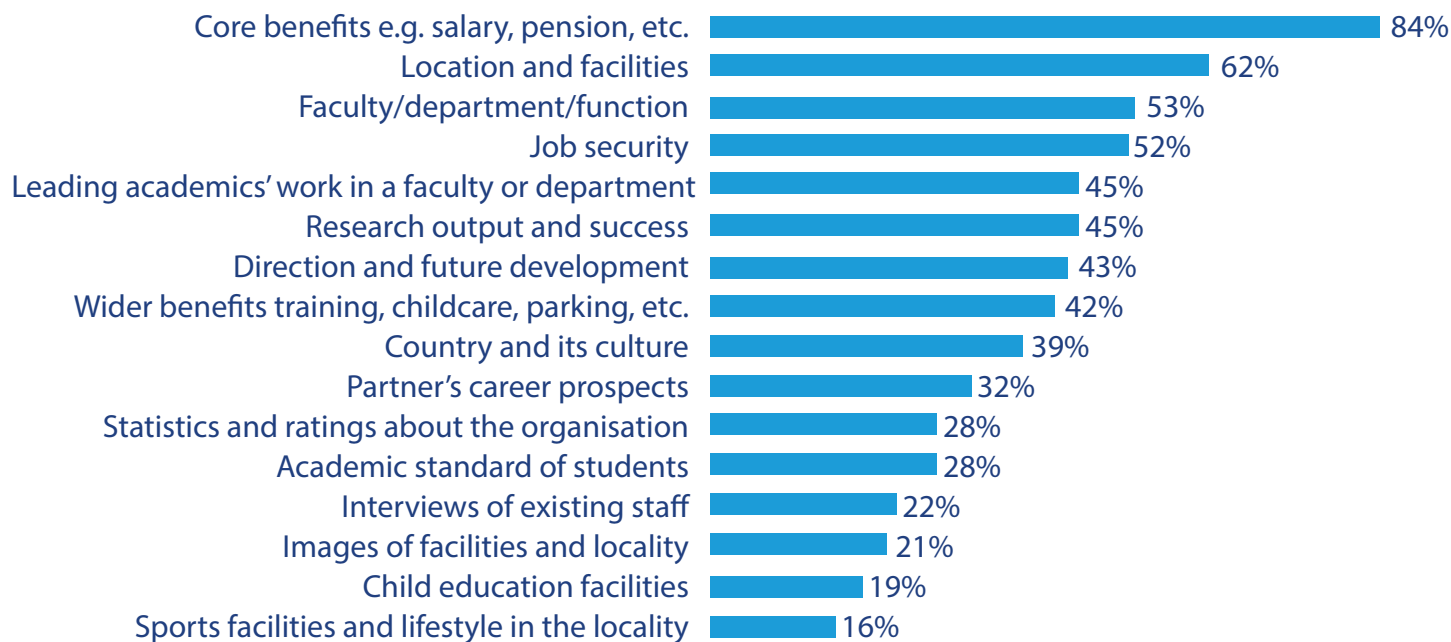
With a constantly changing landscape across the world; politics, conflicts and changes in laws (amongst other factors), there are various issues that can really affect the want or willingness to relocate. Although we can't change certain factors, we can change the way your opportunities are advertised to really highlight the positives and help refute the negative.



As expected the key factor that could deter candidates from coming to your institution, especially in terms of relocating to another country, is safety and security (67%). Although we can't change the way our countries work (not instantly anyway), you do need to consider what you can do to reassure potential candidates how these issues are tackled within your institute or how other positives make your institution the place to be.

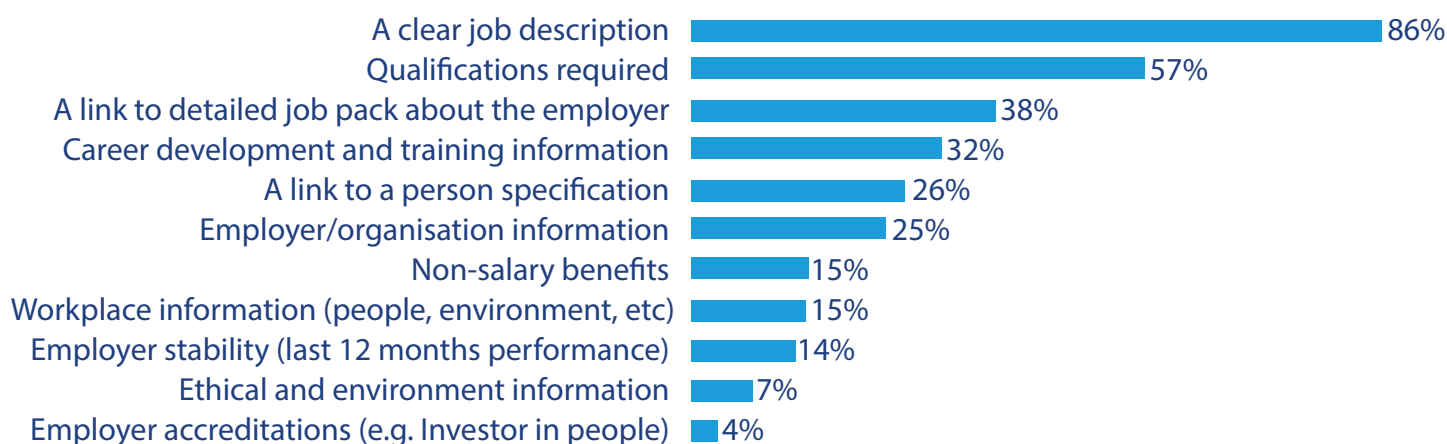
# Essential additional information to include for Intra-European mobile candidates

Relocating is a big step for anyone and if you are looking to attract talent from other countries to your opportunities, a little extra information goes a long way. The following extra information in particular is essential when trying to attract such talent:



## Most important content for jobseekers willing to relocate Intra-Europe

To attract the relevant talent to your opportunity, your adverts need to be clear. When asked what the 3 most important aspects of an advert were our candidates responded with:



# The most important thing for your establishment is to have...



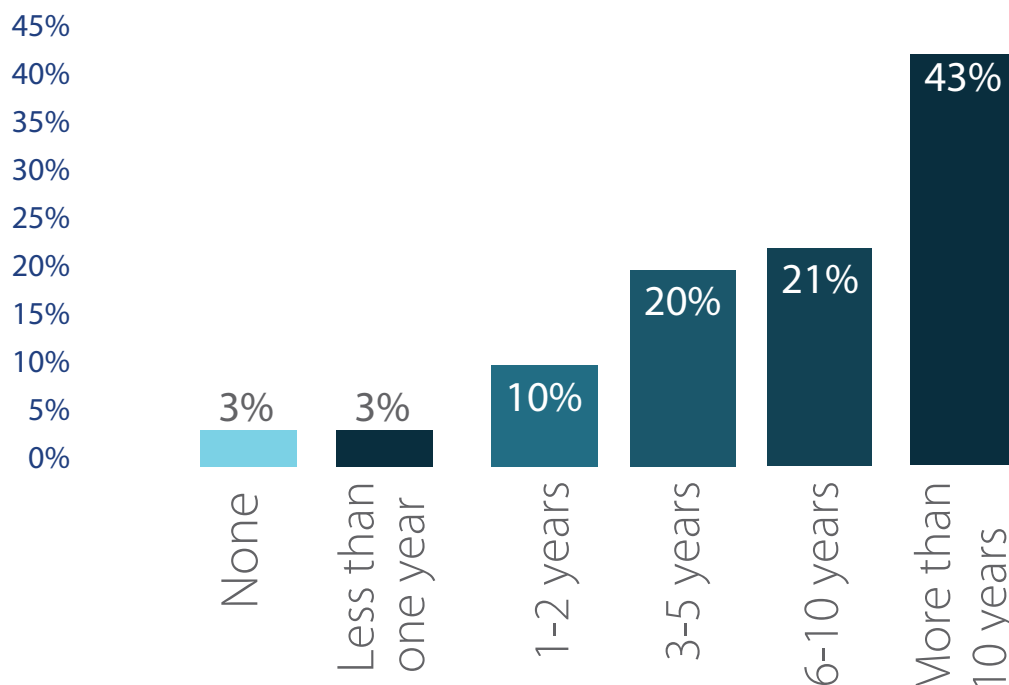
## What is your unique selling point?

Make sure you really highlight your establishment as a great place to work. Include references from current staff on your website, and use facts and figures to back up how your establishment is the place to be.

# International jobseeker mobility into Europe

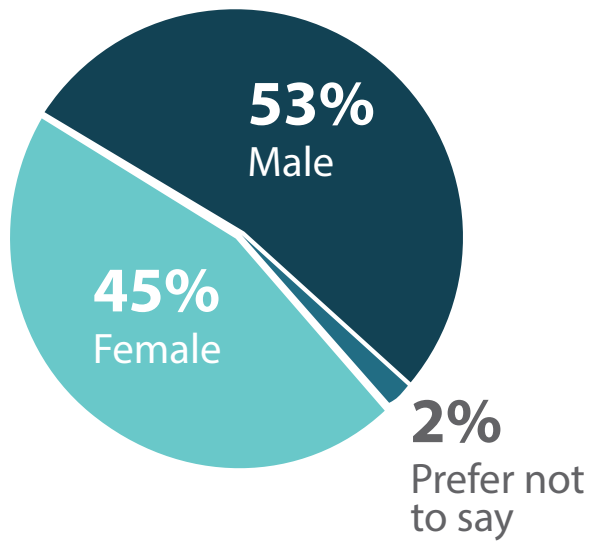
## Years' work experience

There were 1,327 respondents who are academics that live outside of Europe. 98% of those respondents would consider relocating to another country. 98% of those would consider relocating to Europe - this is reflective of the 112,000<sup>3</sup> relevant job seekers that visit jobs.ac.uk every month.



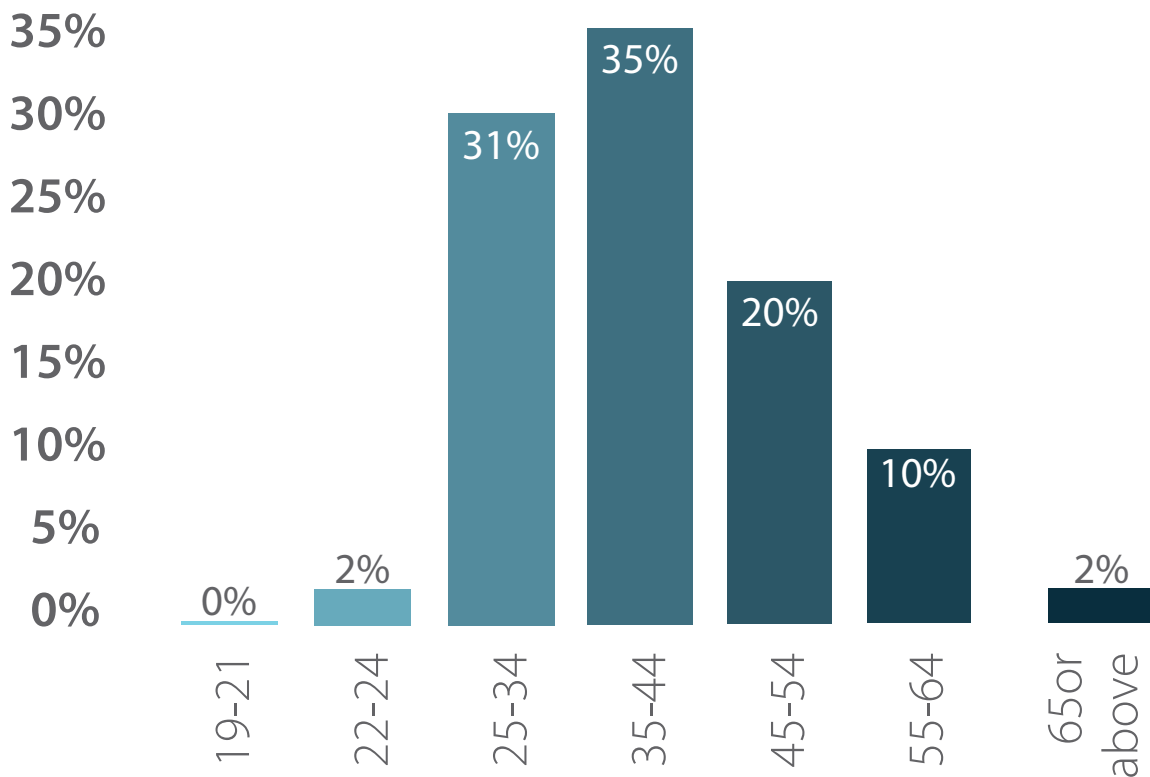
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# Gender

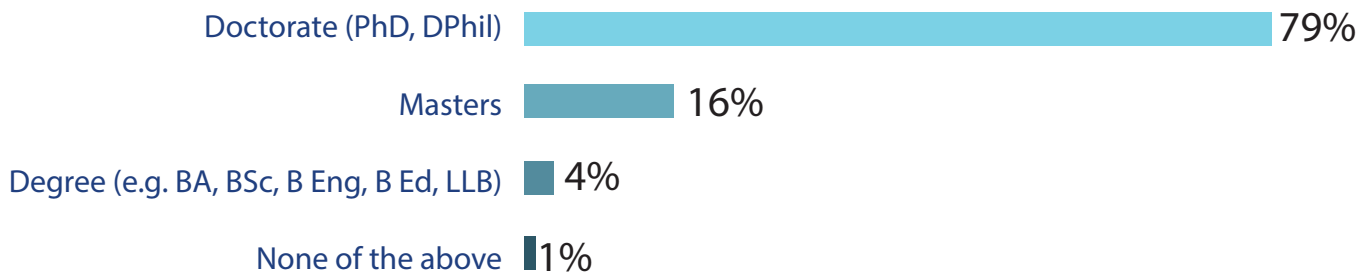


# Candidate age groups

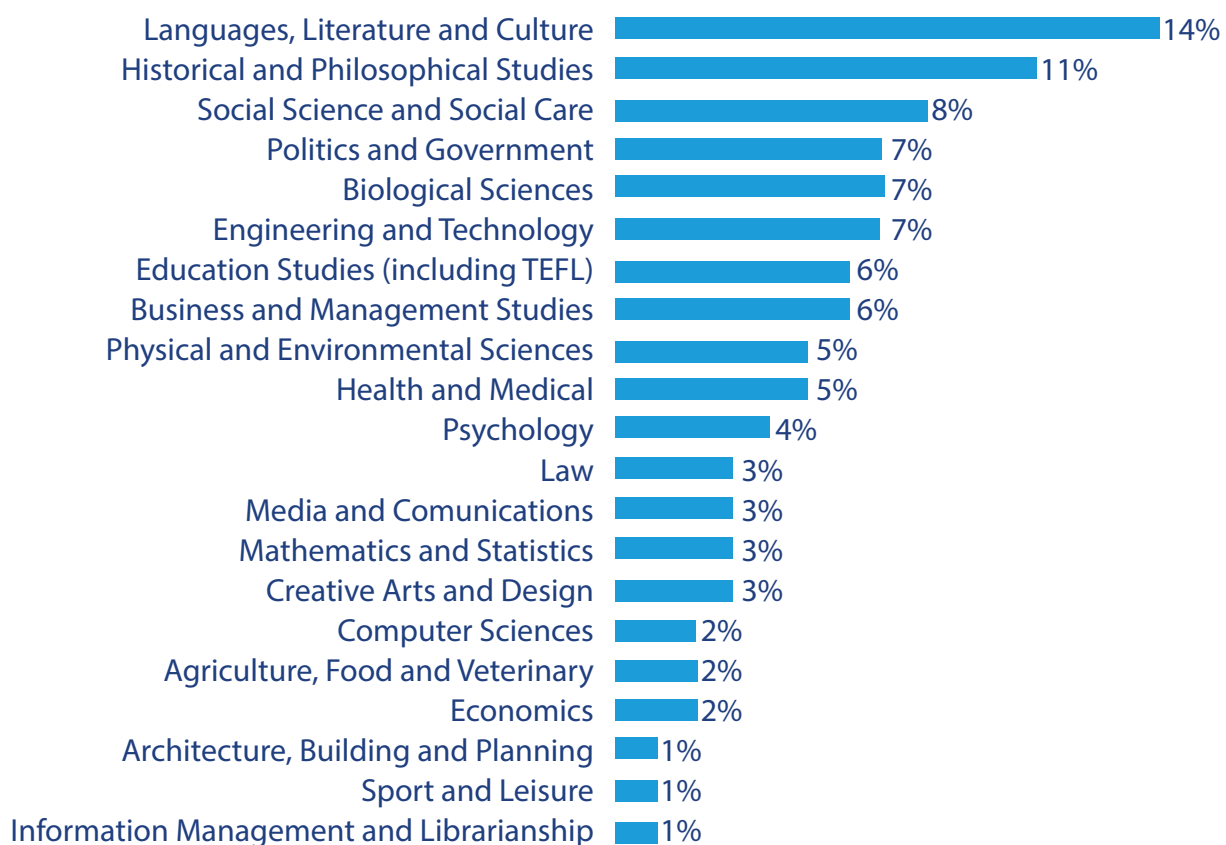
With a large variance of ages and experience, we have a base of candidates that can help fill roles of retiring senior academics and new entry level roles.



# Highest qualification of jobseekers

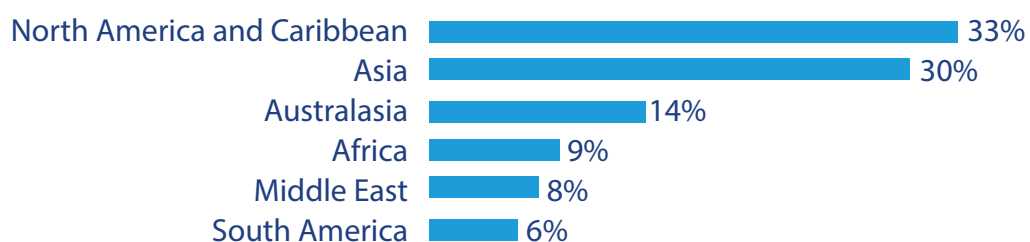


## What are the candidates' disciplines?



## Where are the international mobile candidates from?

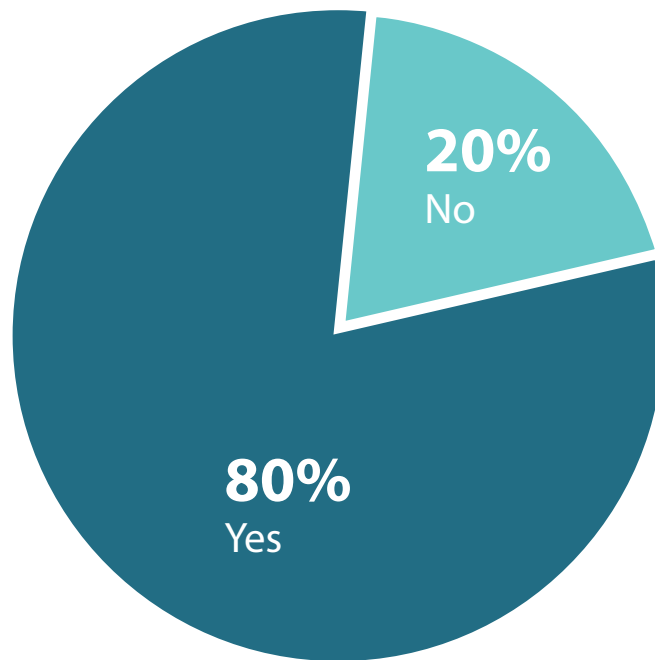
63% of international mobile candidates that are considering relocating to Europe are from North America and Caribbean (33%) and Asia (30%).



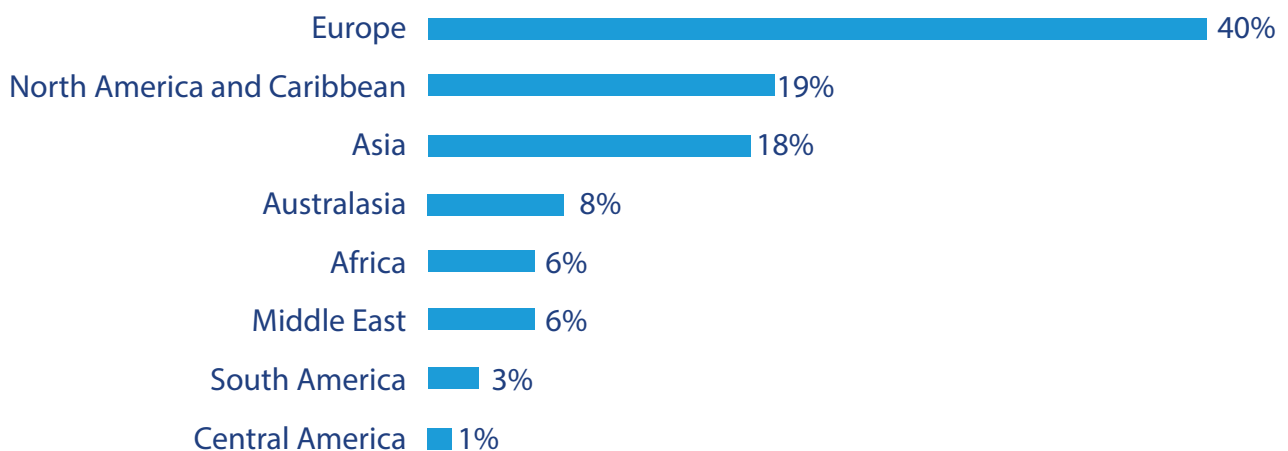
# Past mobility

80% of respondents have previously studied or worked abroad, of which 40% have been active and mobile in Europe previously.

## Have you previously worked in another country?



## Locations previously worked abroad

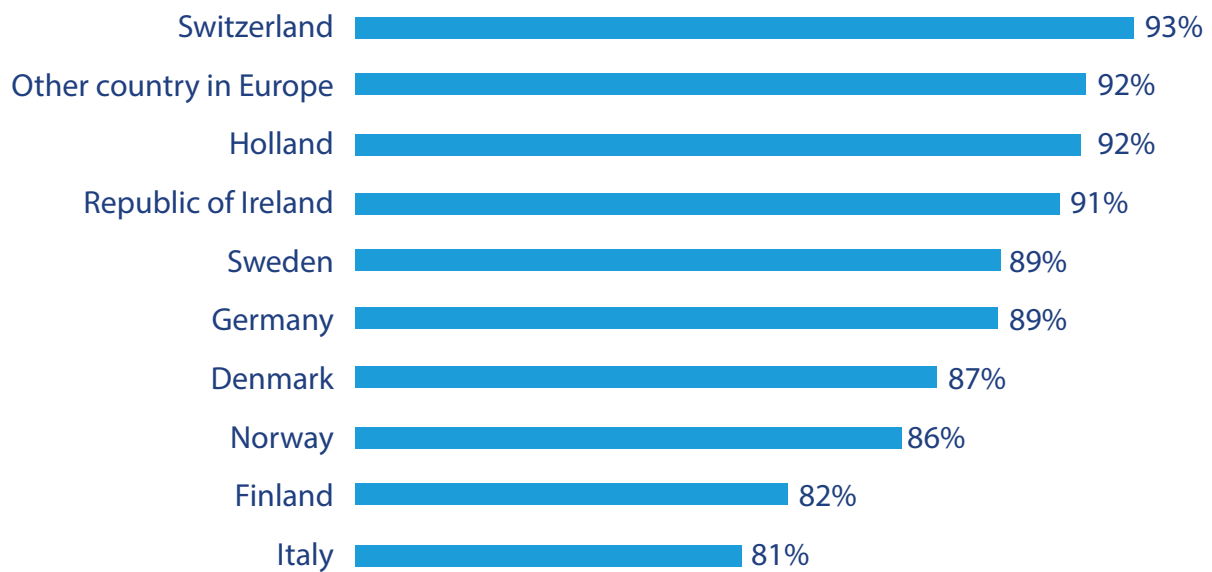


How can you play this to your advantage? In the next section we will look at where candidates would consider relocating to and the key drivers to attract them.

# Future mobility

We have already established that Europe has been a leading continent of competition to you for our internationally mobile candidates, but what are the top countries for future mobility?

## Where would they consider relocating...



What draws you apart from these countries? What makes your institution in your country the place to choose? If your establishment is at the top of the list, there is a lot of competition for the opportunities you are advertising. Therefore, being specific and clear in your adverts will help attract the relevant talent - we will highlight ways of achieving this in the next section. If your establishment is one of the countries towards the bottom of the list, the next section is also key.

### What would make international candidates come to your institute?

The main driver for international candidates looking for a job is career progression/prospects (36%). 20% of the respondents' main reason was because it is the next step and they have recently graduated, meaning the majority of our job seekers aren't passive and have an active interest in a successful career and growth.

# Main driver for seeking a new job



Does your advert appeal to these key drivers?

# Enticing factors for relocating to another country

With a constantly changing landscape across the world, there are various issues that can really affect the want or willingness to relocate. However, we can change the way your opportunities are advertised to highlight the positives and help refute the negative. To begin with, let's look at the attracting factors for international candidates:





# Preventative factors for relocating to another country

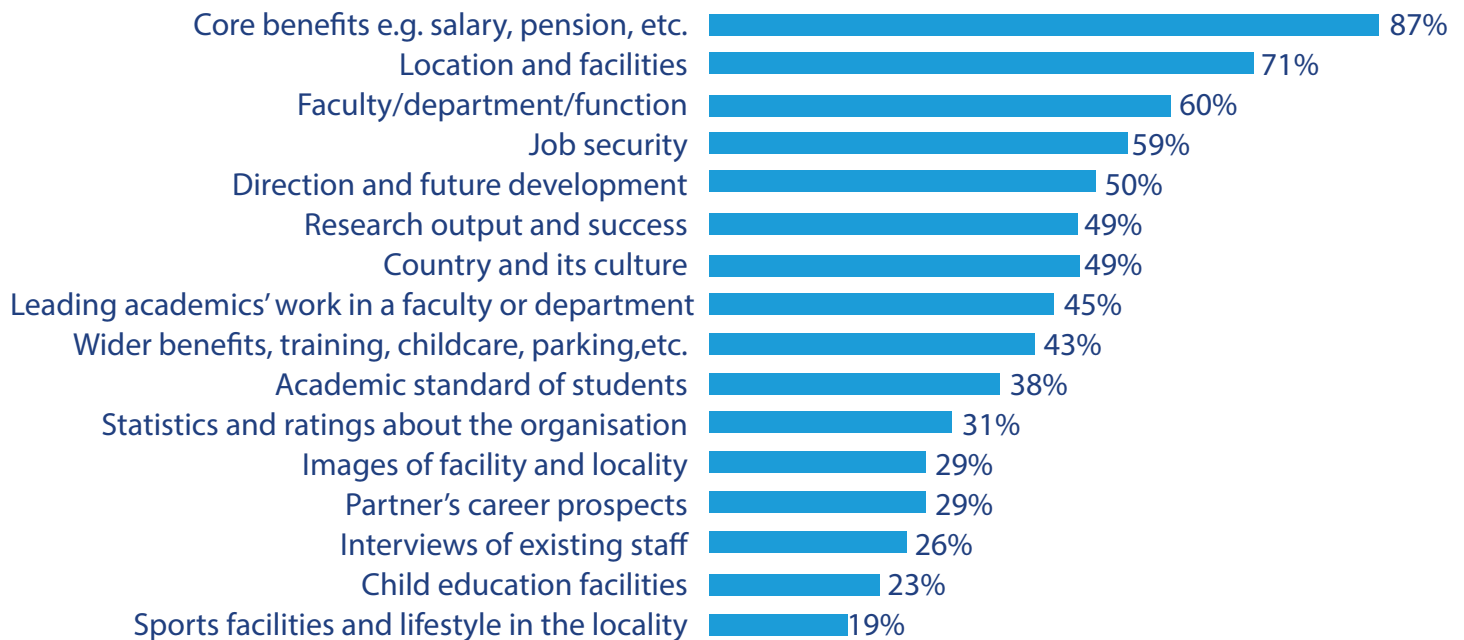
It is equally important to understand the concerns of the job seeker that might prevent them from relocating to another country:



As with the respondents who currently live in Europe, the key factor that could deter candidates from coming to your institute is safety and security (66%). It is therefore crucial to reassure all potential candidates how these issues are tackled within your institution, or how the positives make your institution the place to be.

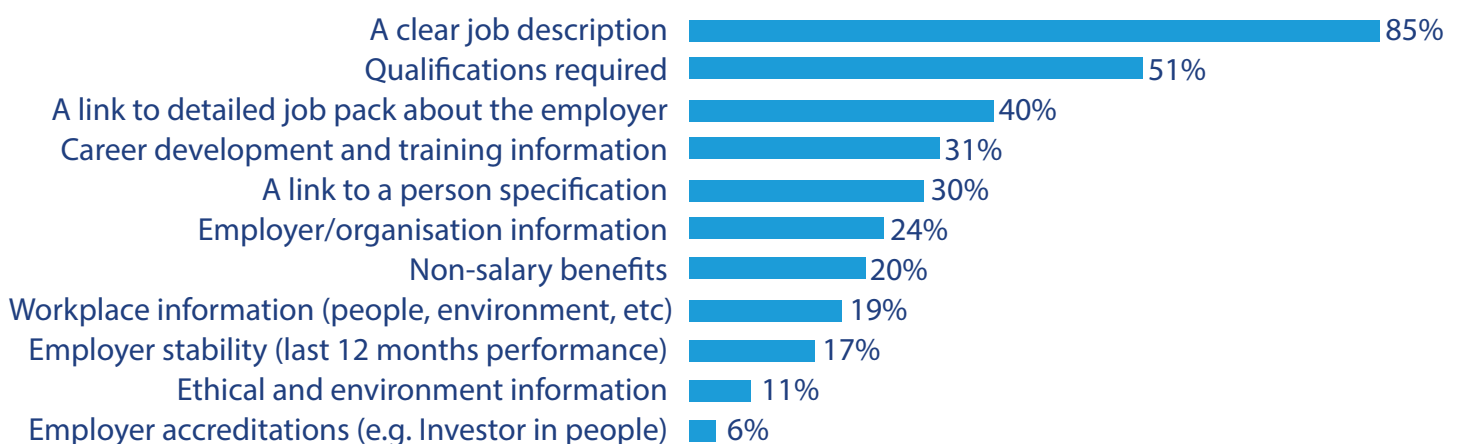
# Essential additional information

If you are looking to attract talent from other countries, a little extra information goes a long way. The following extra information in particular is essential when trying to attract such talent:



# The most important content in your advert

To attract the relevant talent to your opportunity, your adverts need to be clear. When asked what the 3 most important aspects of an advert were, our candidates responded with:



# The most important thing for your establishment is to have...



## What is your unique selling point?

Make sure you really highlight your establishment as a great place to work. Include references from current staff on your website, and use facts and figures to back up why your establishment is desirable.

For further advice on how to write effective job adverts download the free ebook ["The Ultimate Guide to Online Recruitment Advertising"](#).



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