

# University recruitment effectiveness survey 2013

A study into where universities find their best qualified candidates using data straight from the source



*Great jobs for bright people*

# 1 The study

## Introduction

jobs.ac.uk was launched by the University of Warwick in 1998 with the primary objective of helping the Higher Education sector to recruit staff more efficiently and much more cost effectively.

In order to further this aim, from July to August 2013, we asked a sample of our university customers to share their recruitment data with us in order to produce a consolidated view of the most effective sources of recruitment across the Higher Education sector.

The purpose of the study was to understand how universities attract applicants and more importantly, which channels delivered the quality candidates who get hired – allowing universities to better optimise their recruitment advertising budgets.

## Methodology

Unlike other studies that rely on survey data, this research uses an entire academic year of primary recruitment data directly from universities to show which recruitment sources are the most effective. Findings are drawn directly from the participating universities' own Applicant Tracking System (ATS) which is in turn based on automated source tracking, therefore further eliminating bias.

We gathered recruitment data on the number of applications, interviews and appointments to academic and research, managerial, clerical, technical and manual jobs.

## The data from 8 UK universities gave us an insight into:

- **77,654 job applications**
- **7,194 interviews**
- **2,482 appointments**

**“The independent study revealed that jobs.ac.uk is over ten times more effective than all other external media sources combined in appointing academic and research staff.”**

For this research, the following 8 UK universities kindly provided us with their recruitment advertising data from the 2011/2012 academic year:



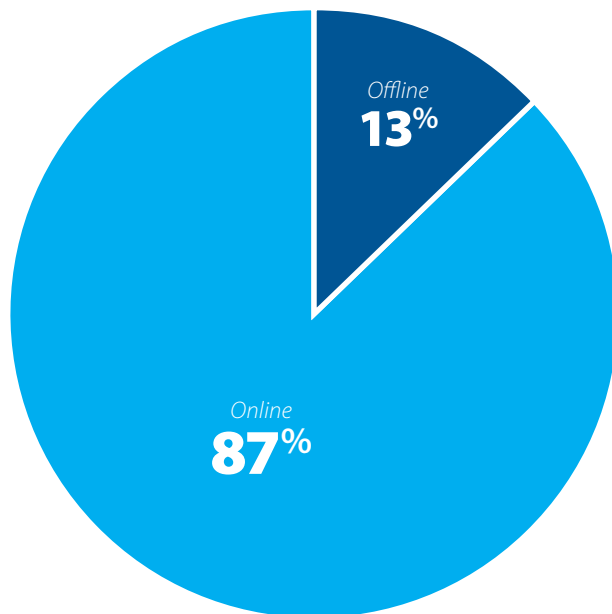
*Great jobs for bright people*

## 2 Online vs. print sources – applications and appointments

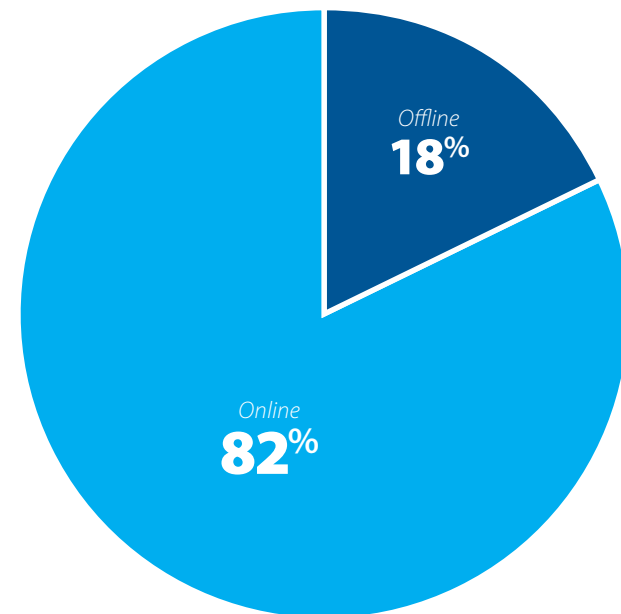
- The study shows that online sources (87%) are significantly more effective than offline sources (13%) at attracting applicants
- Online recruitment was responsible for 82% of university appointments – an increase of 13% when compared to the same study by jobs.ac.uk in 2007
- Online sources included jobs boards and university recruitment pages whilst offline sources included local press, national press and journals

**“The limited reach and high cost of traditional offline sources compared to online sources could explain why they produced an inferior number of applications and appointments.”**

*Online vs offline sources for university applications*



*Online vs offline sources for university appointments*



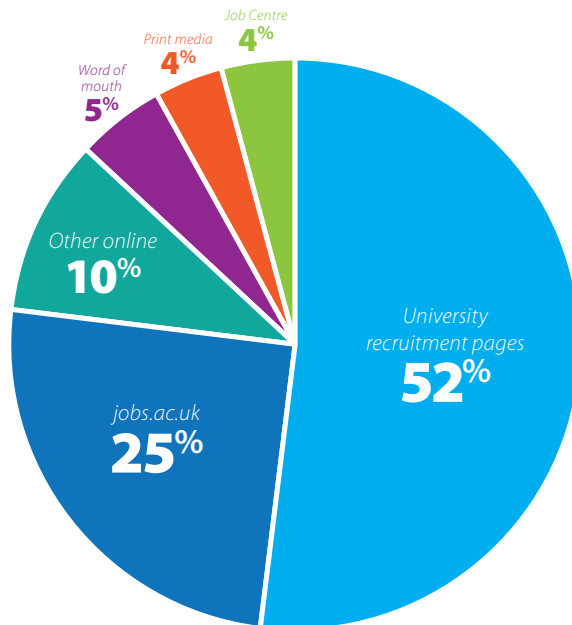
### 3 All university applications

To understand which sources drive the most applicants for universities, we looked at the **77,654** job applications from all academic and research, managerial, clerical, technical and manual posts.

#### The study found:

- The universities' own recruitment pages were the most effective source of applications (**52%**)
- jobs.ac.uk generated a quarter (**25%**) of all university applications
- jobs.ac.uk was **over twice as effective** as all other recruitment websites combined in attracting applications for university posts - including Guardianjobs, THE, Nature and New Scientist

All applications by source



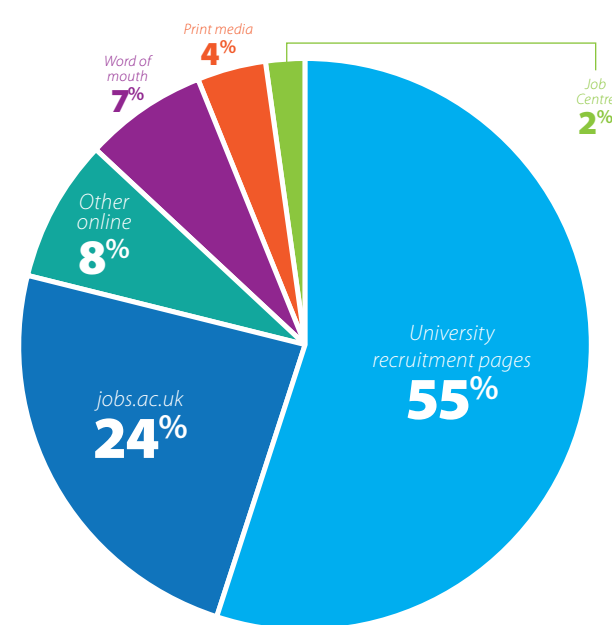
### 4 All university interviews

Interview metrics are commonly used to evaluate recruitment source effectiveness. We therefore analysed the data from **7,194** university job interviews to demonstrate which channels drive the best quality jobseekers.

#### The study found:

- Online recruitment is crucial for generating a significant volume (**87%**) of qualified candidates who moved to the interview stage
- jobs.ac.uk was **over three times more effective** at generating interviewees than other online sources combined
- Only **4%** of applicants from print media moved to the interview stage

All interviews by source

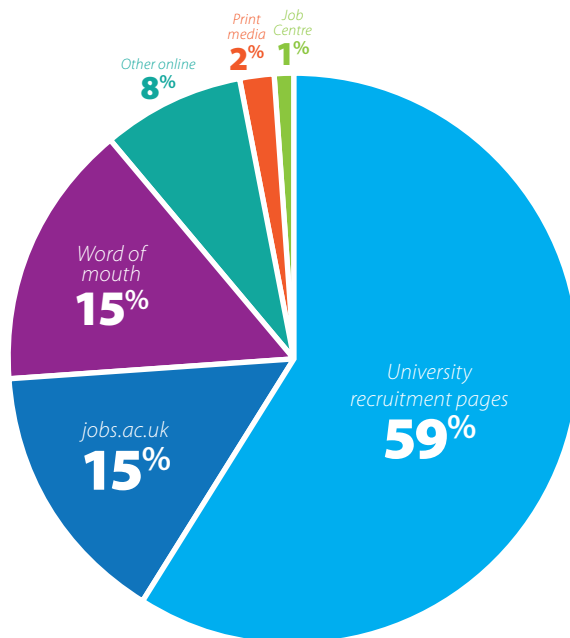


## 5 All university appointments

Whilst looking at which sources attract the most jobseekers is important, the number of appointments is the most powerful metric to determine recruitment source effectiveness.

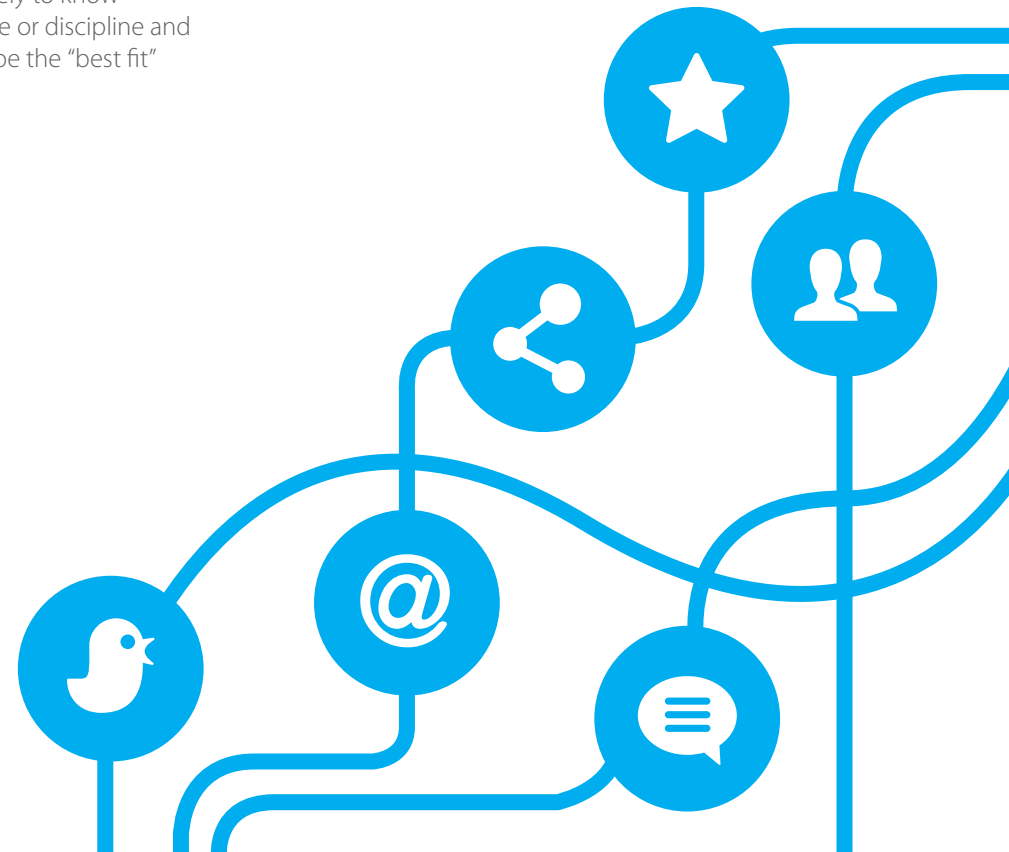
To better understand the overall effectiveness of the various recruitment sources, we looked at the **2,482** appointments across all job types.

All appointments by source



- The universities' own recruitment pages accounted for **59%** of all appointments
- jobs.ac.uk was found to be almost twice as effective as all other recruitment websites combined in attracting candidates who were appointed to university posts (**15%** compared to **8%**)
- Word of mouth and employee referrals proved to be a very effective internal recruitment channel. Although they accounted for **5%** of applications, they produced **15%** of hires. Employees are more likely to know people who work in the same job role or discipline and recommend candidates who would be the "best fit" for the university's culture

“ jobs.ac.uk was found to be almost twice as effective as all other recruitment websites combined in attracting candidates who were appointed to university posts.”



## 6 Top external sources

This next section looks at the effectiveness of all external media sources (excluding internal sources such as the university's own website and word of mouth) for university applications and appointments.

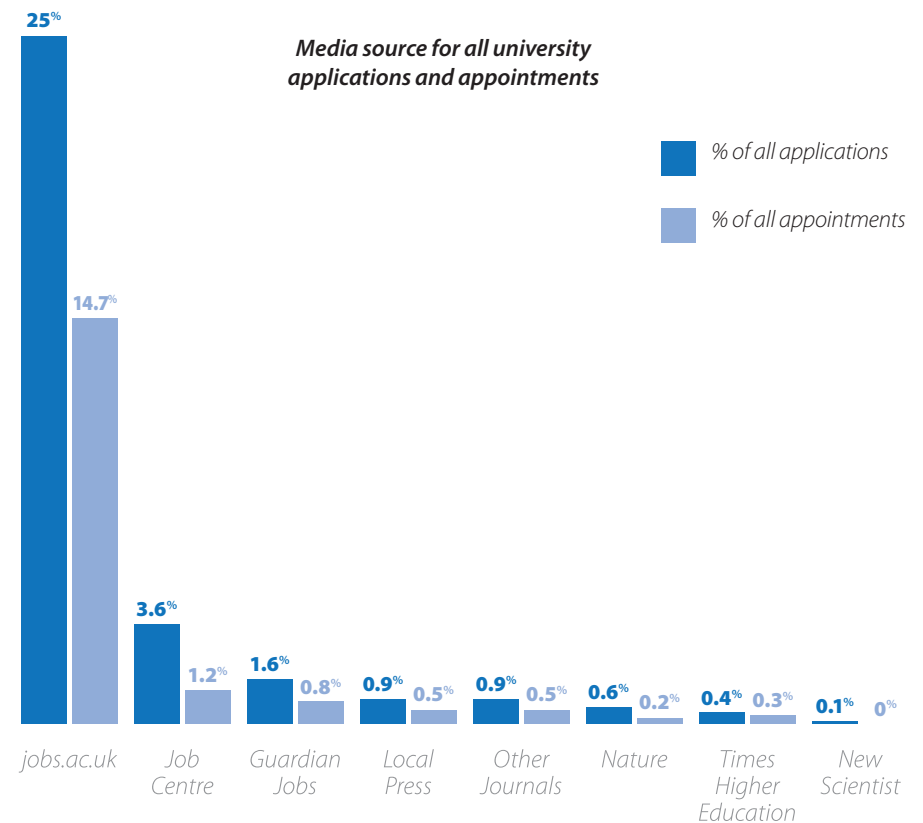
We then look at how the findings vary among specific job types within university recruitment. For example, how does recruitment source effectiveness compare between academic and managerial posts.

The study found that although jobs.ac.uk has not lost its academic focus, it is still very successful within all other areas of university recruitment.

“jobs.ac.uk provided universities with more applications and appointments than any other external recruitment source.”

## A All applications and appointments

- jobs.ac.uk is the leading source of all university applications (25%) and appointments (14.7%)
- jobs.ac.uk is **three times more effective** than all other external sources combined
- The study shows the strong diversity of jobs.ac.uk's audience and proved that jobseekers use the website to search for a range of university posts ranging from academic, teaching and research to managerial and support roles

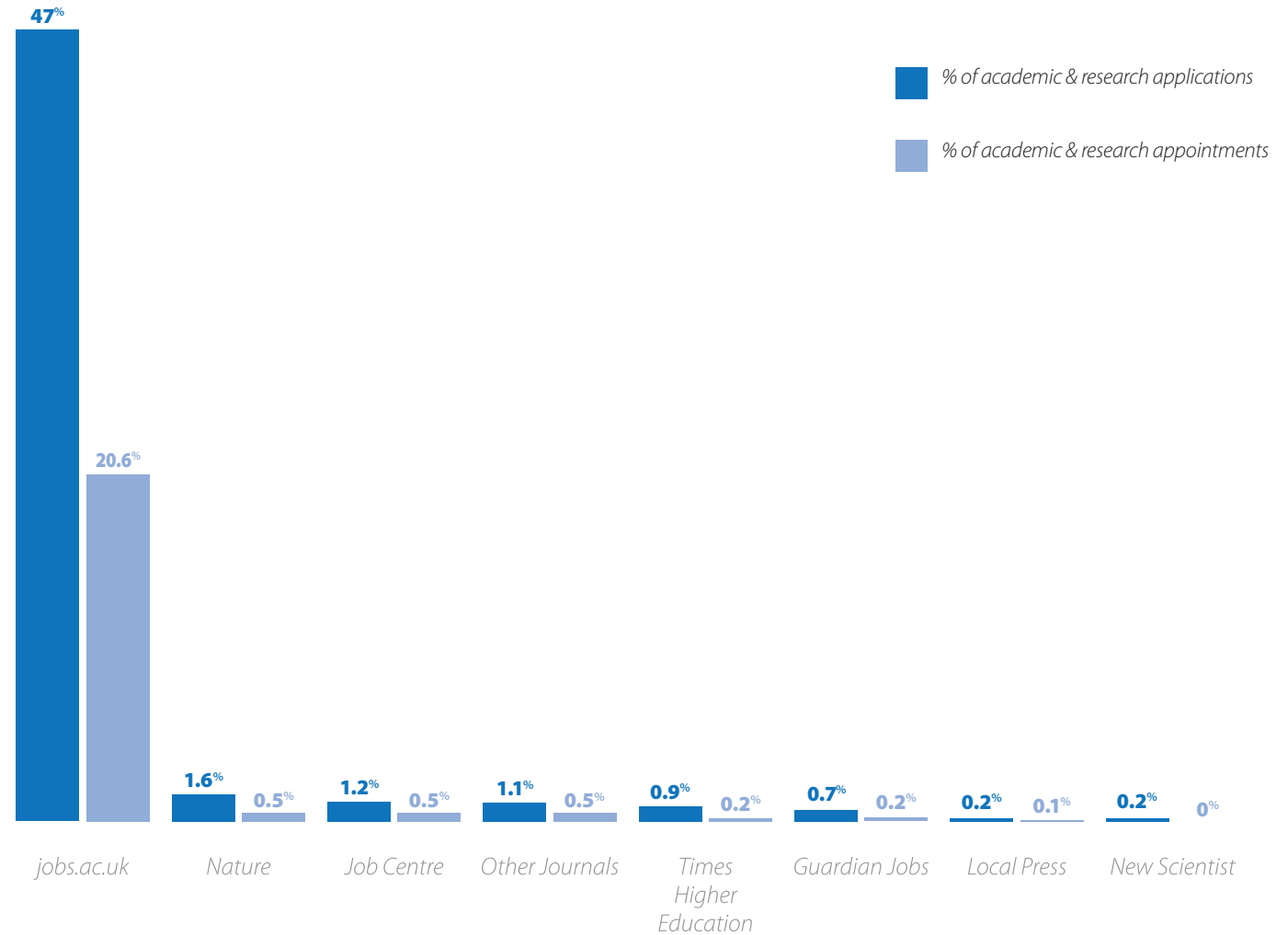


## B Academic & research applications and appointments

- jobs.ac.uk is **over ten times more effective** than all other external media sources combined in appointing academic and research staff
- Amongst the eight institutions surveyed, jobs.ac.uk were on average responsible for sourcing **21%** of all academic and research staff compared to just **2%** from all other external media

“jobs.ac.uk’s effectiveness in the academic field has grown year by year and is still the most effective recruitment media for sourcing quality employees in academic and research posts.”

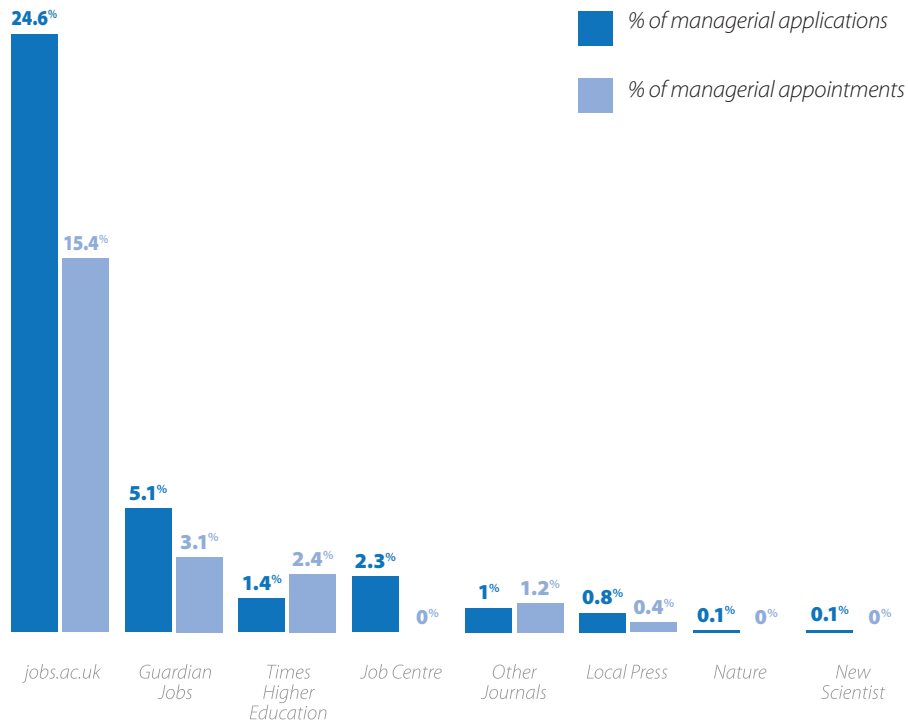
Media source for academic & research applications and appointments



## C Managerial applications and appointments

- jobs.ac.uk is **the most effective recruitment media** for managerial appointments
- jobs.ac.uk is **three times more effective** than all other external media for managerial appointments
- The success of jobs.ac.uk for managerial appointments is supported by the vast number of subscribers (**94,331** – September 2013) to our Professional & Managerial Jobs by Email category

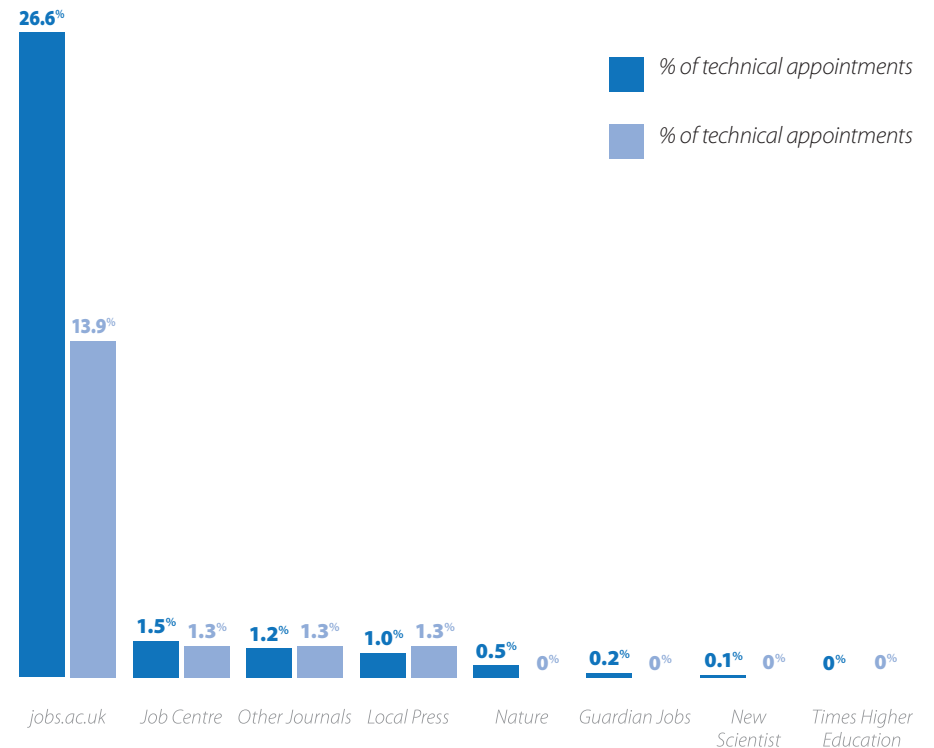
*Media source for managerial applications and appointments*



## D Technical applications and appointments

- jobs.ac.uk provided **over three times more appointments** to technical posts than other external sources combined

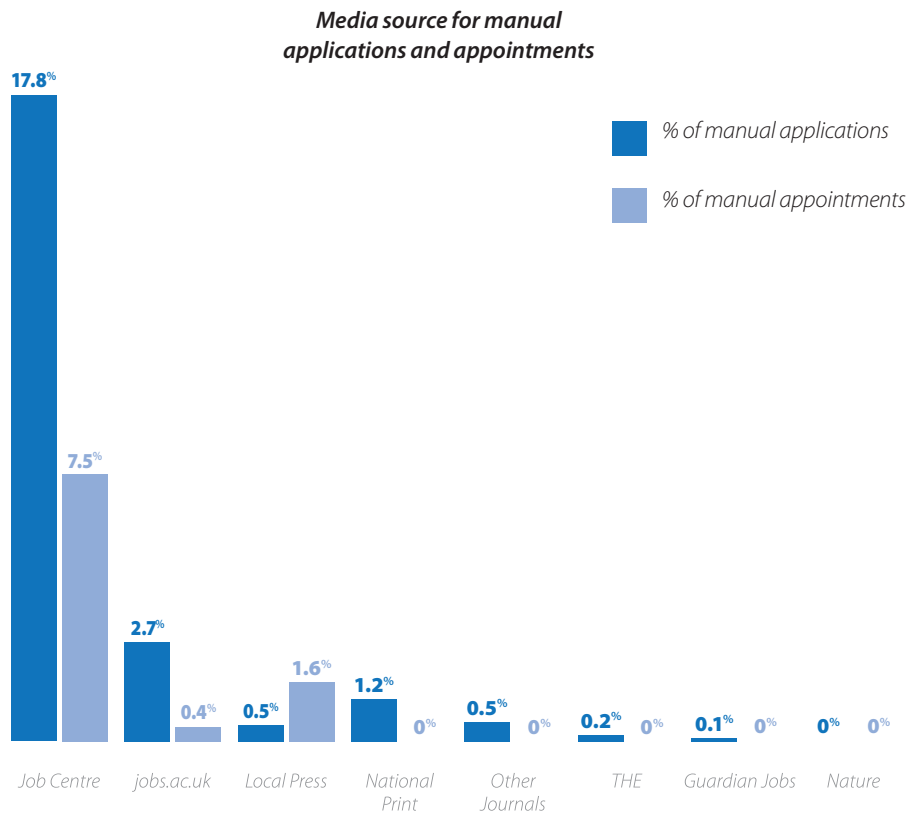
*Media source for technical applications and appointments*





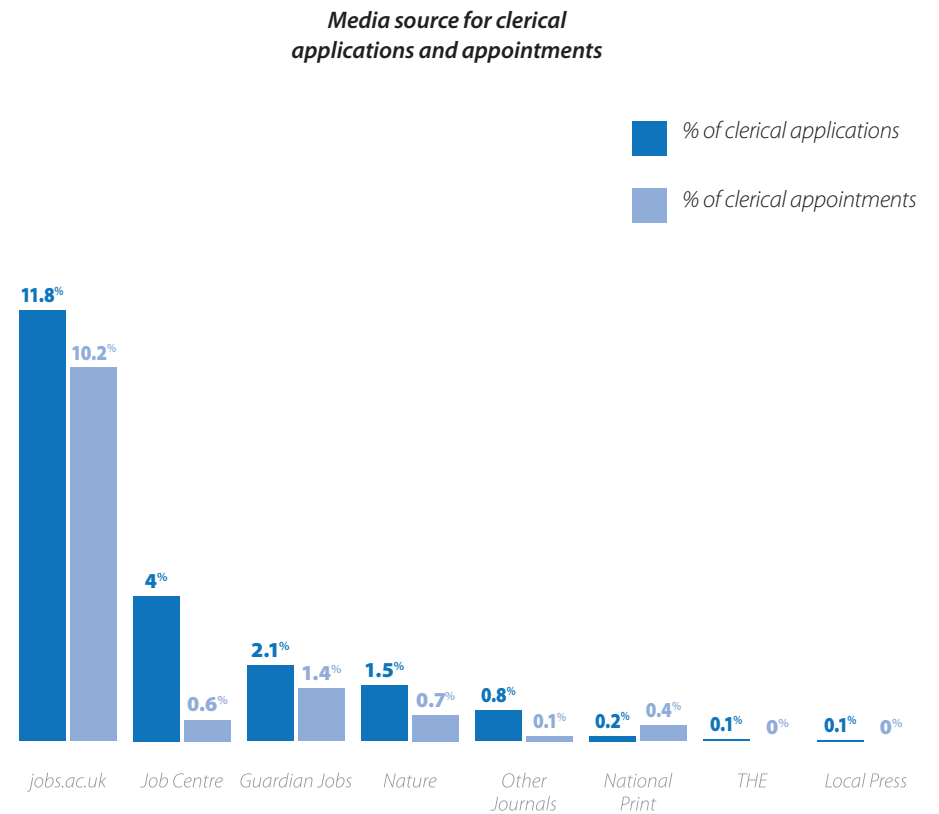
## E Manual applications and appointments

- The Job Centre is the most effective recruitment source of applications and appointments for manual posts



## F Clerical applications and appointments

- jobs.ac.uk was **over three times more effective** than other external sources combined in attracting jobseekers to clerical appointments



# Conclusion

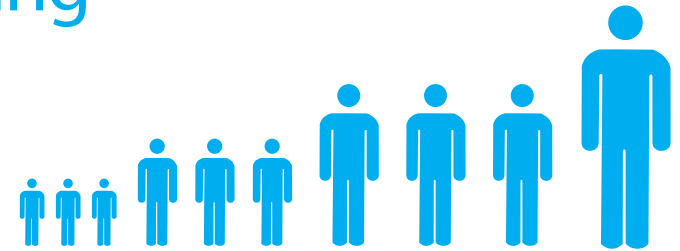
## The survey's most significant findings:

- jobs.ac.uk was the **leading external source** for all university applications, interviews and appointments
- jobs.ac.uk is **over ten times more effective** than all other external media sources combined in appointing academic and research staff
- jobs.ac.uk's effectiveness at appointing academic and research staff has more than **doubled** since the same study in 2007
- Among the external sources, jobs.ac.uk produced the highest quality of applicants with **24%** of all university interviewees
- Online recruitment was found to be **over four times more effective** than traditional offline media for appointing university staff
- The universities' own recruitment pages were the **most effective source** of applications, interviews and appointments
- Social media, despite all its current popularity did not yield any applications, interviews or appointments in this study



# 5 steps to successful recruitment planning

Here are some recommendations based on our analysis to help you to improve your university's recruitment strategy, reduce costs and add top talent to your organisation:



## 1 Monitor your recruitment data



Recording and monitoring your recruitment data is critical for determining source effectiveness. Use an ATS to easily automate source tracking and ensure that your application form lists individual media sources. In the absence of an ATS, assign unique reference numbers to adverts (e.g. JAC123 for jobs.ac.uk) and consider employing a temporary member of staff every quarter to record recruitment data onto a central spreadsheet or database.

## 2 Identify top performing recruitment sources



Analyse your recruitment data or pull source reports from your ATS to determine top performing recruiting sources. This information will help you identify what's working and where changes need to be made to attract the best quality jobseekers. Metrics include number of applications, interviews and appointments, as well as the cost per applicant and cost per hire.

## 3 Allocate your recruitment budget appropriately



Once you have identified the top performing sources, adjust your budget accordingly. The budget allocated to each recruitment source should be dependent on the number of applications, interviews and hires that the source provides.

## 4 Optimise your university careers site



University career sites produced more applications and appointments than any other source, demonstrating that a strong careers site is an important part of the recruitment mix. Ensure that your careers site makes it easy for jobseekers to find and apply for jobs, provides detailed information about the workplace and career development opportunities.

## 5 Promote word of mouth and employee referrals



Friends, family and other employees helped to find **15%** of appointments so ensure that all vacancies are communicated internally, for example via intranets, newsletters and team meetings.

## About jobs.ac.uk

Launched in 1998 by the University of Warwick, jobs.ac.uk is the leading global jobs board for careers in academic, research, science and related professions.

From academic teaching and research to managerial and support roles, jobs.ac.uk advertises vacancies for over 7,100 organisations worldwide including universities, research institutions, colleges, charities and commercial organisations.

## Our key statistics

- **1,385,555** unique users per month (ABC audited May 2013)
- **Over ten times** more effective than other external media for academic and research posts
- **91%** of jobseekers have a degree, masters or doctorate
- **21,000+** job searches per day from UK, USA, Europe, Middle East & Asia Pacific
- **352,000+** jobseekers subscribe to our Jobs by Email service

If you would like to advertise or speak to one of our team about putting together a targeted or bespoke recruitment campaign, we'd love to hear from you.



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## Contact us on

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