

USA:
How to attract the
ideal candidates



Great jobs for bright people

How to attract the ideal candidates

A study and guide into the preferences of job seekers and how to attract the best talent in the USA or from an internationally mobile community

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 the USA, or who live internationally and would be willing to relocate to the USA.

This was achieved by creating an online survey on jobs.ac.uk that received responses from 4,453 academic candidates from the USA and other locations around the globe willing to relocate to the USA, these in turn are reflective of the 390,000+¹ jobseekers that visit jobs.ac.uk every month, relevant to your posts.

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?

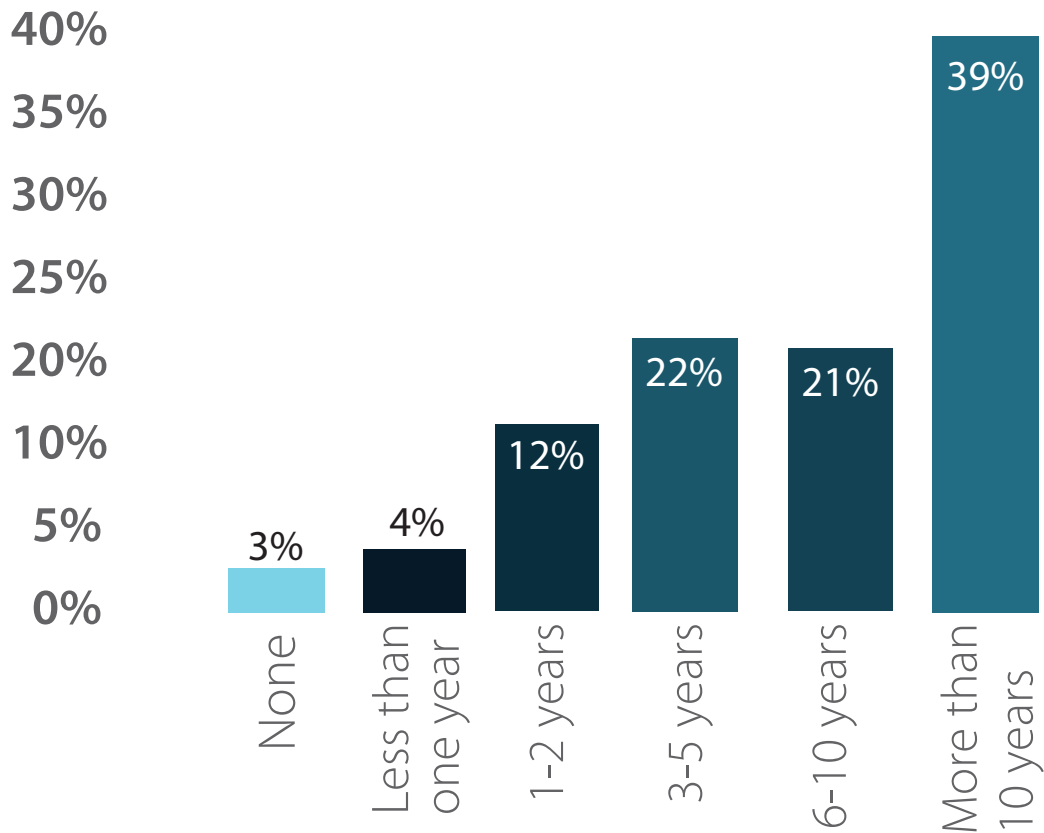
Whether the roles you have are permanent or temporary, we have relevant academics for your posts who wish to relocate to the USA. But who are they? Let us first look at those who already live in the USA.

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

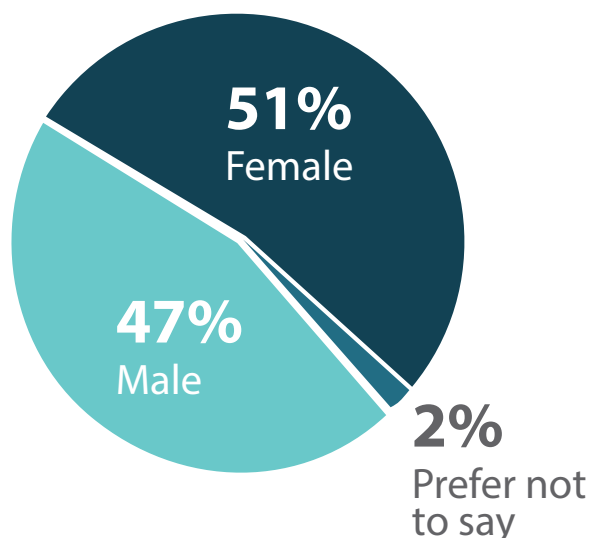
USA based candidates

460 respondents live in the USA who are actively looking or browsing for a job, of which 61% of the respondents currently or recently worked in an academic role. This is reflective of the 24,000+² job seekers that visit jobs.ac.uk every month relevant to your roles. For the purpose of this report we will only include the data from the academic candidates.

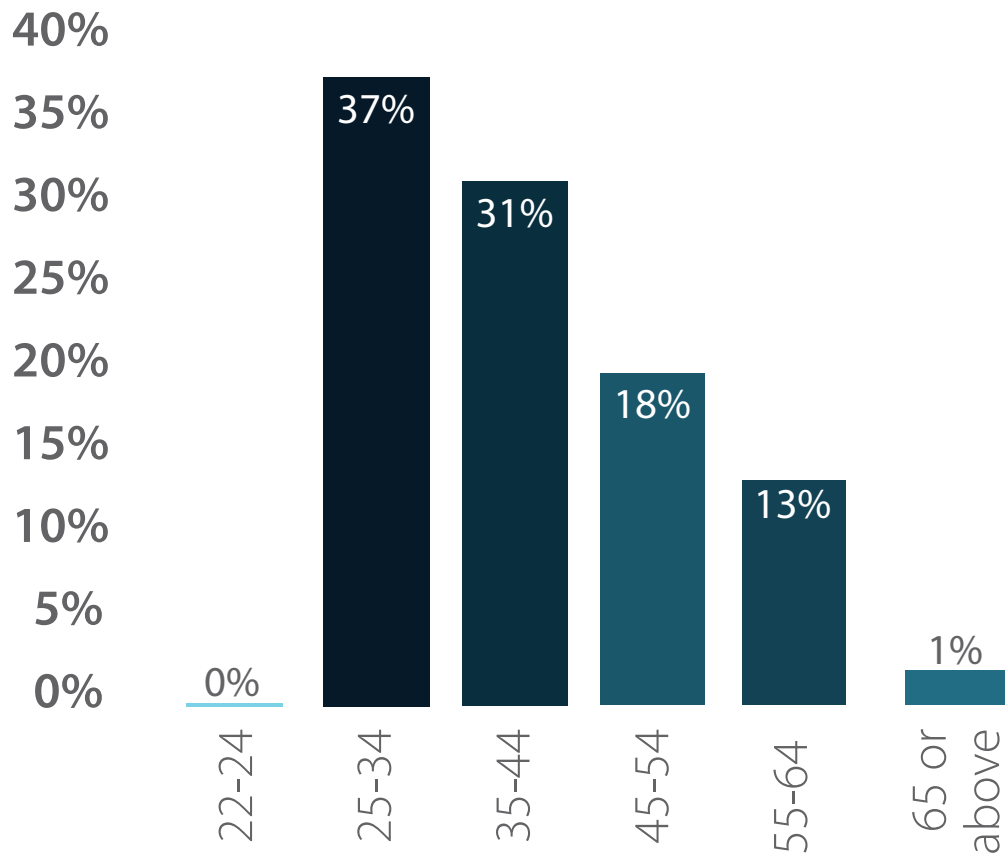
Years' work experience



Gender

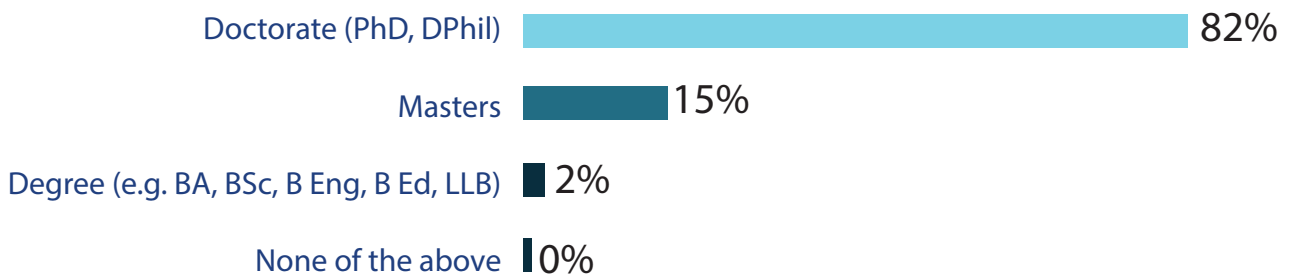


Age group

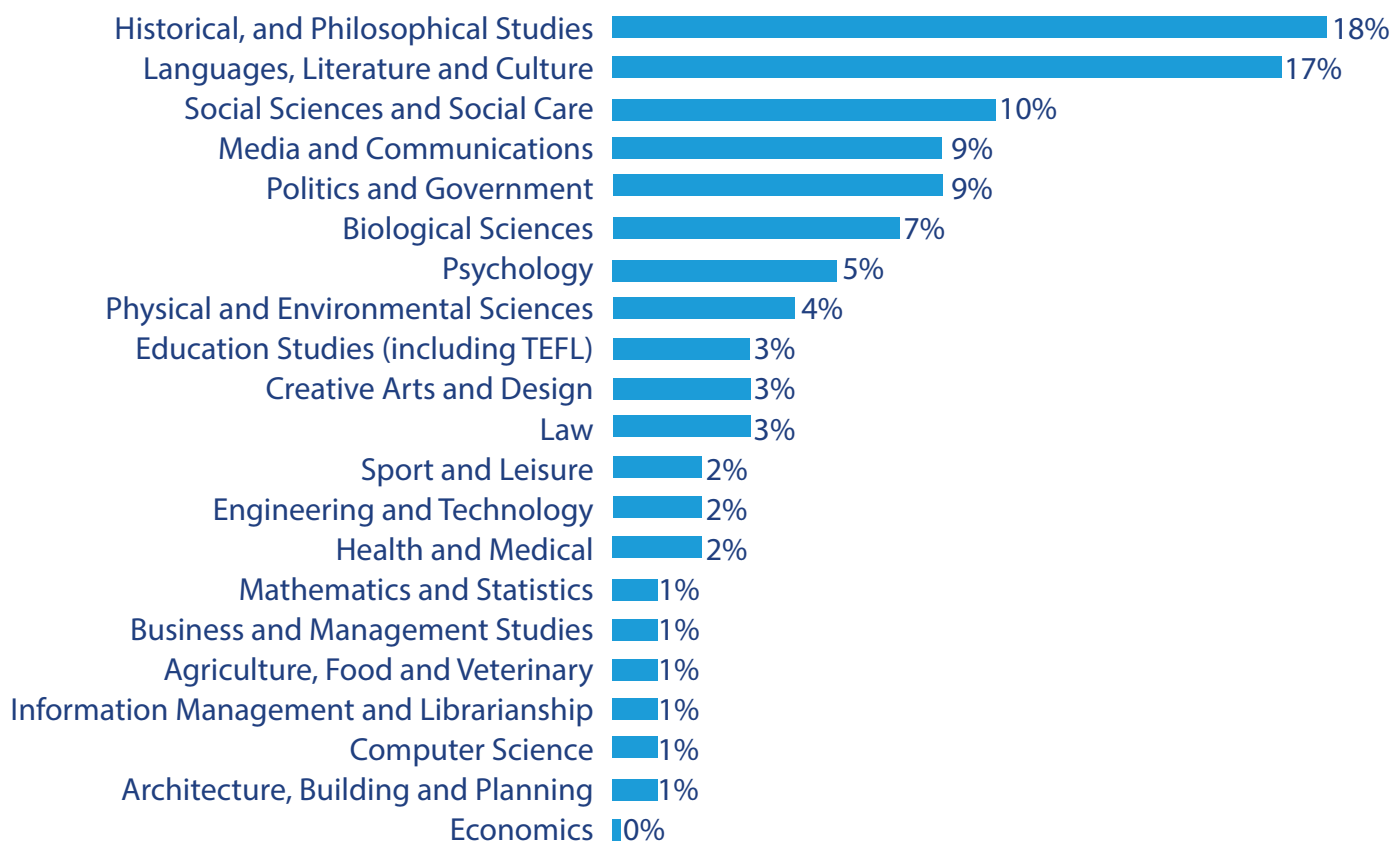


Highest qualification of jobseekers

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

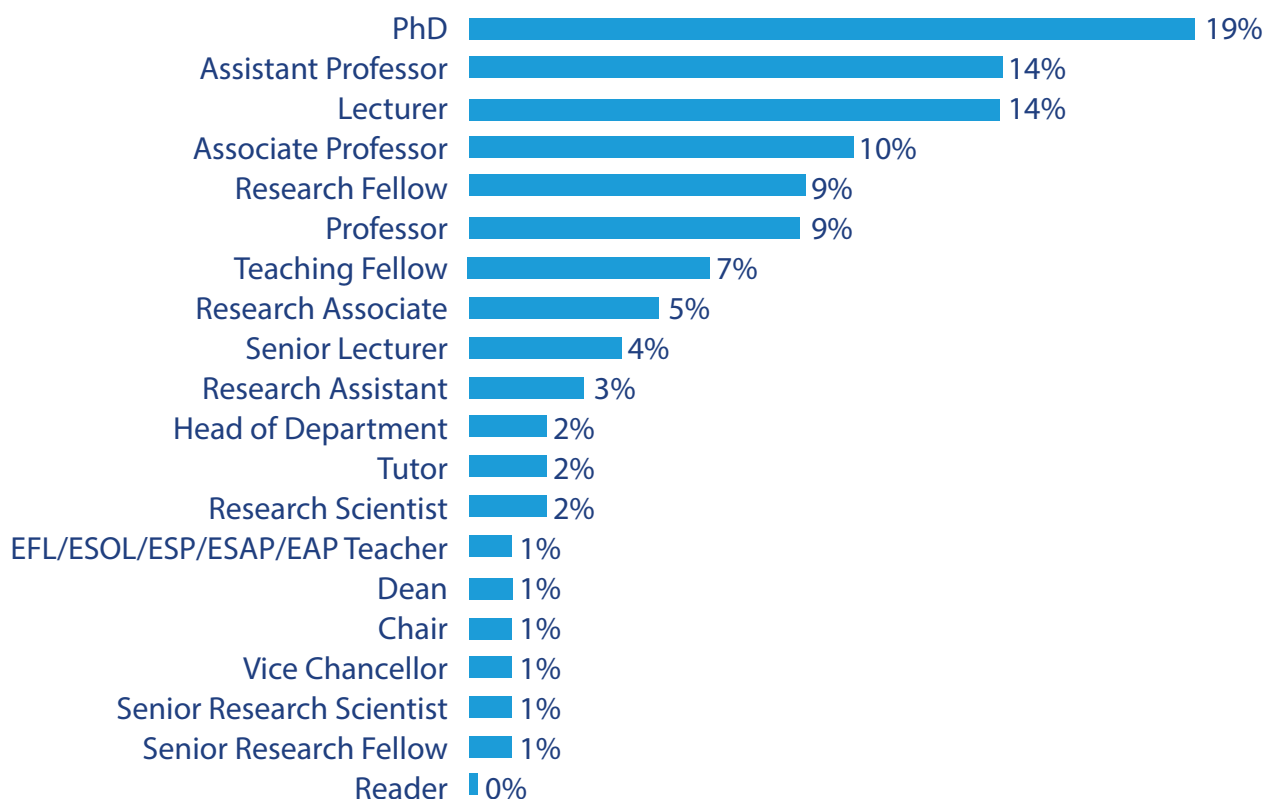


Main discipline



Current/previous job role

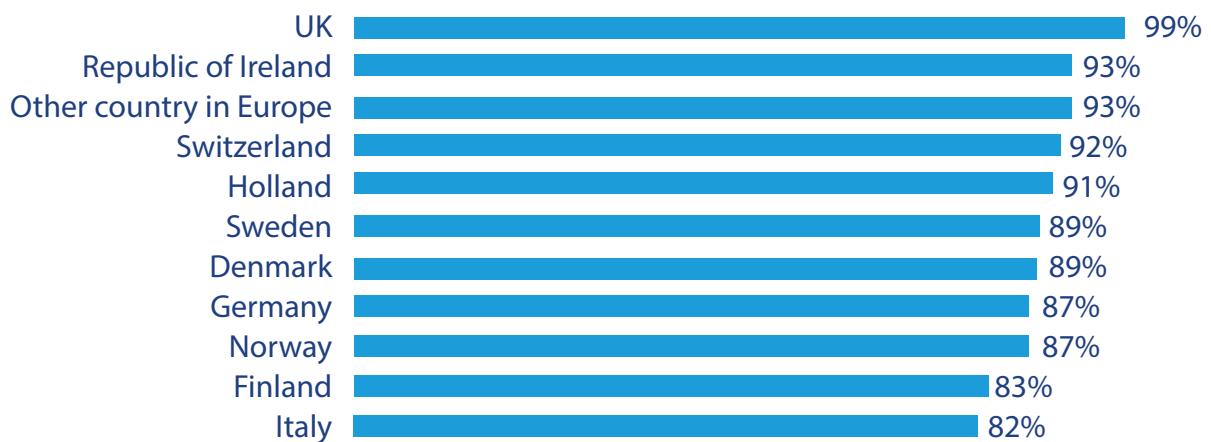
15% of the US jobseekers are currently or previously studying for a PhD, followed by Assistant Professors and Lecturers (14%).



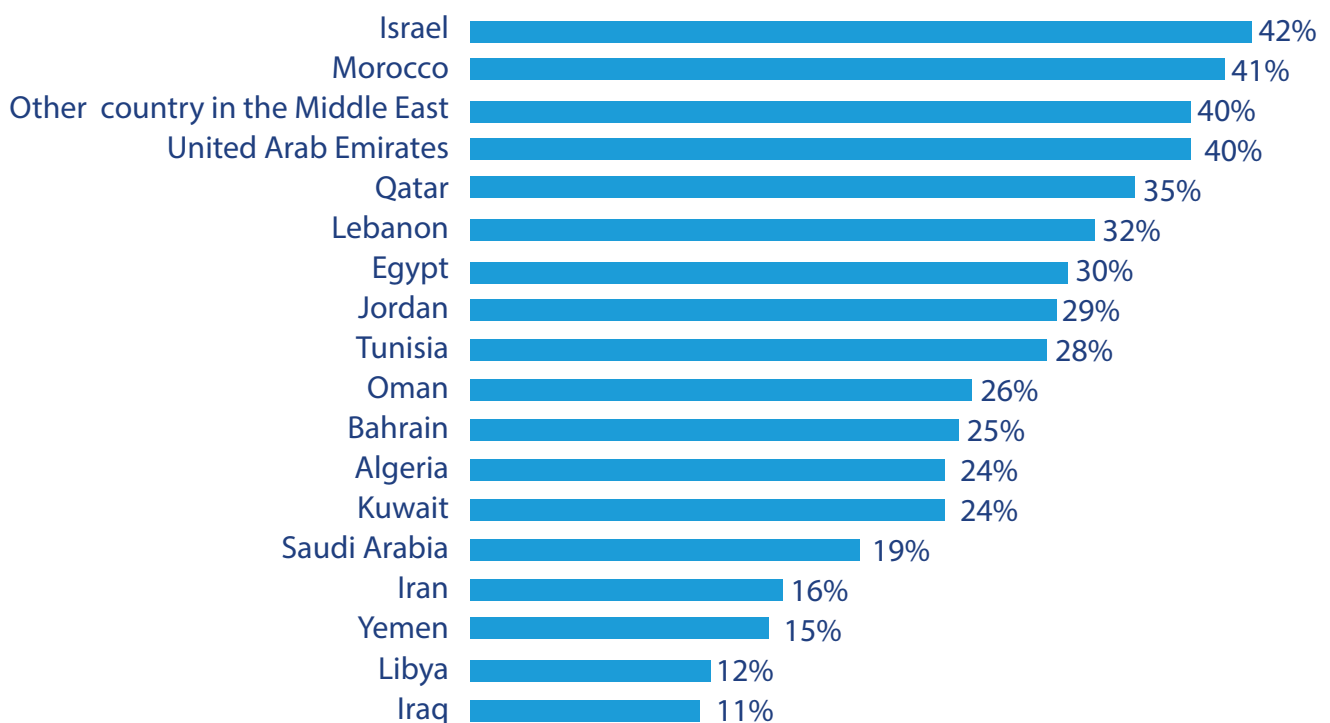
Countries of competition

With an ever increasing mobile academic market, naturally there are other countries that local candidates may have an interest in relocating to. **82%** of the US candidates have already been internationally mobile and **98%** said they would consider an academic opportunity abroad in the future. So who are the top competitors? What percentage of USA candidates would consider moving to certain countries?

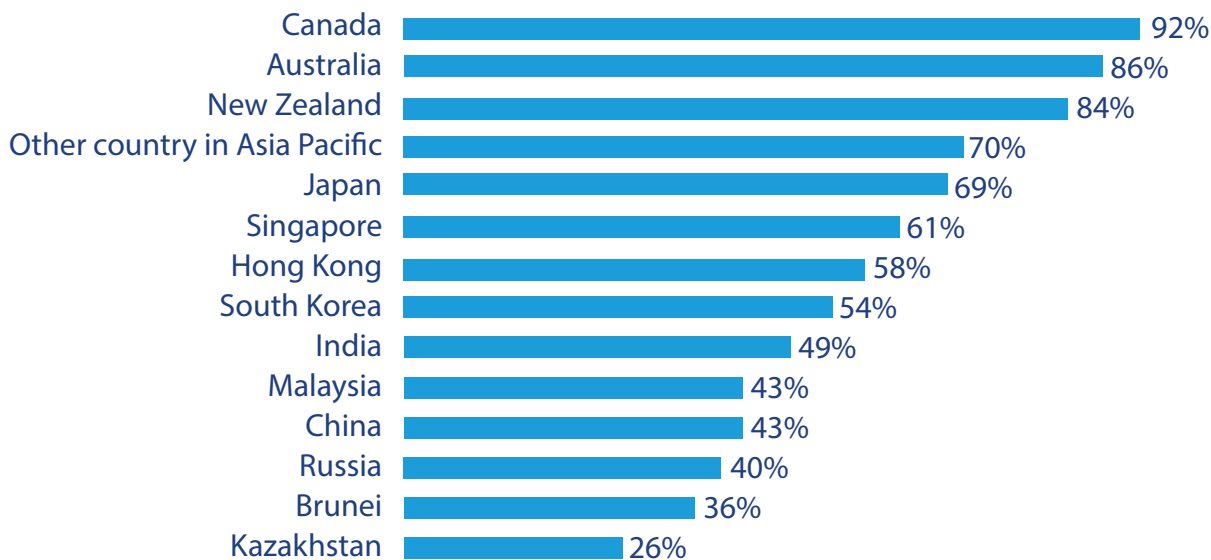
European competitors



Middle East competitors



Canada and Asia Pacific competitors



What would make the candidates from US come to your institute?

So how can you ensure that you keep your local academic talent local? Let's have a look at USA candidate's key drivers. Surprisingly the main driver for candidates looking for a job is for career progression/prospects (31%). 30% 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.

Key drivers



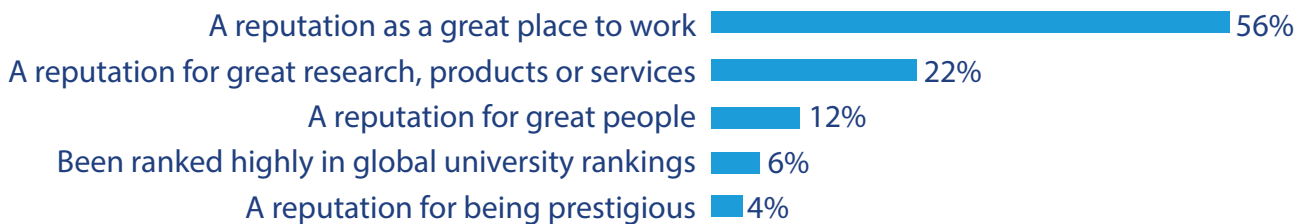
Although job security comes into play in these key drivers, career progression and prospects are the top desire. Academic jobs in HE are becoming increasingly 'casualised' around the globe, and although it may be an inevitable truth, it is important that you are highlighting the positives of your role and what your institute has to offer, especially when advertising for a temporary position. Does your advert appeal to these key drivers?

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...



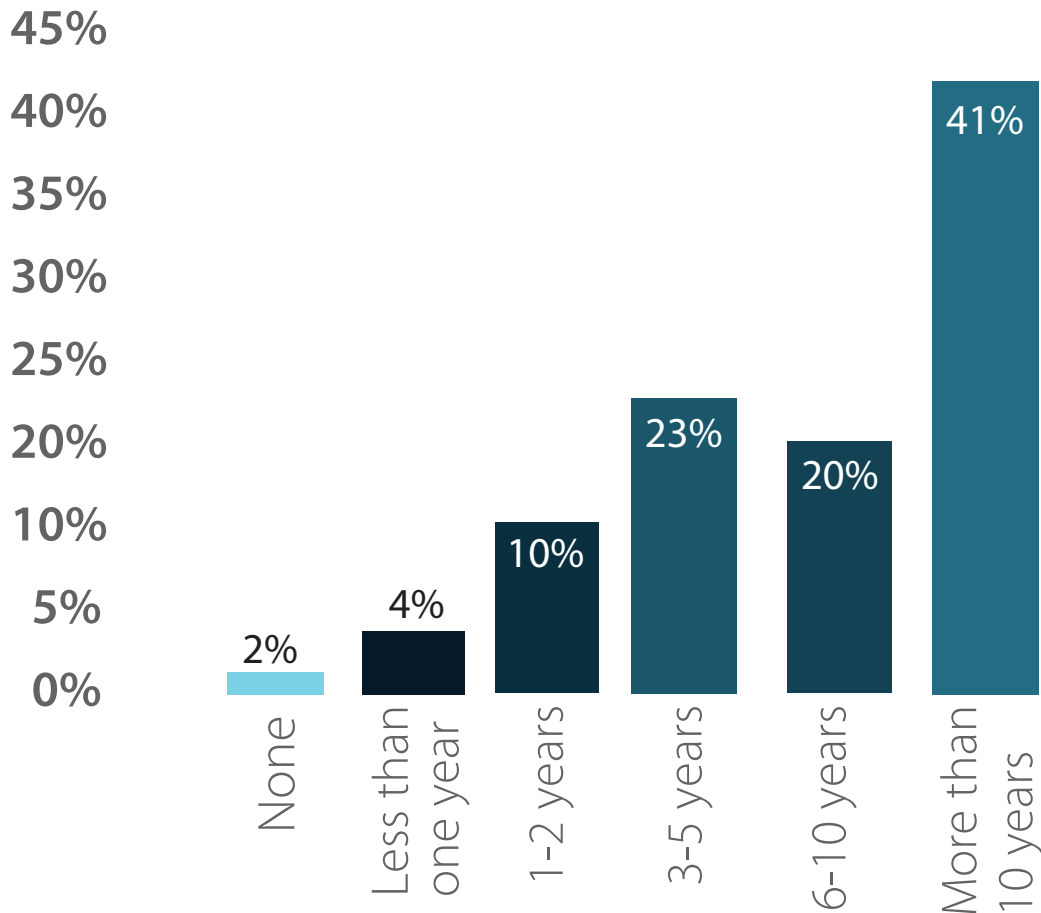
What is your unique selling point?

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 the place to be.

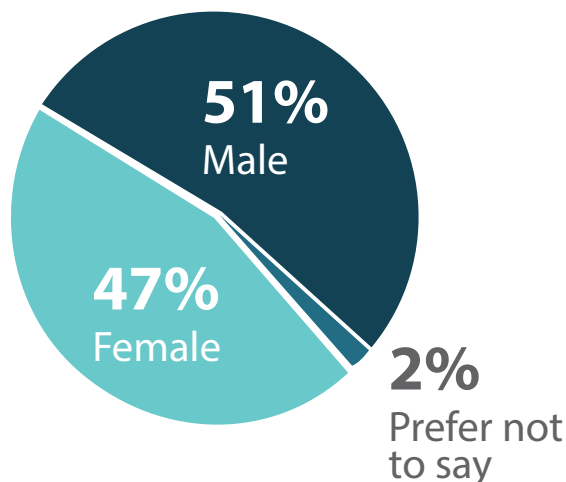
International candidates who would relocate to the USA

There were 5,203 international academic respondents. 4,601 would consider relocating to another country. 3,993 would consider relocating to the USA. This is the equivalent of the 350,000+³ jobseekers that are relevant to your roles every month.

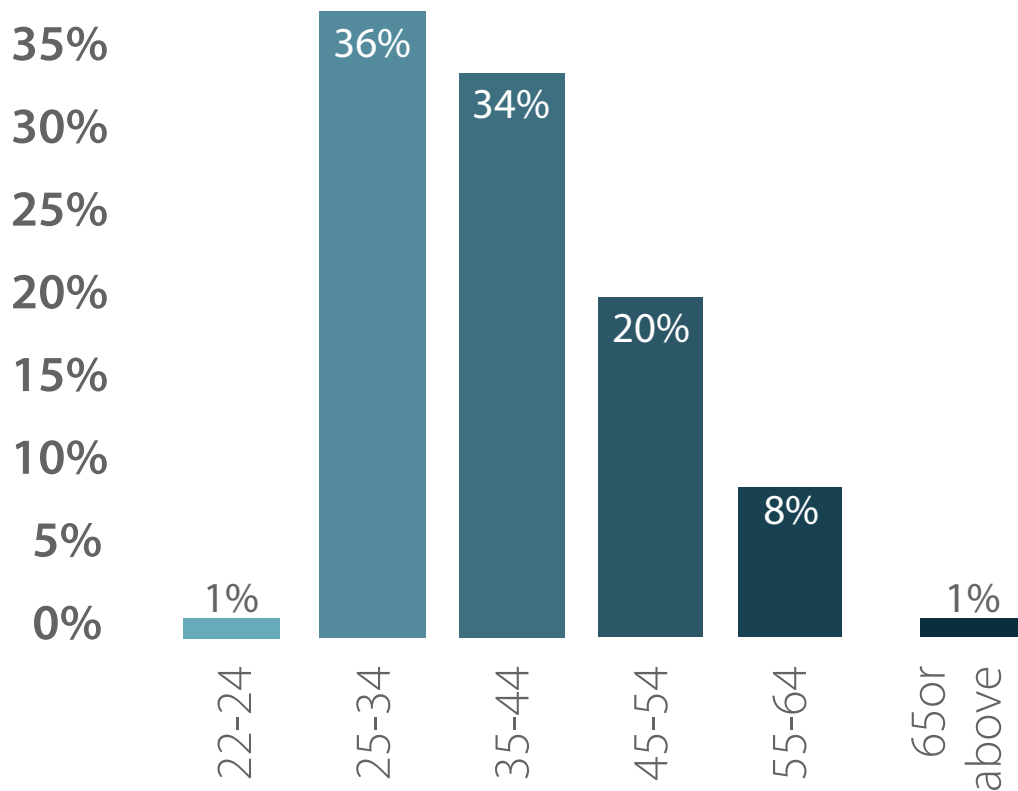
Years' experience



Gender

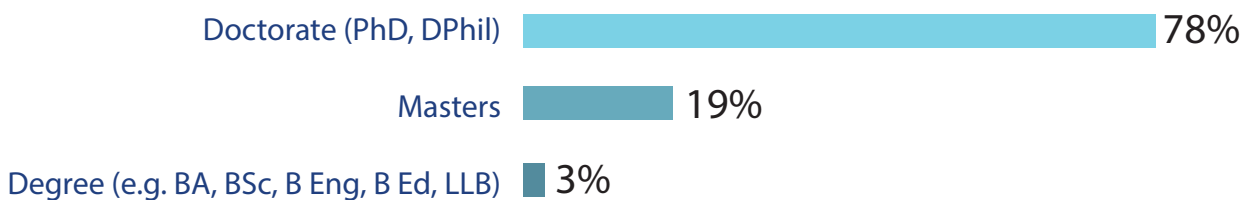


Candidate age groups

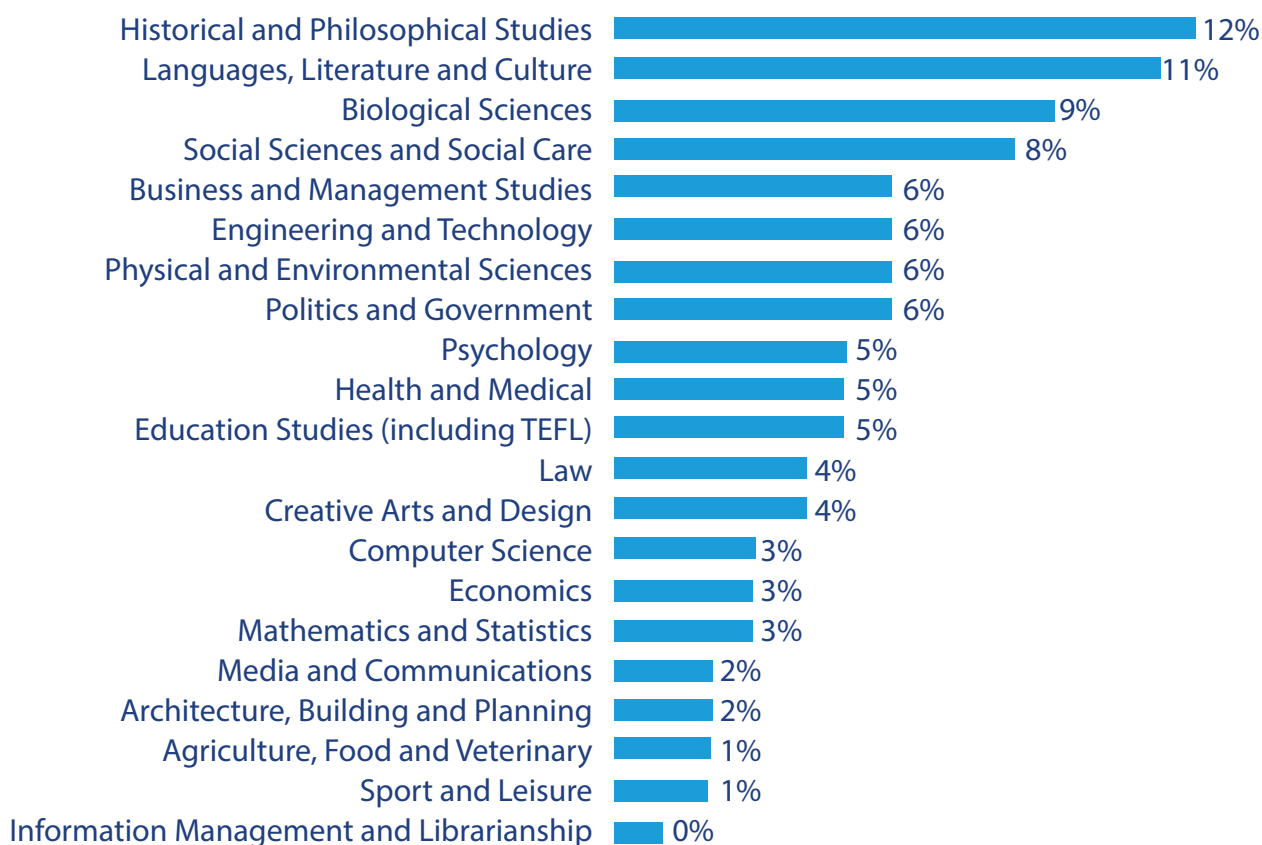


Highest qualification

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

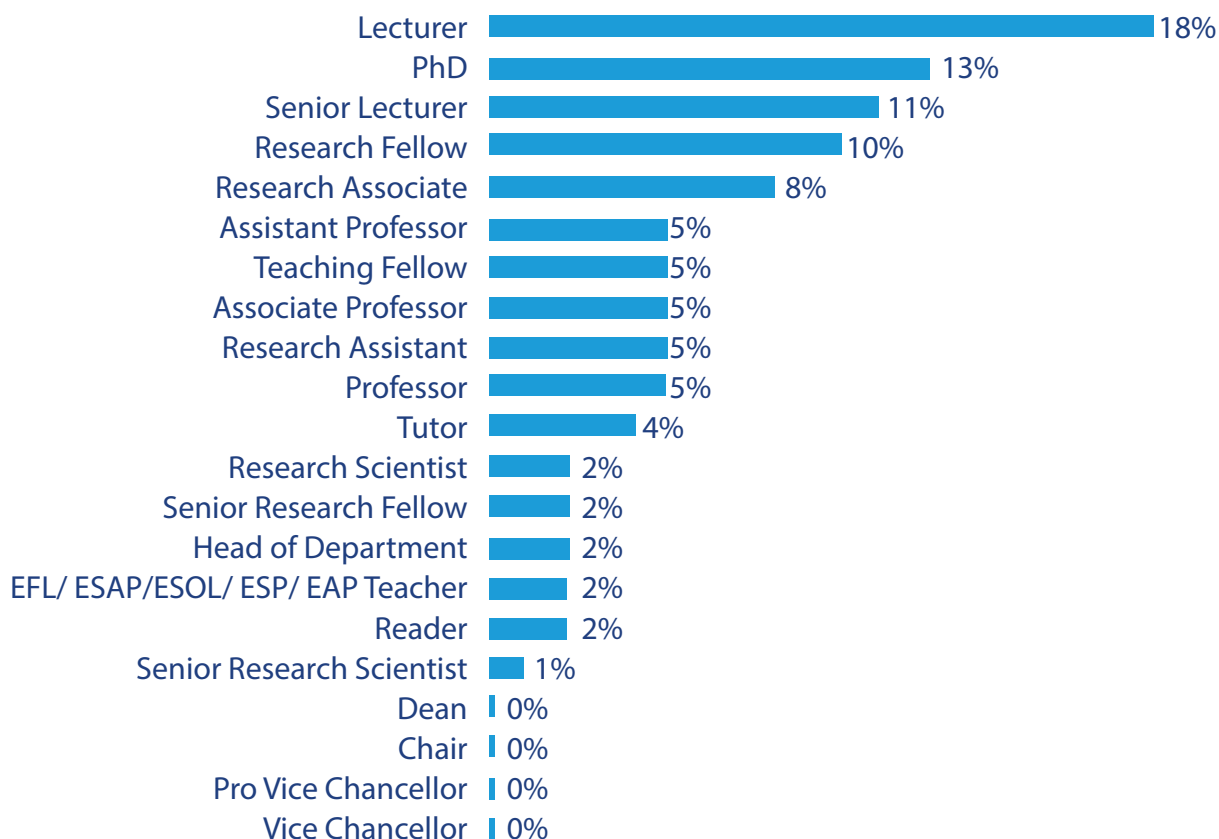


What are the candidates' disciplines?



Current/ previous role

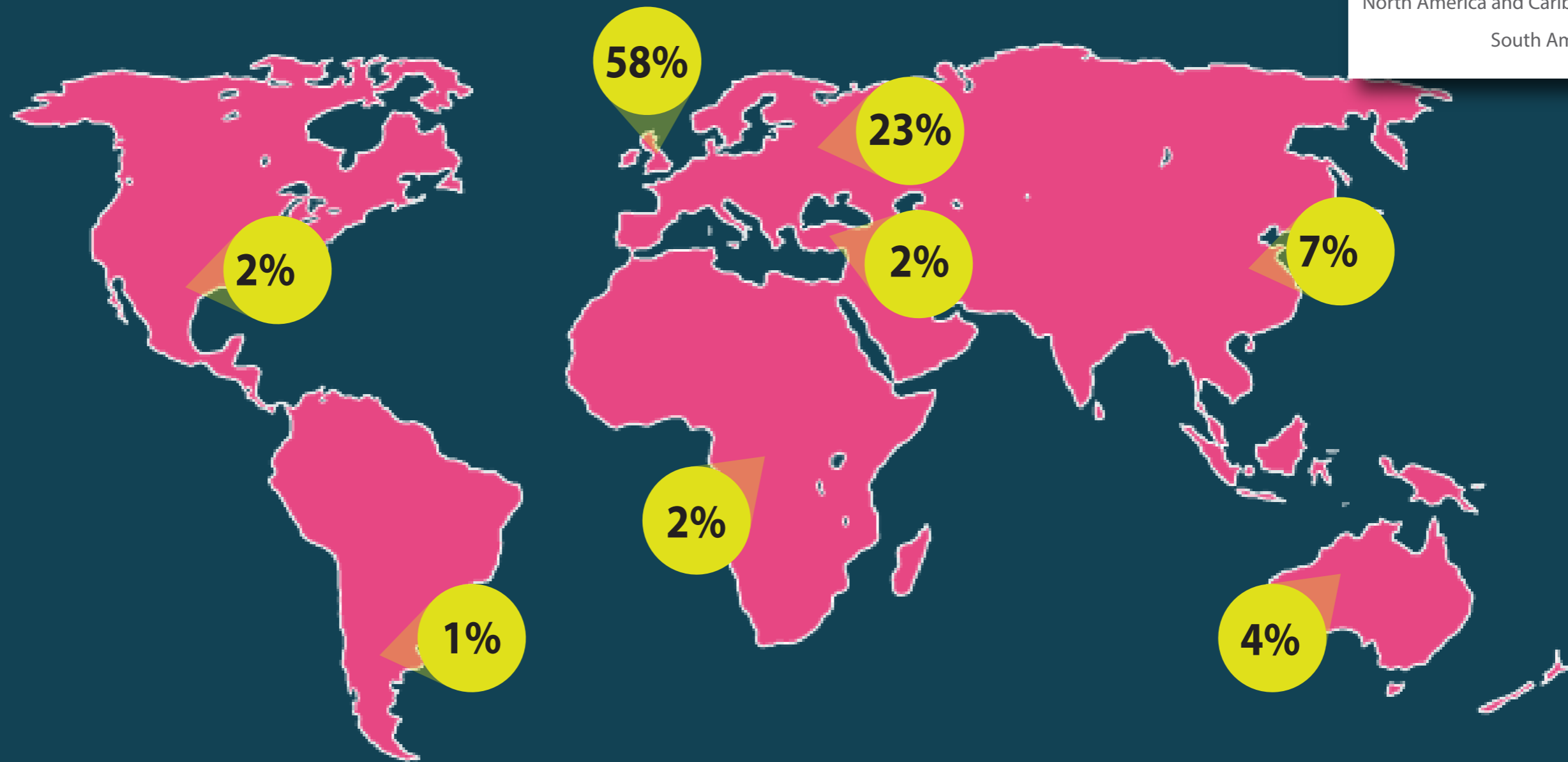
18% of international jobseekers considering relocating to the USA currently or previously worked as Lecturers.



Where are the candidates from?

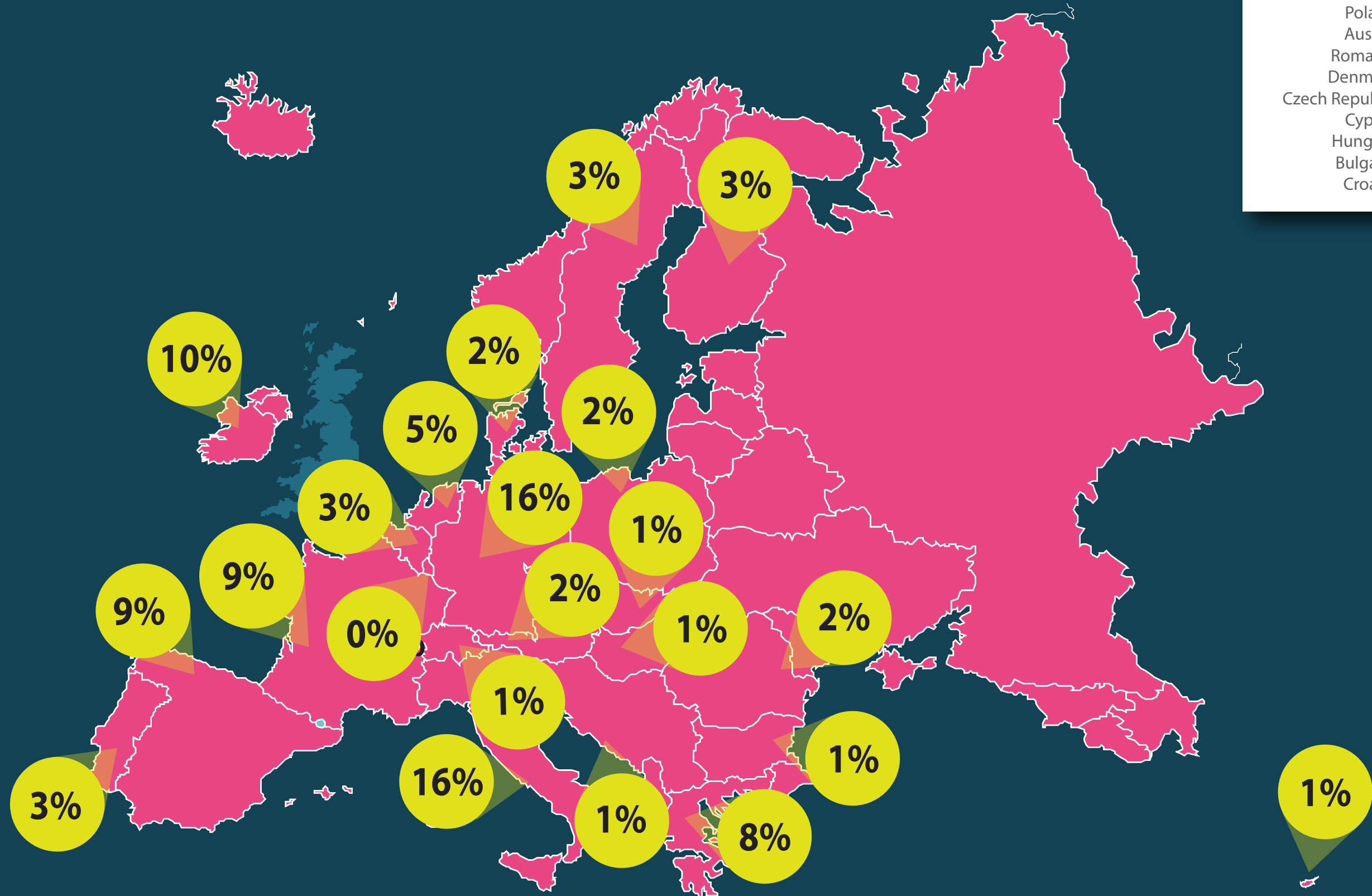
81% of international candidates considering relocating to the USA are from Europe, with 58% based in the UK.

UK	58%
Europe (excluding UK)	23%
Asia	7%
Australasia	4%
Africa	2%
Middle East	2%
North America and Caribbean	2%
South America	1%

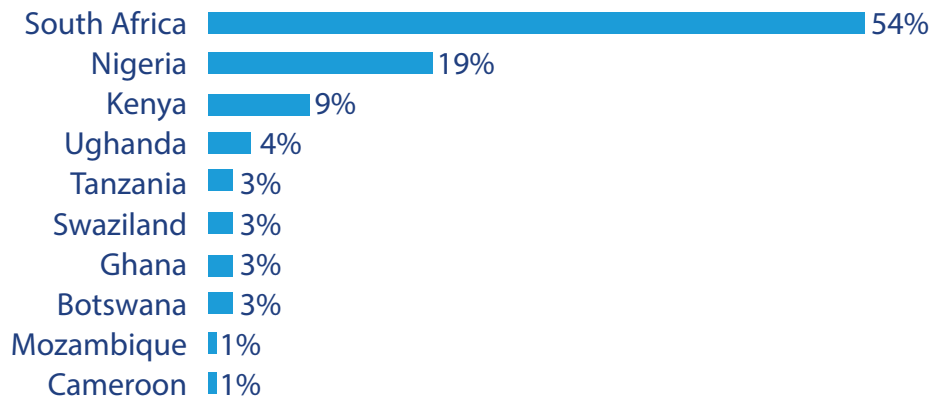


Candidates from Europe (excluding UK)

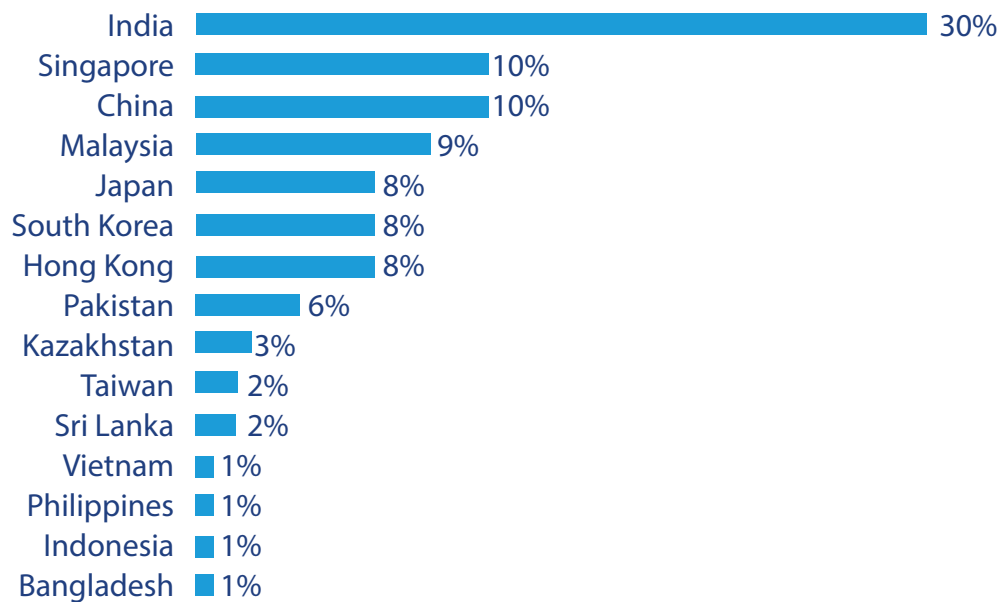
Italy	16%
Germany	16%
Republic of Ireland	10%
France	9%
Spain	9%
Greece	8%
Netherlands	5%
Portugal	3%
Sweden	3%
Belgium	3%
Finland	3%
Poland	2%
Austria	2%
Romania	2%
Denmark	2%
Czech Republic	1%
Cyprus	1%
Hungary	1%
Bulgaria	1%
Croatia	1%



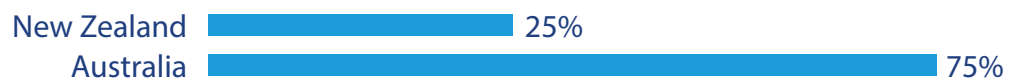
Candidates from Africa



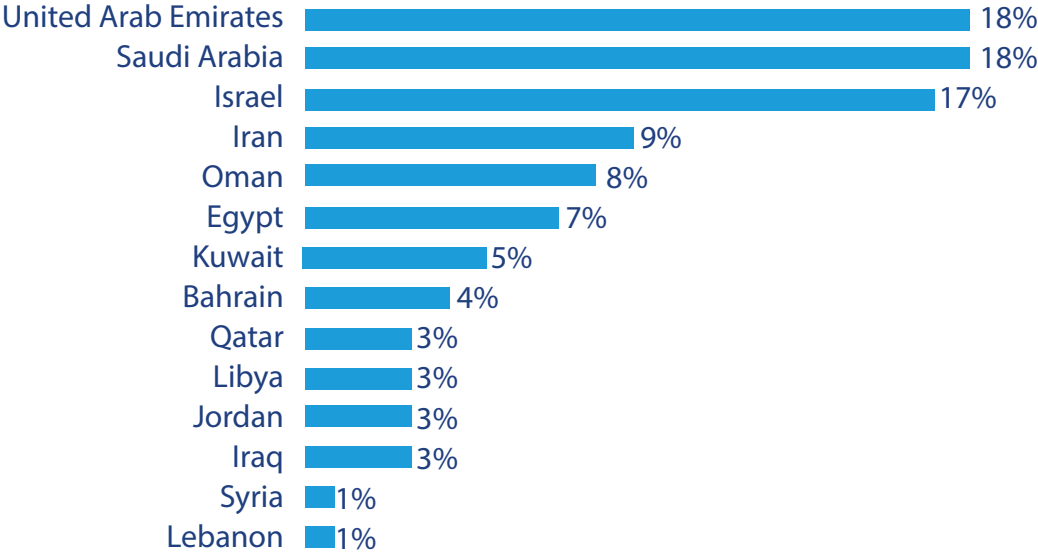
Candidates from Asia



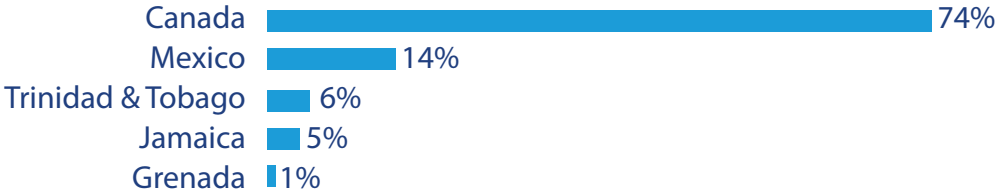
Candidates from Australasia



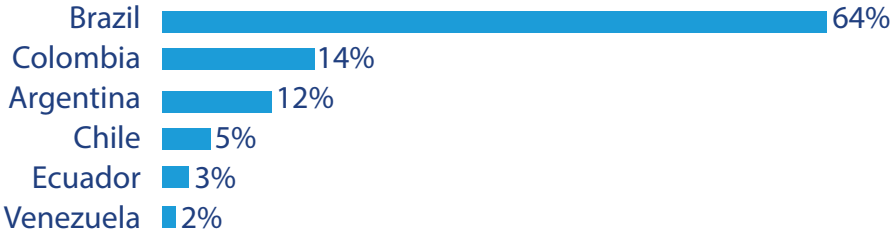
Candidates from the Middle East



Candidates from North America and the Caribbean

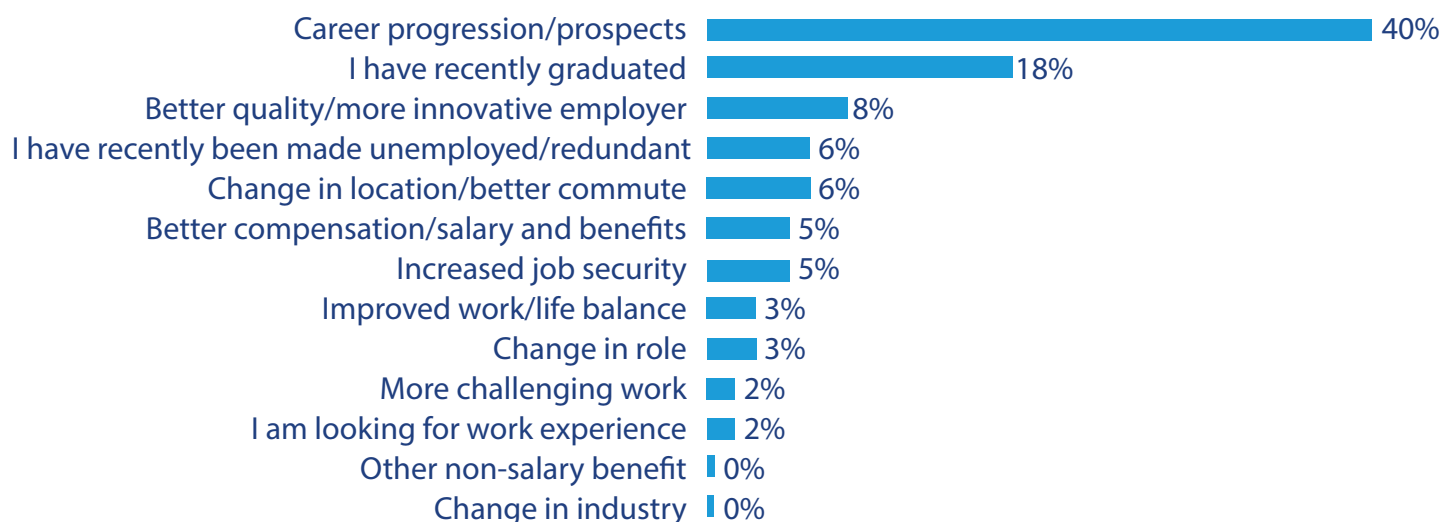


Candidates from South America



What are their key drivers?

Now that you have seen where your prospective employees are from and where else they may relocate to, let's have a look at the key drivers for international jobseekers to consider a new role. Not surprisingly the main driver for candidates is for career progression/prospects (40%). 18% of the jobseekers are recently graduated and may view relocating to another country as a way to progress their career.

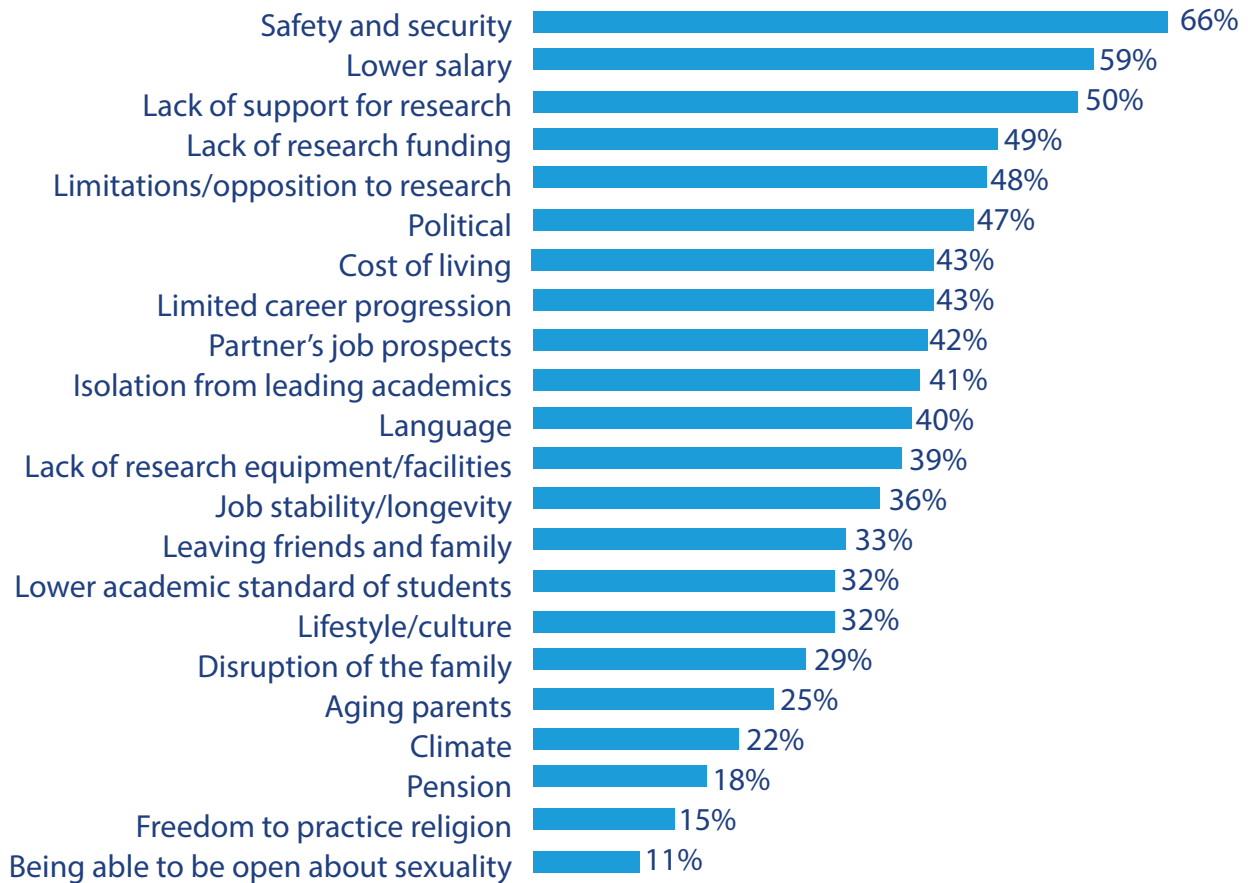


With such a mobile workforce it is really important to understand what entices academics to roles abroad, to do this we researched what would attract and repel your prospective future employees. With a constantly changing global landscape, it is important that you consider the way your opportunities are advertised to really highlight the positives and help refute the negatives. To begin with let's look at the driving factors for international candidates:

Attractive factors



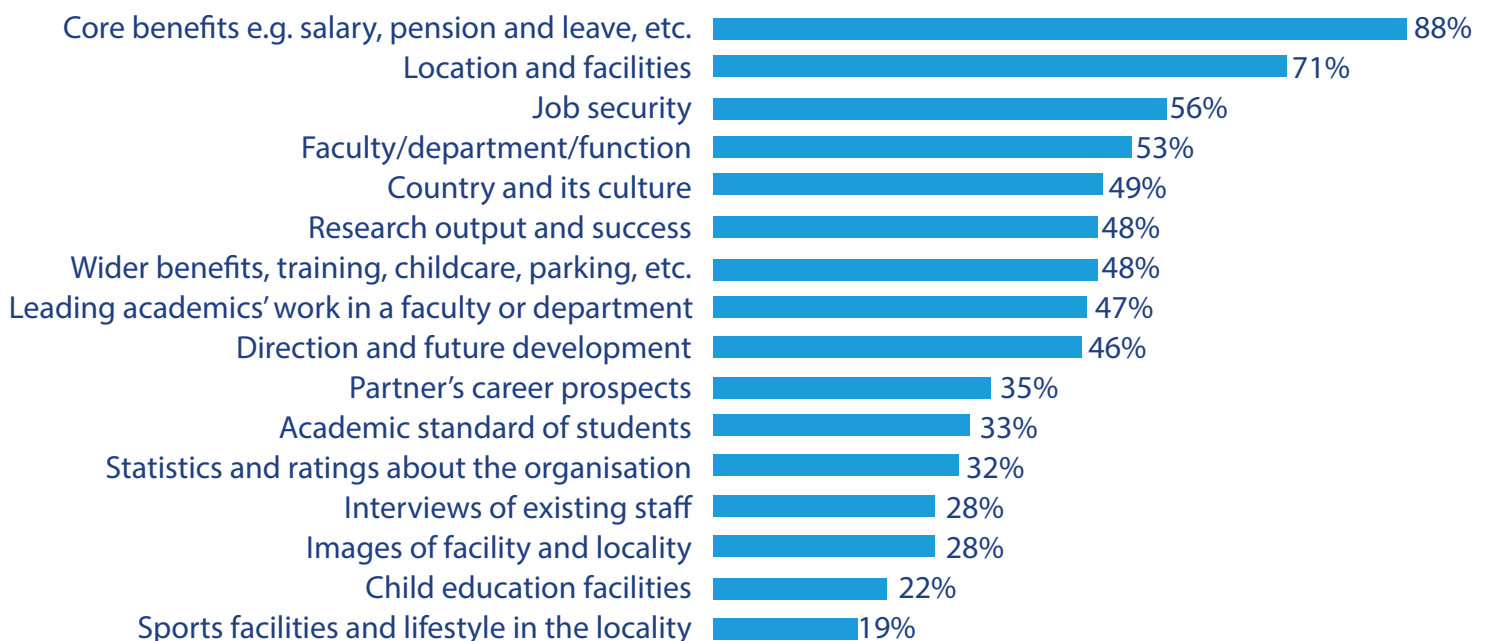
Preventative factors for international academics



As expected the key factor that could deter candidates from coming to your institute, especially in terms of relocating to another country, is safety and security (66%). Now although we can't change the way our countries work (not instantly anyway), you 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.

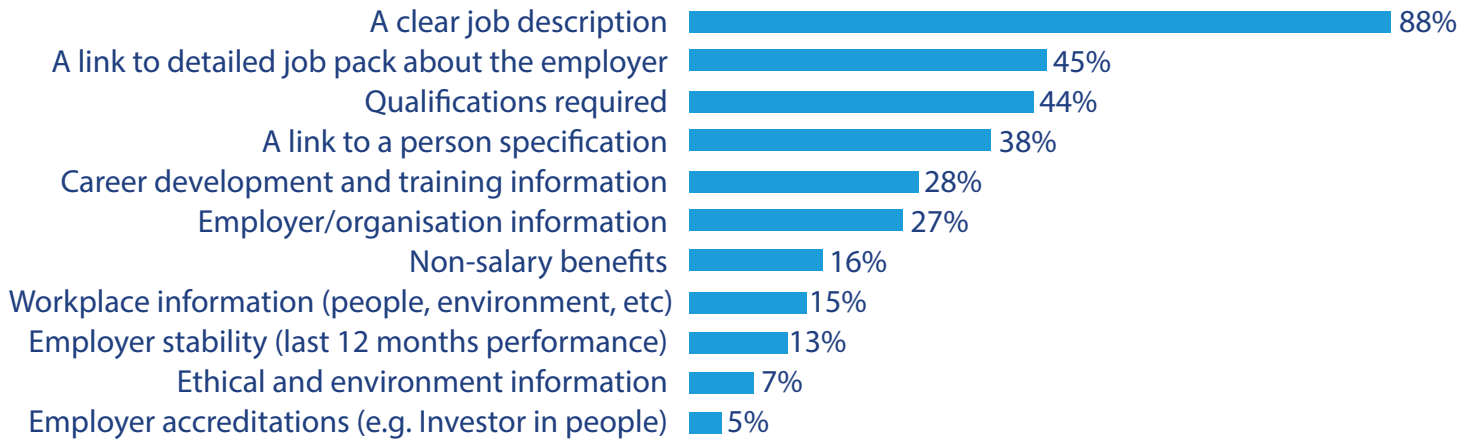
Essential extra information in a job advert

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:



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:



An institute should have:



What is your unique selling point?

Jobseekers are enticed by institutions that have an excellent reputation as a place to work, therefore including references from current staff on your website, and using facts and figures will highlight your establishment as the place to be.

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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