



jobs.ac.uk

# **jobs.ac.uk** **Media Pack 2024-25**

Recruitment advertising  
solutions for researchers,  
academics and professionals

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**jobs.ac.uk is a leading  
international job board  
for careers in research,  
science, professional  
services and academia**

With over 25 years of experience in recruitment marketing, we combine the latest candidate insights with our expertise to develop advertising solutions for your jobs and attract the best talent to your institution.

All adverts are reviewed and placed on our website by a dedicated team, which provides a personal and value-added touch that sets us apart from other platforms.



## Contents



jobs.ac.uk has been our go to job board for many of the vacancies we recruit for across UKRI, including the Science and Technology Facilities Council and Medical Research Council.

The site drives lots of traffic and generates high quality candidates for us.

The service we receive has always been of high quality and we look forward to continue working with a great team.

Nicola Ashall,  
Resourcing Specialist  
Lead, UK SBS

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## Recruitment advertising solutions for your jobs



Working with jobs.ac.uk since 2014, they have consistently provided an excellent, fast, and reliable service.

It is a pleasure working with the team; they are very knowledgeable and helpful, and always ready to address any inquiries or requests with professionalism and efficiency.

The platform's global reach has enabled us to access high-quality applicants from diverse backgrounds, enriching our talent pool and contributing to the success of our projects.

**Dr Kathrin Soehnel, Senior Academic Search Consultant, University of Auckland**



### Established Brand

For the past 25 years, jobs.ac.uk has been a market leader, drawing a growing and impressive audience with over 31.5 million views annually<sup>1</sup>.

Launched in 1998 by the University of Warwick, jobs.ac.uk was created by a community of experts to address the recruitment issues affecting the higher education sector. Since then, we have grown to become a leading global job board for academic, scientific, research and professional roles.



### Customer Support

When you advertise with jobs.ac.uk, you will have a dedicated team who will support all aspects of your recruitment advertising and campaign planning.

We also offer advice on how to advertise your vacancies effectively, ensuring all advertising collateral is non-discriminatory and compliant.



### Digital Strategy

Our IT and digital teams work to ensure our digital presence is consistently effective. We regularly engage with our audience through our social media channels, and our career advice site offers crucial jobseeker advice and career progression tips from academics worldwide.



### Jobseeker Experience

Through our experience and research, we have a robust understanding of jobseeker trends, key drivers, career paths and behaviour. We use this data to improve the success of your recruitment advertising, and with this in mind, adverts on jobs.ac.uk are relevant and targeted for our audience. We offer a range of products to advertise multiple vacancies to attract top talent, which improves the job searching experience for our users.



**173**

**million**

user interactions<sup>1</sup>

**31.5**

**million**

page views<sup>1</sup>

**2.8**

**million**

apply clicks<sup>1</sup>

**280K**

social media  
followers

**67K+**

jobs advertised<sup>2</sup>

**84%**

of top universities  
advertise with us<sup>3</sup>

<sup>1</sup>GA4 data (12 month estimate based on 1 Aug 2023 - 31st July 2024)

<sup>2</sup>jobs.ac.uk data 1 Aug 2023 - 31st July 2024

<sup>3</sup>QS World University Rankings



## Connect with talented candidates

Our team uses a range of marketing tactics to attract candidates to our website, ensuring maximum visibility for your adverts.

We also continue to raise the profile of a career in education. With you, we have been working to create compelling campaigns that showcase how the education sector can provide opportunity and a deep sense of purpose to jobseekers that may not have considered this career path.



jobs.ac.uk provides us with an effective channel to a targeted market and a global candidate base.

We find them to be supportive and responsive to our needs, and we continue to successfully fill vacancies through our jobs.ac adverts.

**Sarah McGuire, Head of Talent & Recruitment, Manchester Metropolitan University**





## Campaigns

We implement a range of multi-channel campaigns to attract new candidates to your jobs.

From award winning videos, to outdoor, radio advertising, paid search, and more.

Over the last academic year, we have reached new audiences from academics and professionals to PhD candidates, our digital campaigns are reaching great candidates for your organisation.

Plus, we've invested in broadcast and outdoor media advertising, championing careers in education from the London Underground to major cities across the UK.

We have passionately promoted the education sector implementing a range of multi-channel campaigns. From Google search, to LinkedIn, YouTube and trialling new channels such as ConnectedTV and Reddit we are reaching on average over 2.5 million page views each month<sup>1</sup>.





## Social media

We engage with jobseekers through LinkedIn, Instagram, YouTube, X, Facebook and TikTok. Our dedicated team are always looking for new ways to attract and engage with top talent trialling new channels and trends.

Working with you, we've created and shared compelling video content across our social media channels, highlighting what it's like to study and work at universities.

We also use paid ads to boost our reach and bring in new audiences to our website.

Find us on our social media channels:

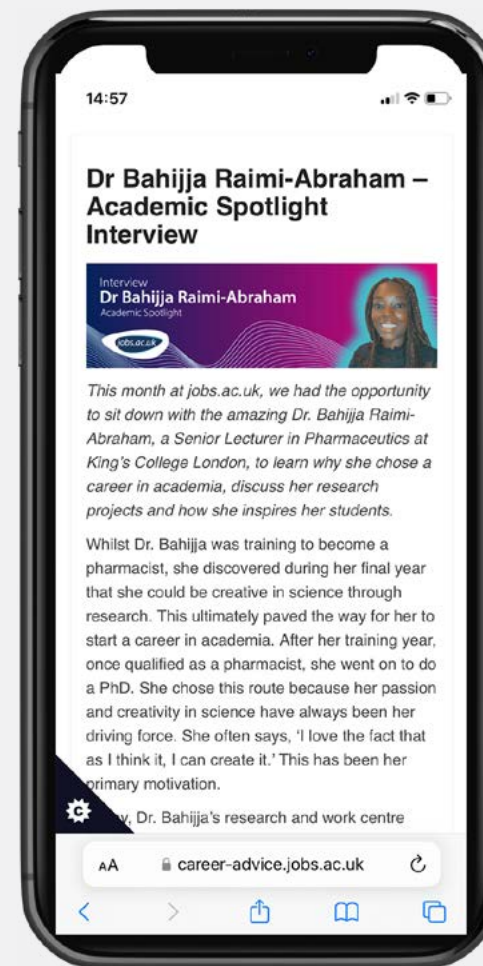




## Career advice

We host hundreds of career advice articles on our website, covering CV tips, interview questions and PhD advice.

These pages are optimised for search engines and designed to convert job views into applications.



In January 2024, jobs.ac.uk gave researchers and academics a platform to share insight into their careers. This project focuses on real academics to allow our audience to see how to get into these positions.

## Events

From topical webinars through to exhibitions and conferences, we host and attend a selection of HR and recruitment conferences across the UK and internationally every year to engage with you and generate interest in your jobs with candidates.



In 2023 our 'The impact of Generative AI on the future of work' webinar received:



**1,000**  
registrations



**2.6K+**  
page views





## HE Recruitment

HE Recruitment is an annual conference for recruitment and human resources professionals in the education sector.

Our event is tailored to provide attendees with insightful presentations on topics from 'AI in recruitment' to 'A Proactive Approach to Neurodiversity in Higher Education'. Along with opportunities to network with colleagues and our team.



Our attendees range from many universities across the UK.

“ I thought that the whole event was great. I was particularly impressed by the range of topics that we covered this year, which were all topical and very interesting. It was also great to meet a fair few colleagues at other institutions and network with them.

**Andrew Rowland,**  
University of Cambridge

“ We found the conference very useful and thought the presenters were very engaging and the topics covered were of great use. We would definitely attend next year.

**Emma Macfarlane,**  
University of Sussex



## Further Education

From teaching, lecturing, leadership and support staff roles, you can instantly find the latest FE jobs from colleges, private training providers and universities in your local area and across the UK.



Managing Recruitment in one of the biggest FE colleges in the UK can be fast-paced and ever changing.

jobs.ac.uk have been an immense help with this ever since we started working together.

The whole team are pro-active, advertising our roles as they are made live and offering us advice on sourcing talent for difficult to recruit to roles. In the time we've worked together they have managed to fill a large number of our roles.

**Luminate Education Group**



We find that we receive excellent customer service from jobs.ac.uk, they are always

very responsive to our queries and pick up our adverts in a very timely fashion in order to give our vacancies as much exposure as possible!

**Nottingham College  
Recruiters**



## Advertise a single vacancy

From advertising a single vacancy to showcasing your employer brand, we offer products to help you attract the right candidate for your organisation. All jobs are advertised on our website for up to two months.

### Standard Advert

Fill your job vacancies quickly and cost-effectively.

- ✓ 550 words
- ✓ Logo included
- ✓ Featured in an email alert sent to relevant jobseekers



## Standard Advert +

Add branding to your advert to make it stand out.

All the features of a Standard Advert and:

- ✓ Branded header image
- ✓ Logo included next to the job title in the search results
- ✓ Up to two additional logos in the banner or footer (additional cost applies)

Fellowship Opportunity: Design for Heritage and Community

**Manchester Metropolitan University**  
Location: Manchester  
Salary: £46,974 to £54,395 (Grade 9)  
Date Placed: 04 Apr

Closes 29 May

 Manchester Metropolitan University

☆ Save

jobs.ac.uk

Find a Job Find PhDs Career Advice Jobs by Email Advertise a Job

Your Account Recruiters

Job tools

- Email me jobs like this
- Save this job
- Send this job to a friend
- Career advice

More jobs from Manchester Metropolitan University

- International Recruitment and Conversion Officer
- Marketing Officer (International Marketing/Future Students)
- Lecturer/Senior Lecturer (Design)
- Lecturer/Senior Lecturer (Systems)
- PhD Studentship: Road and improving reliability
- Manchester (ACCESS)
- Lecturer - Gallery Curator
- Show all jobs for this employer

More jobs like this

**Fellowship Opportunity: Design for Heritage and Community**

**Manchester Metropolitan University**

Location:	Manchester	Placed On:	4th April 2024
Salary:	£46,974 to £54,395 (Grade 9)	Closes:	29th May 2024
Hours:	Full Time	Job Ref:	7494
Contract Type:	Fixed-Term/Contract		

Apply

The Design Department at Manchester School of Art is renowned for its international and world-class research in Design for Health and Wellbeing, Design Innovation, Community and Heritage and Making and Materiality. Our research and teaching builds on an extensive heritage and connection to the creative industries which has enabled us to become one of the leading providers of design education nationally, and our research and education are consistently highly ranked in subject league tables. Through this, we provide unique opportunities for collaborative co-creation across our global network of partners.

The work of the Department includes research that:

- Explores the practices of design and craft in the context of emergent material science, technologies and ethical frameworks.
- Aims to develop community belonging and sense of place.
- Develops new ways of presenting and preserving marginalised histories, perspectives and issues within communities and cultural institutions.

 Manchester Metropolitan University

Become our **Third Century Research Fellow**





## Enhanced Advert

Showcase your employer brand and stand out from the crowd to attract more jobseekers.

All the features of a Standard Advert + and:

- ✓ Unlimited words
- ✓ Highlighted blue box in the search results
- ✓ Free further particulars and additional logos
- ✓ Supports video content
- ✓ A customisable button linking to your Job Description or Candidate Pack

## Benefits of upgrading your advert

### 1. Stand out from other organisations

In a candidate-driven market, it's more important than ever to promote your job effectively and stand out from the crowd. In search results, Enhanced Adverts are highlighted with a blue box and your logo, to attract more views and applications.

### 2. Promote company values

More than half of our jobseekers stated that an employer's reputation as a great place to work is the most important factor when they are looking for a new job. This is closely followed by the employer's ambition to promote inclusivity and encouraging diversity and equality. Take the opportunity to address this need by including additional information on your company culture.

### 3. Engage jobseekers with a video

It's easy to tell jobseekers about your mission and values, but it is far more effective to show them. Video helps you to engage with jobseekers by telling a story and showcasing your employer brand.



## Boost your responses

All buttons are produced by our creative team and will match your organisation's branding.

They are live for seven days and can link to your jobs.ac.uk advert, Linking Page or Campaign Site.

## Spotlight Button

- ✓ Larger than a Featured Button, allowing for additional text and an enhanced design
- ✓ High visibility position on the left-hand side of our homepage



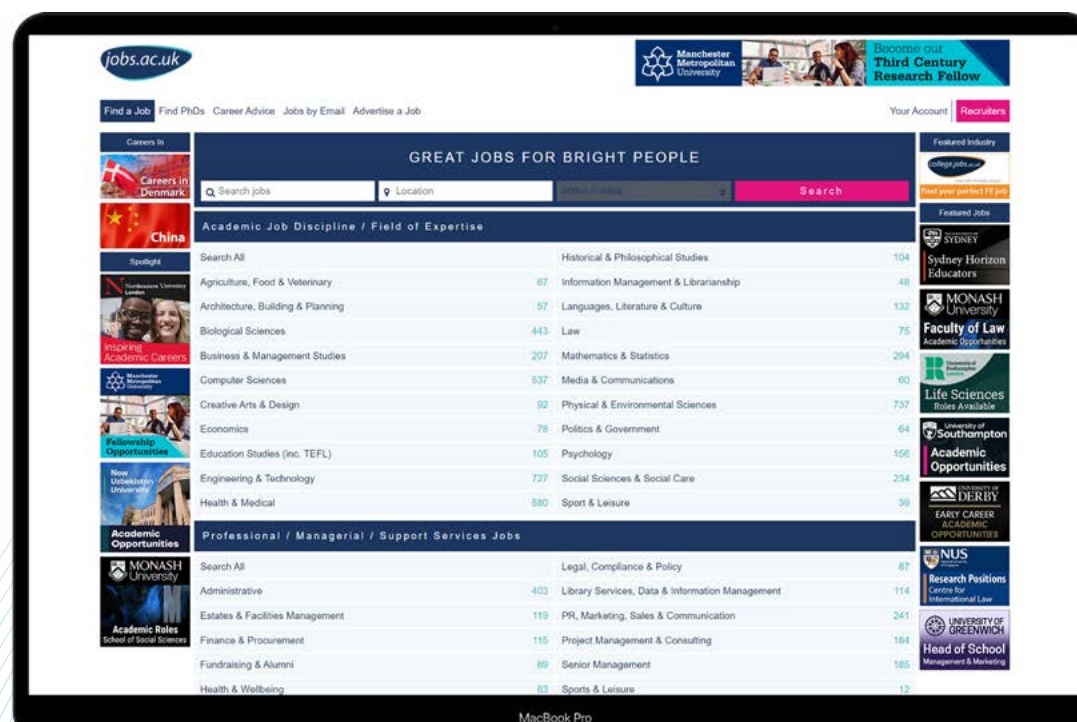
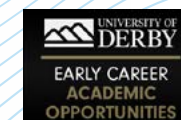
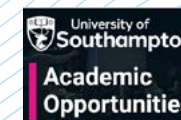
## Premier Banner

- ✓ The most prominent advertising position on our website
- ✓ Features at the top of every high-traffic page
- ✓ Two options are available:
  - Exclusive slot for one week
  - Shared slot in rotation with three other banners

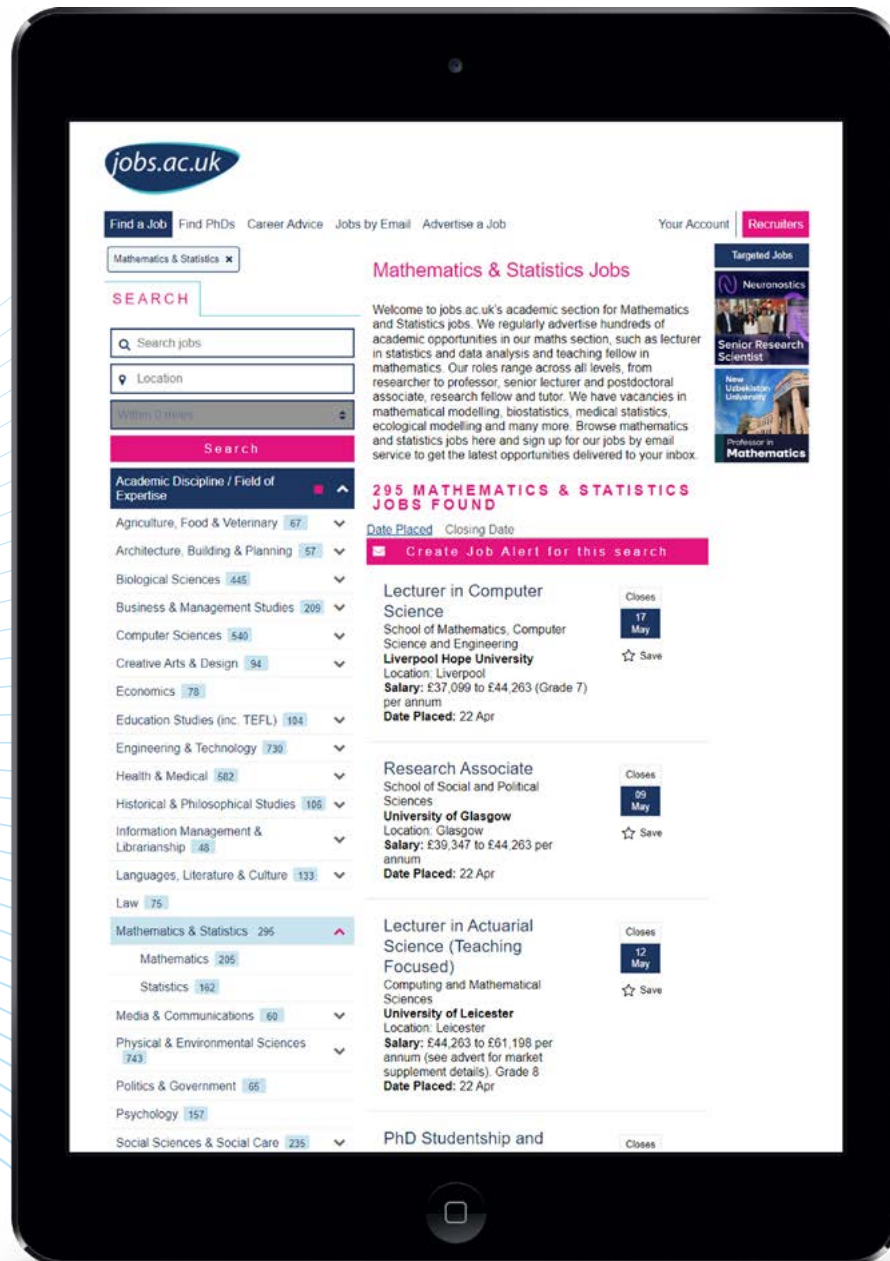


## Featured Button

- ✓ Eye-catching button on our homepage
- ✓ Placed on the right-hand side



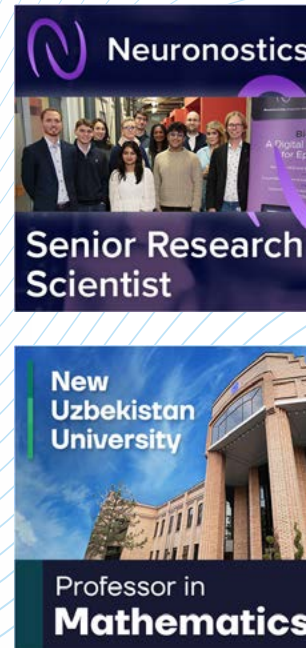




## Targeted Button

Reach active candidates who are looking for roles in your discipline. These branded buttons are highly visible on our sector pages and direct the jobseeker straight to your advert without the need for running a search. They are also displayed prominently on search results pages, for optimal exposure:

- ✓ Placed on the most relevant sector page
- ✓ Displayed alongside search results for your three chosen keywords, which act as traffic drivers to your advert



## Benefits

- ✓ Target a specific audience of jobseekers and drive relevant applicants to your adverts
- ✓ Reach the most active jobseekers searching for jobs like yours
- ✓ Strengthen your organisation's brand amongst an audience of specialists

## Career Advice Button

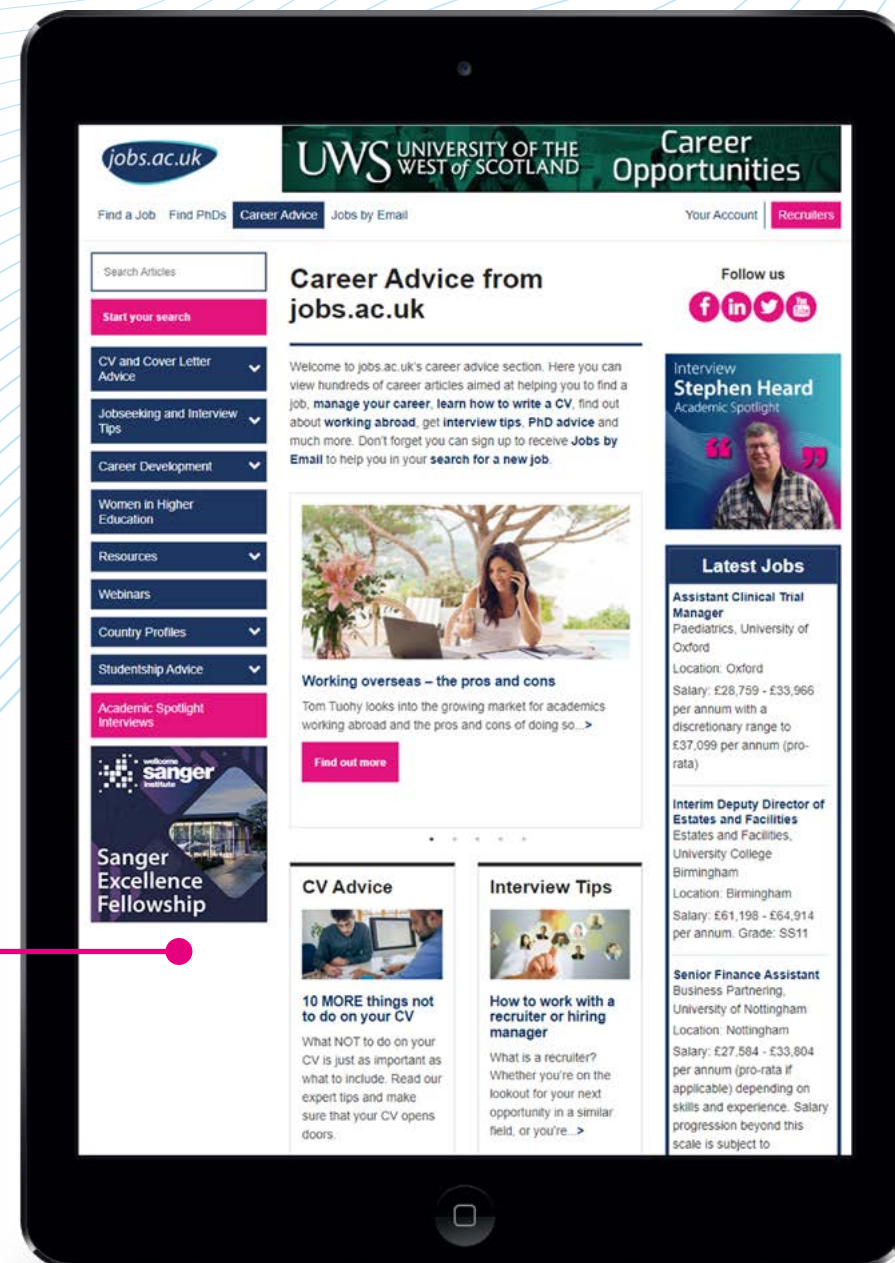
Place a button on our well established career advice portal and reach an audience of 74.5K new users each month<sup>1</sup>, browsing articles, ebooks and videos.

- ✓ Featured on all pages of our career advice portal
- ✓ Our career advice portal is continuously promoted to our 270K social media followers, providing even more exposure to your button

## Benefits

- ✓ Your button will be featured alongside expert career advice content
- ✓ Eye-catching position underneath the portal navigation
- ✓ The larger size allows for an enhanced design

<sup>1</sup>GA4 data (12 month estimate based on 1 Aug 2023 - 31st July 2024)





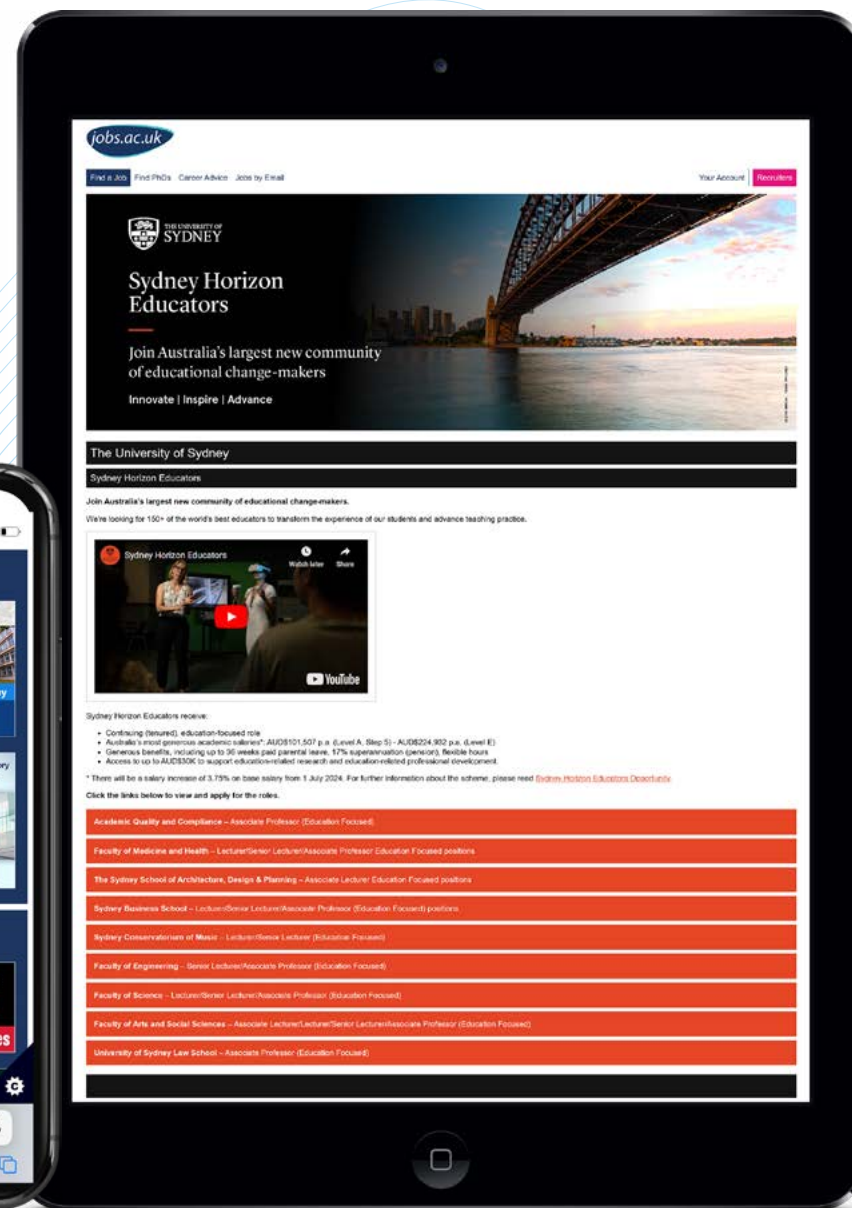
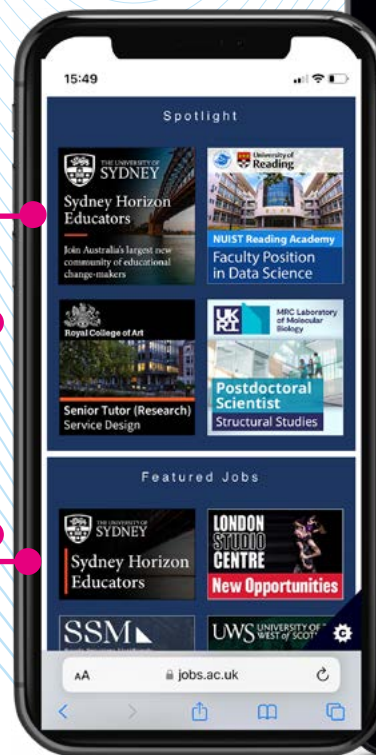
## Link to all your adverts from a button

### Linking Page

- ✓ Branded page to promote multiple vacancies
- ✓ Only accessible through buttons on jobs.ac.uk
- ✓ 550 words
- ✓ Live for the duration of your button
- ✓ Designed by our creative team to match your branding
- ✓ Ideal for showcasing research funded jobs or roles within a department

### Benefits

- ✓ Drive traffic to multiple job vacancies, increasing the reach of each advert
- ✓ Enhance your organisation's profile with an attractive and informative page



## Enhance your responses

All FE buttons are produced by our creative team and will match your organisation's branding.

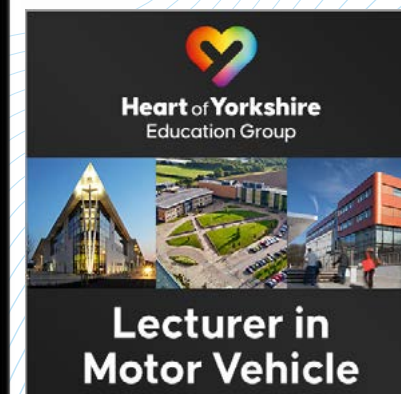
They are live for seven days and can link to your jobs.ac.uk advert, Linking Page or Campaign Site.

### Premier Banner

- ✓ The most prominent advertising position on our website
- ✓ It's exclusive, there is only one slot available
- ✓ Features at the top of every FE page

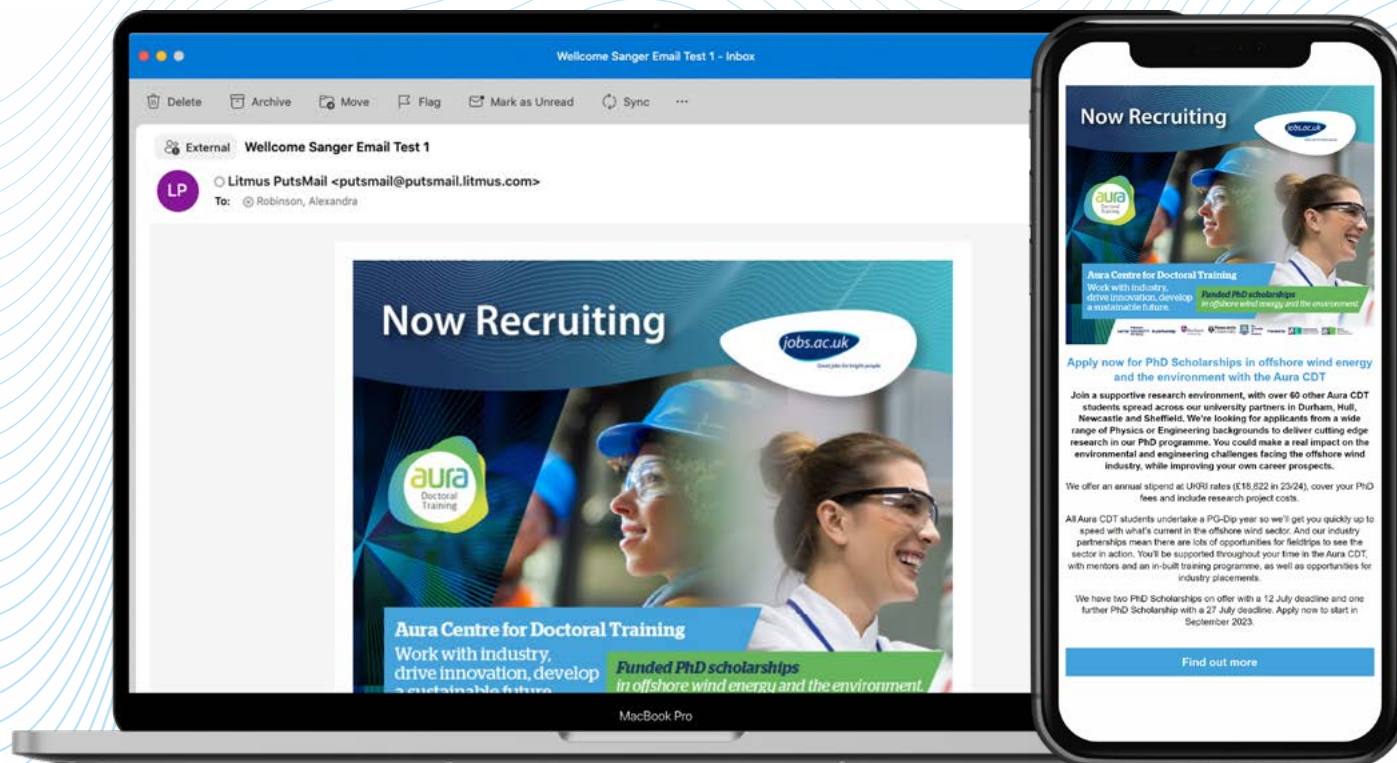
### Job of the Week

- ✓ Placed on the right-hand side
- ✓ Eye-catching large button on our FE portal
- ✓ Allowing for additional text and an enhanced design
- ✓ One slot available per week





## Target jobseekers with an email



### Targeted Email

- ✓ Bespoke HTML email linking to your jobs.ac.uk advert or Linking Page
- ✓ Designed by our creative team to match your branding
- ✓ Sent out on the day of your choice
- ✓ Targets jobseekers by job type or subject
- ✓ Able to focus on a specific location

### Benefits

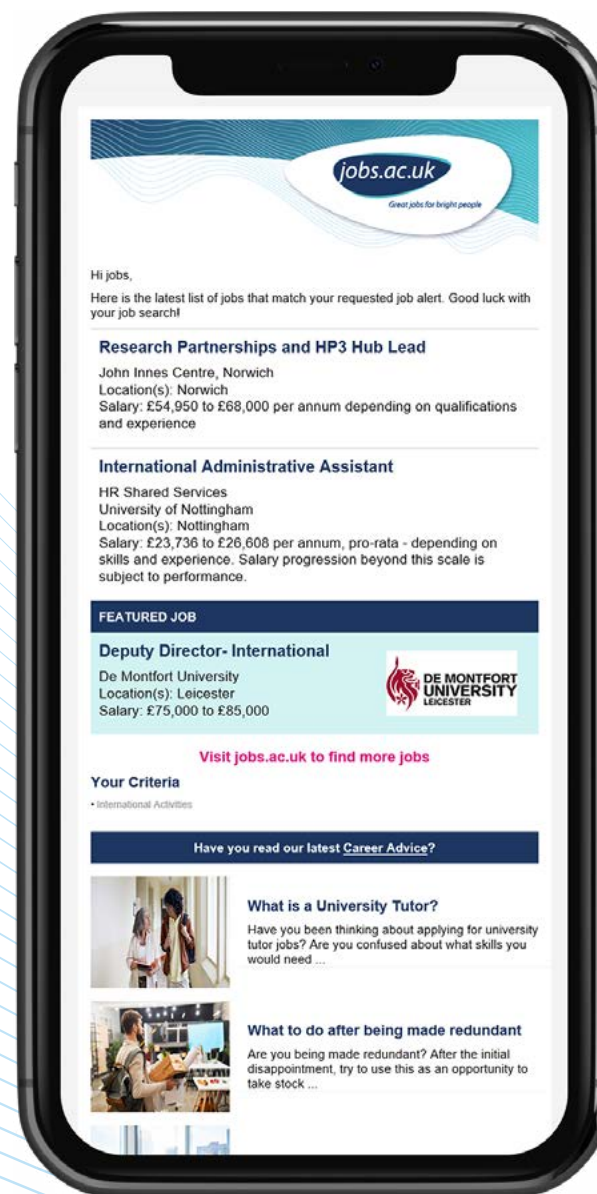
- ✓ Reach active and passive jobseekers with an interest in this type of role
- ✓ Promote your vacancy and employer brand to a highly targeted audience
- ✓ Quickly increase traffic for urgent, senior or hard-to-fill jobs

## Featured Job by Email

- ✓ Highlights your job in our Jobs by Email service
- ✓ Sent out daily and weekly to all relevant subscribers
- ✓ Targets jobseekers by job type or subject

## Benefits

- ✓ Make your advert stand out to attract more views
- ✓ Reach active and passive jobseekers with an interest in this type of role
- ✓ We have over 177,600 active subscribers using our jobs by email service, with an average of 800 new subscribers weekly





## Showcase your employer brand

### Employer Profile

- ✓ A dedicated profile page to promote your employer brand, culture and story
- ✓ Links to all of your adverts on our website
- ✓ Accessed through our list of employers and through a button on your advert
- ✓ Designed by our creative team to match your branding
- ✓ Functionality to include a map, video content and four outbound links
- ✓ Live for 12 months

### Benefits

- ✓ Leverage your employer brand to promote your vacancies and generate applications
- ✓ Provide jobseekers with practical and inspiring information about working for you
- ✓ Promote your employer brand to jobseekers even when you're not advertising vacancies

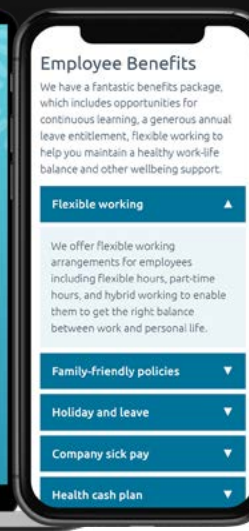
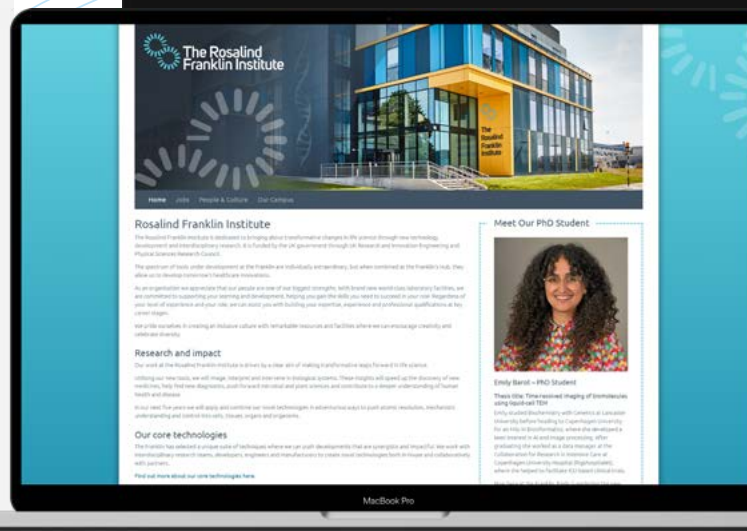
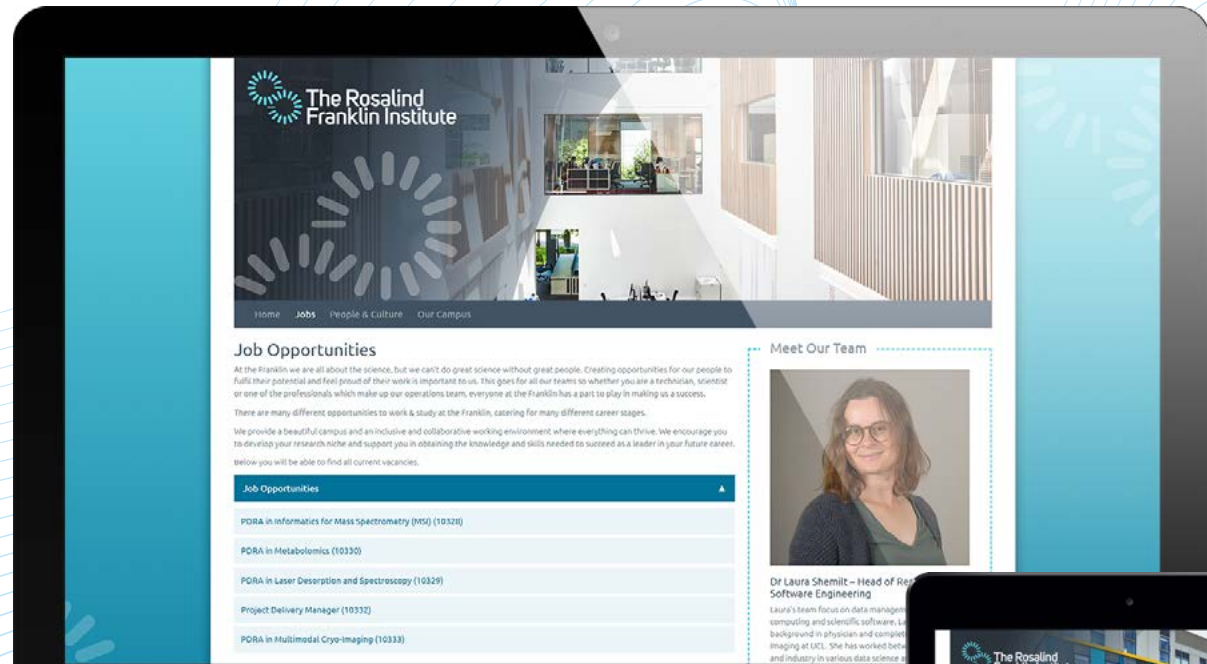


## Campaign Site

- ✓ A comprehensive recruitment portal designed by our team
- ✓ Display all of your Enhanced Adverts in one place
- ✓ Provide pertinent information about your organisation, employee benefits, location and culture across four pages
- ✓ Showcase your employer brand with videos, images and an interactive map
- ✓ Designed by our creative team to match your branding
- ✓ Receive updates from Google Analytics to help you track your campaign

## Benefits

- ✓ Present all of your vacancies within the wider context of your employer brand and culture
- ✓ Promote company values by sharing your brand's mission, values and vision
- ✓ Stand out from the competition to attract more interest and applications





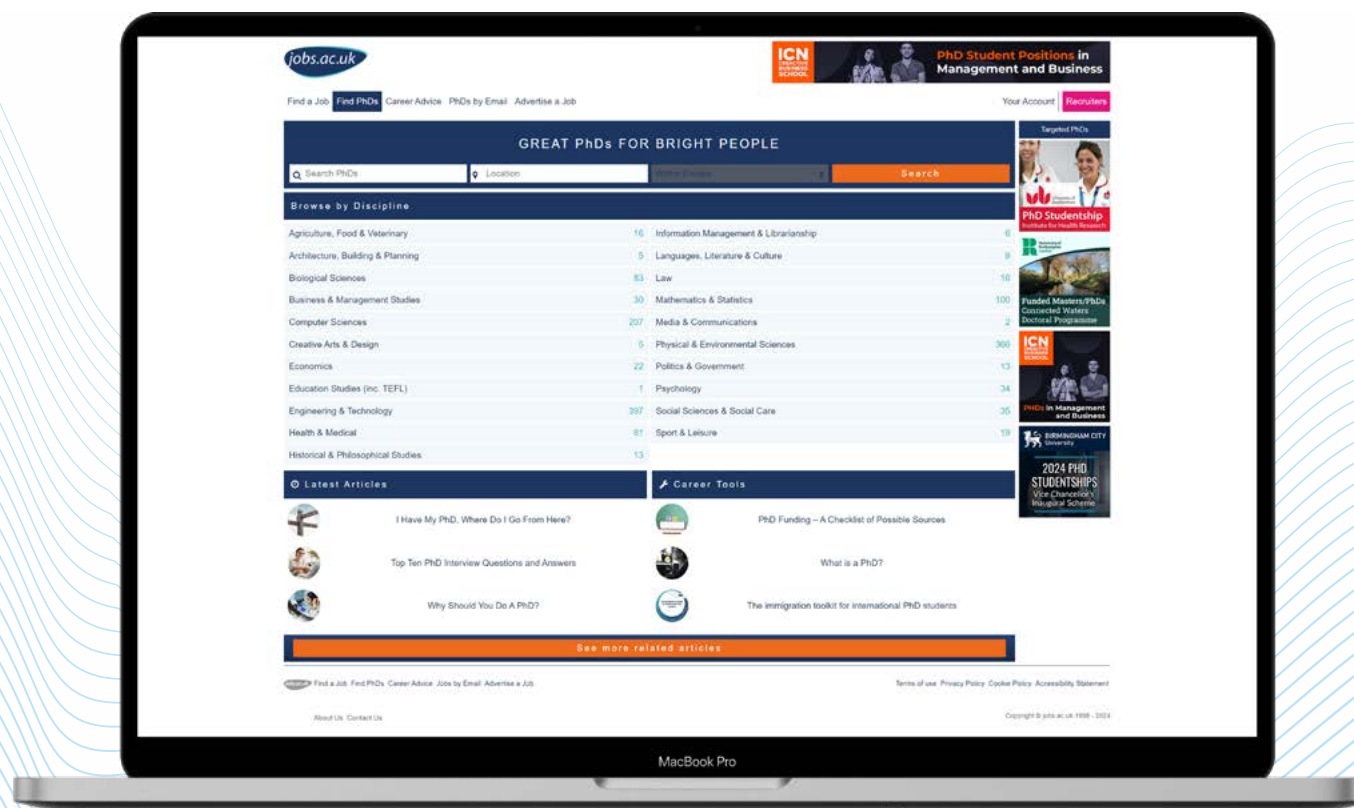
## Advertise your PhD

jobs.ac.uk has a dedicated PhD portal to host:

- ✓ All PhD opportunities
- ✓ Articles written by current PhD students and experts
- ✓ PhD vlogs
- ✓ Free ebooks

Our PhD portal is never more than one click away from our main job board, allowing you to attract a wider pool of academic, research and science professionals who might like to study for a PhD.

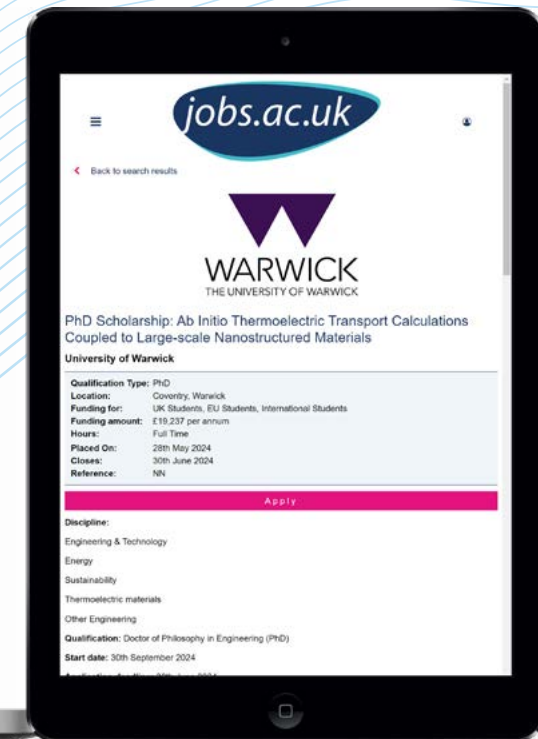
Whether you are looking for a large scale campaign or simply want quick and targeted exposure for a single PhD opportunity, we offer a range of products to help you reach a large, global audience.



## Advertise a single PhD

All our PhD adverts are live for three months and link to your application form or website. Choose from either:

- ✓ PhD Advert
- ✓ PhD Enhanced Advert



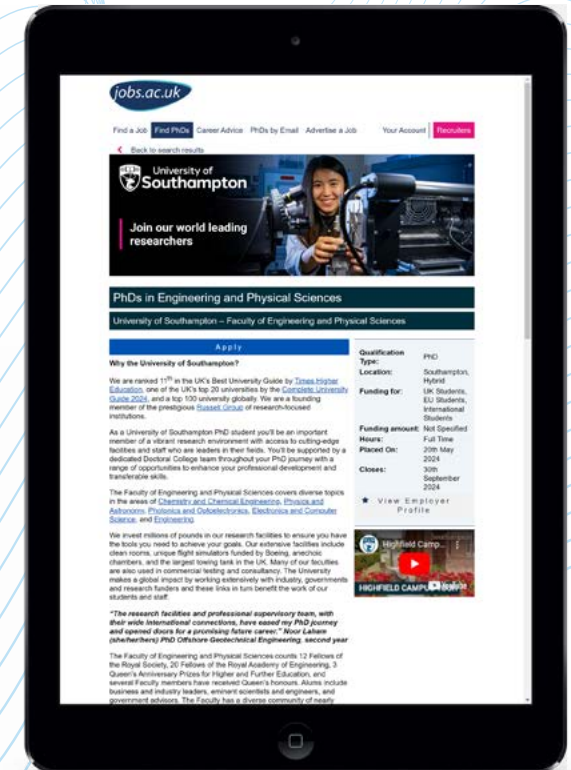
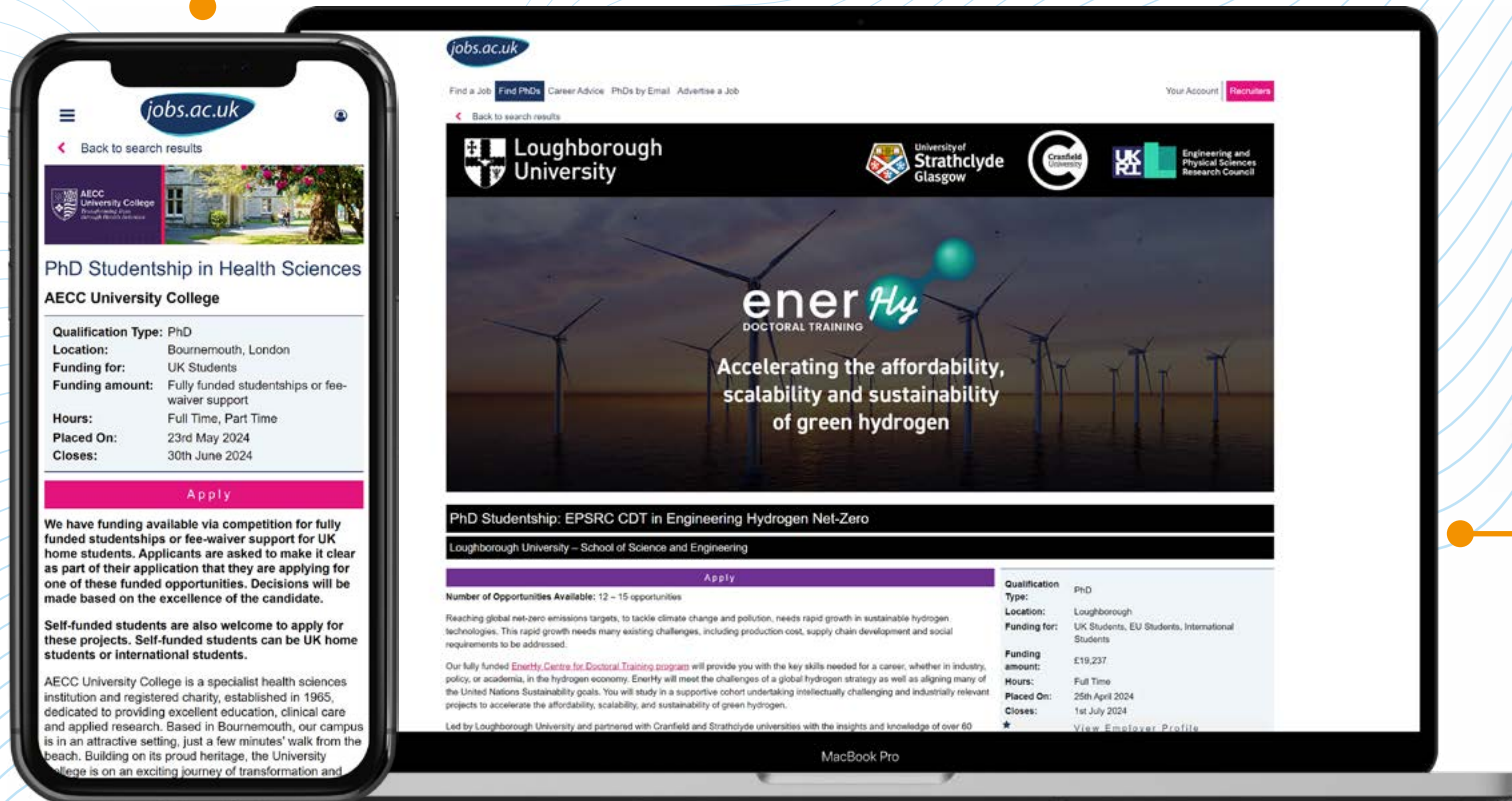


## Advertise multiple PhDs

We offer a range of different advert styles to help you gain exposure for multiple PhD opportunities:

### PhD Composite

Advertise up to eight opportunities



### PhD Composite +

Advertise up to 20 opportunities

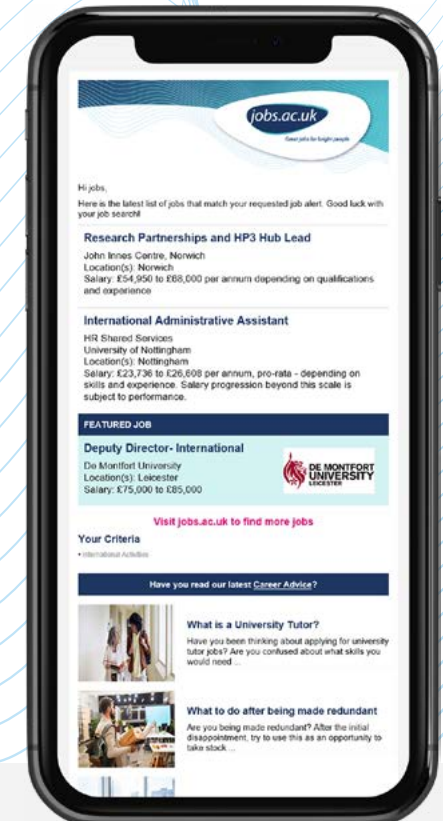
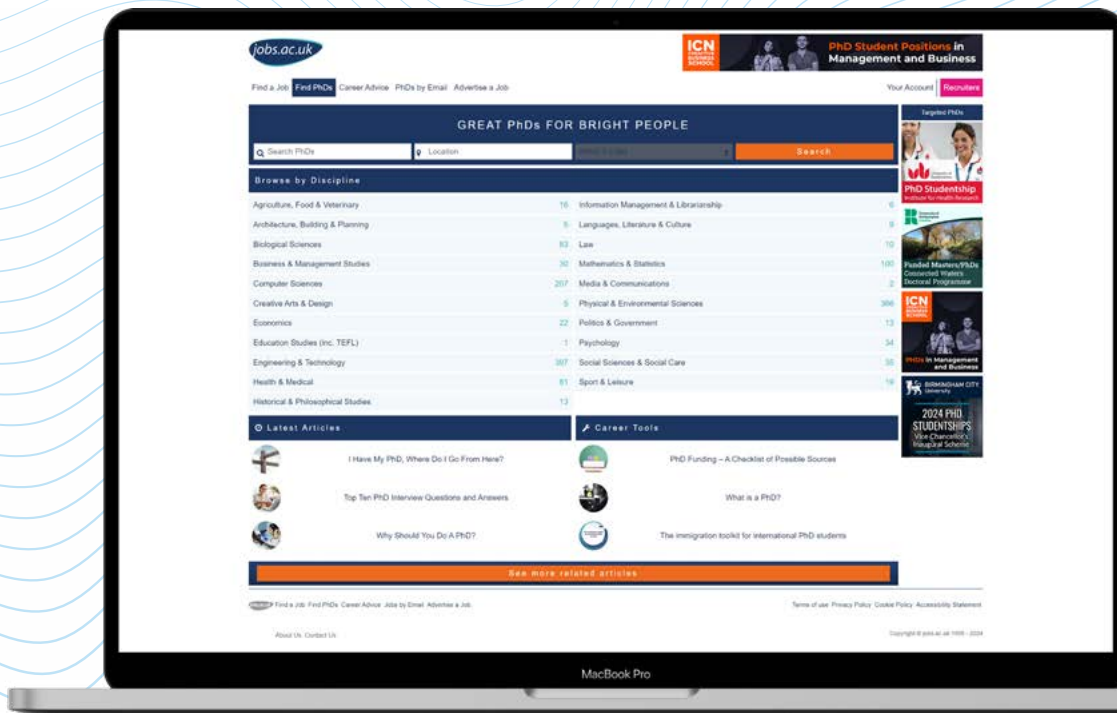
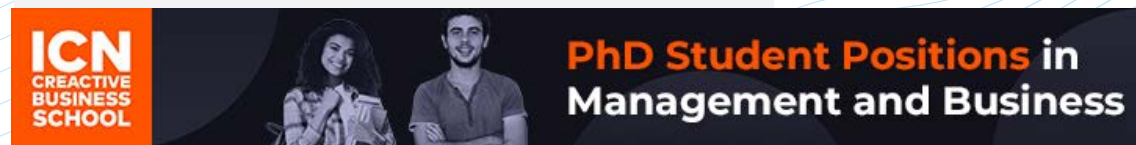
### PhD Campaign

Advertise unlimited opportunities and benefit from having a free Targeted Button displayed on the right-hand side of the PhD portal.

## Boost your response

### PhD Premier Banner

Generate more views for your PhD opportunity using our prominent creative banner, which features at the head of every page in the PhD portal.



## Target a specific audience

Connect with the right audience with keyword driven buttons and targeted email alerts:

Targeted PhD Email

Targeted Button

PhD by Email



## Where do our jobseekers come from?

Reach candidates from around the world and attract the most qualified applicants to your vacancies.



We are pleased to partner with jobs.ac.uk, a platform that has helped HKUST(GZ) expand its reach globally.

The efficient communication and feedback provided by the platform has been instrumental in refining our recruiting strategy.

We look forward to further collaborations with jobs.ac.uk to attract diverse talent. We appreciate the support and partnership extended to us.

Chris LIN, Department of Academic Personnel Administration,  
Hong Kong University of Science and Technology (Guangzhou)



UK	3.7 million	North America	348K+
Asia	838K+	Oceania	74.7K+
Europe (excl. UK)	662K+	South America	40.7K+
Africa	416K+		



If you would like to advertise on jobs.ac.uk or speak to one of our team about creating a bespoke or targeted recruitment campaign, we'd love to hear from you.

**UK and Ireland**

Email: [enquiries@jobs.ac.uk](mailto:enquiries@jobs.ac.uk)

Tel: +44(0)24 7657 2839

**International**

Email: [global@jobs.ac.uk](mailto:global@jobs.ac.uk)

Tel: +44(0)24 7657 4140

**[www.jobs.ac.uk](http://www.jobs.ac.uk)**

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