



Great jobs for bright people

## Finding the very best talent with a Featured Job by Email alert



### Advertising Brief

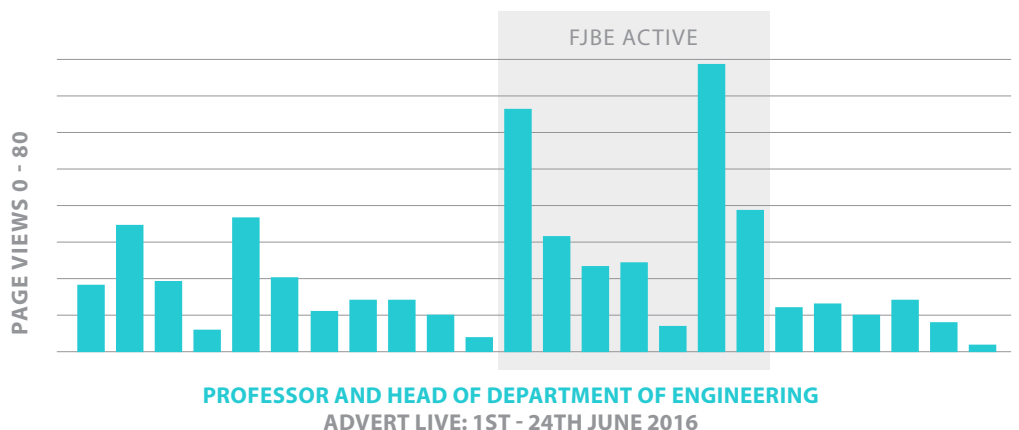
Winner of the Modern University of the Year award in the Times Good University Guide 2016, Harper Adams University approached jobs.ac.uk to help them find outstanding candidates for a senior opportunity in their engineering department.

### Solution

- Offer advice on how to advertise a specialist vacancy effectively on **jobs.ac.uk**, to provide maximum exposure for the position and generate high-calibre applicants.
- Recommend the optimal advertising solution in line with recruitment budget – in this instance a standard advert listing supported with a **Featured Job By Email** alert.
- Review the skills and experience required for the position and recommend the most appropriate **Jobs By Email category** to target, for optimal results.

### Results

- Following a three-week-long advertising campaign, supplemented with a Featured Job By Email alert on week two, Harper Adams University secured **994 advert views** and **19 applications** from their target audience.
- The Featured Job By Email immediately boosted the response rate for this role. The shaded section of the graph illustrates the peak in advert page views, produced soon after the Featured Job by Email was sent out.



## What is a Featured Job by Email?

Our Featured Jobs by Email service (FJBE) is the ideal solution for generating more high-calibre applicants for hard to fill vacancies, specialist roles and jobs listed in a popular category.

We have approximately **115,000+ subscribers** opted in to receive Jobs By Email on a daily or weekly basis. On purchasing a FJBE your chosen role will appear on one weekly alert and all daily alerts in a seven-day period.



### Benefits

- Makes your advert stand out to attract more views and applications
- Reach jobseekers with specific skills and experience, driving only relevant applicants to your adverts
- Reach both highly-active and passive jobseekers who have requested alerts about your type of opportunity

### Key Features

- Your advert is highlighted prominently at the top of a Jobs by Email alert sent to subscribers
- Targets jobseekers by discipline in one primary category e.g. biological sciences
- Your advert is emailed out daily and weekly to all relevant subscribers

### Key facts about jobs.ac.uk



**1.5 Million**

unique users visit jobs.ac.uk every month  
(ABC Jan 2015)



**554,000+**

PhD qualified jobseekers



**36%**

of our audience come from outside the UK



**40%**

of our audience are at senior management level



**more effective**

than other media for academic and research posts

To advertise on jobs.ac.uk contact us on  
UK and Ireland: **+44 (0)24 7657 2839** or [enquiries@jobs.ac.uk](mailto:enquiries@jobs.ac.uk)  
International: **+44 (0)24 7657 4140** or [global@jobs.ac.uk](mailto:global@jobs.ac.uk)