



Great jobs for bright people

Targeted Email

Your own fully branded HTML email that targets your vacancy and employer brand directly to the most relevant candidates on our database. High-impact and rapidly increases responses from the best candidates.

Features

- Fully bespoke HTML email designed by us to match your brand
- Target active candidates by discipline, job type, location or salary
- Links to your advert on jobs.ac.uk with one click (sold separately)
- Measurable results – we track emails sent, emails delivered, open and click rates

Benefits

- Promotes your vacancy and employer brand to a highly targeted audience
- Immediately grabs the attention of candidates with your branded message
- Rapidly increases traffic to your advert – generating great responses from the best candidates
- Excellent for urgent, senior or hard-to-fill vacancies

How does it work?

We send a highly targeted email on your behalf to a specific audience of candidates from our database of over 13,000 subscribers - all who have opted to receive emails from jobs.ac.uk

Simply let us know your target audience, email copy and creative and we'll do the rest!

How much does it cost?

The cost for a Targeted Email campaign is based on volume:

Less than 3000 emails	£1100
3001 to 6000 emails	£1300
6001 to 9000	£1500
9001 to 12000 emails	£1700
More than 12000 emails	£2000

Specification

Duration	One-off email sent on the day of your choosing
Size/copy	600 px wide / maximum 250 words
Slots	Only one Targeted Email per category or job type can be sent per week
Links to	jobs.ac.uk adverts (sold separately)

The screenshot shows a professional email layout. At the top, it features the jobs.ac.uk logo and the text 'Now recruiting ...'. Below this are the logos for the University of Cambridge and the Cancer Research Institute. A collage of images shows various scenes from the university and research. The main heading is 'Bioinformatician - Caldas Laboratory'. Key details include: Salary: £28,695-£37,394; Reference: SW06473; Closing date: 05 August 2015. The body text describes the Caldas Lab's focus on understanding heterogeneity in breast cancer and the role of the Bioinformatician. It mentions the candidate will work on different genomic projects involving high-throughput experiments like DNA-seq, RNA-seq, and ChIP-seq. A 'Find out more' button is present. At the bottom, there is a closing date notice and a 'Please do not reply to this email' disclaimer.

To book your Targeted Email

Get in touch on martina@jobs.ac.uk or +44(0)24 7615 0851
www.jobs.ac.uk/recruiters