



jobs.ac.uk

Great jobs for bright people

jobs.ac.uk

Media Pack 2023-24

Recruitment advertising
solutions for researchers,
academics and professionals

A smiling man with glasses and a woman looking at a tablet together. The man is wearing a dark blazer over a light blue shirt and has orange-rimmed glasses. The woman is wearing an orange shirt and is holding a tablet. They are both smiling and looking at the tablet. The background is a blurred office setting with white structural elements.

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

With 25 years of experience in recruitment marketing, we combine the latest candidate insights with our expertise to develop cost-effective advertising solutions for your jobs.

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.

jobs.ac.uk

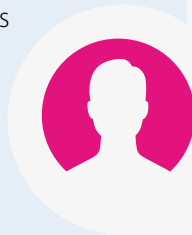
Great jobs for bright people

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.

Nicola Ashall,
Resourcing
Specialist Lead,
UK SBS



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Recruitment advertising solutions for your jobs

“ The team at jobs.ac.uk has provided a first-class service from day one. As a new HE institution entering the sector, they immediately understood our recruitment needs and supported us in attracting high-calibre talent.

Fraser Tidman,
Corporate HR
Officer, UA92



Customer Support

When you advertise with jobs.ac.uk, you will have a dedicated Account Manager and Account Coordinator 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 with European regulations.

Established Brand

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.

Digital Strategy

Our IT and digital teams work tirelessly 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 don't publish 'catch all' adverts, instead, we offer a range of products to advertise multiple vacancies, which improves the job searching experience for our users.

153
million
user interactions¹

29
million
page views¹

2.2
million
apply clicks¹

270K
social media
followers

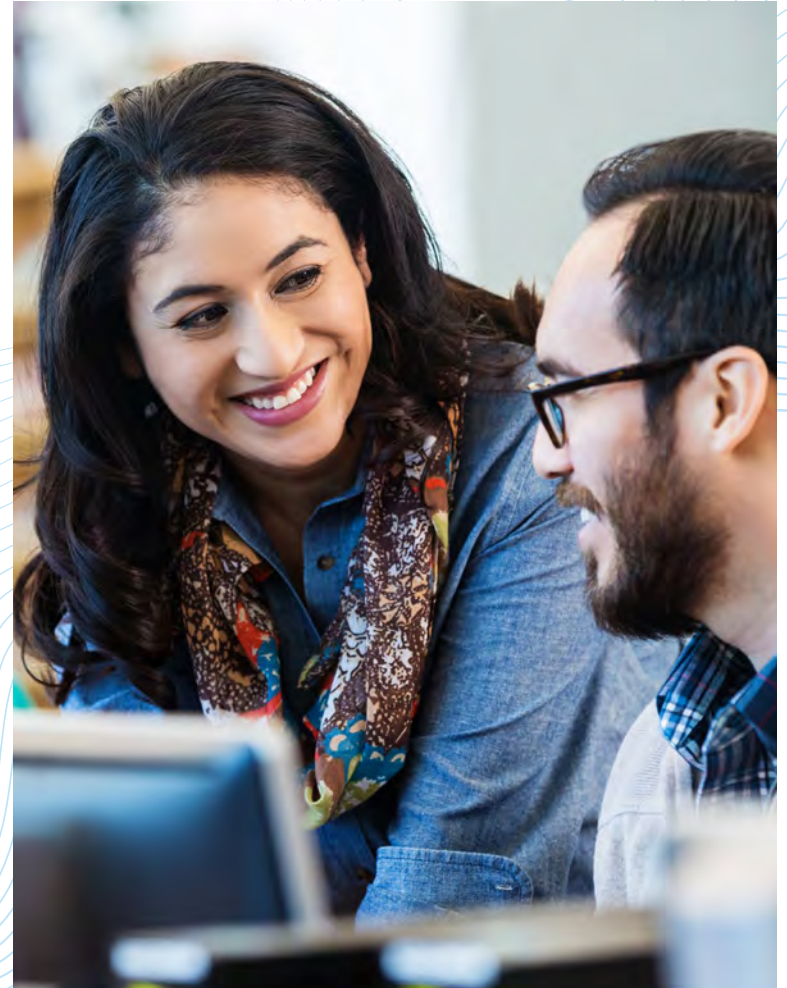
90,352
jobs advertised²

82%
of top universities
advertise with us³

¹GA4 data (12 month estimate based on 1 Aug 2022 - 31st July 2023)

²jobs.ac.uk data 1 Aug 2022 - 31st July 2023

³QS 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.

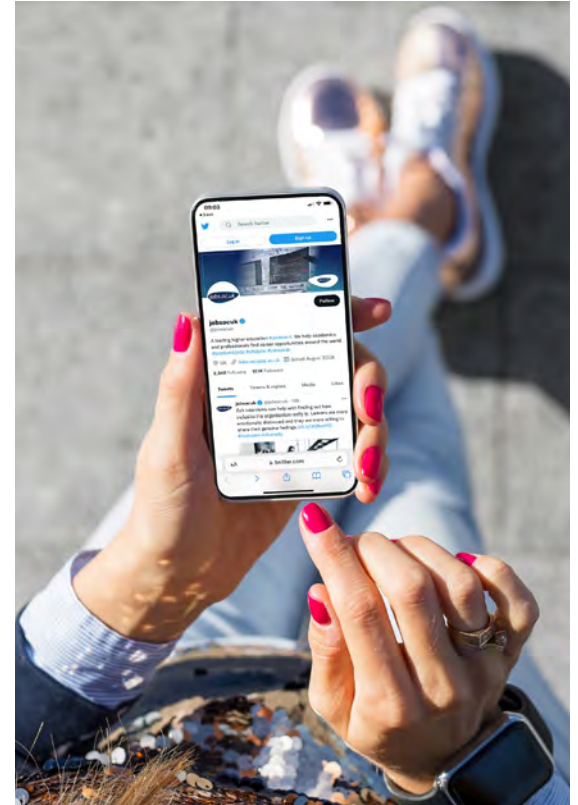
“ We have seen positive and cost-effective results when recruiting to academic, research and professional services roles through jobs.ac.uk. The service has provided us with quick and easy access to millions of high-quality global HE candidates.

Andrew Rowland,
Resourcing
Adviser,
University of
Cambridge



Social Media

We engage with jobseekers through our Facebook, Twitter, LinkedIn and YouTube accounts. Paid ads boost our reach and bring a new audience to our website.



Content

We host thousands of career advice articles on our website. These pages are optimised for search engines and designed to convert job views into applications.

Campaigns

We implement a range of multi-channel campaigns to attract new candidates to your jobs. From award winning videos, through to radio advertising, paid search and more.



Events

From topical webinars through to exhibitions and conferences, we host and attend a variety of events every year to generate interest in your jobs.

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

Teaching Associates (MME & TEACHING SUPPORT)

School of Law/ Centre for Commercial Law Studies
Queen Mary University of London

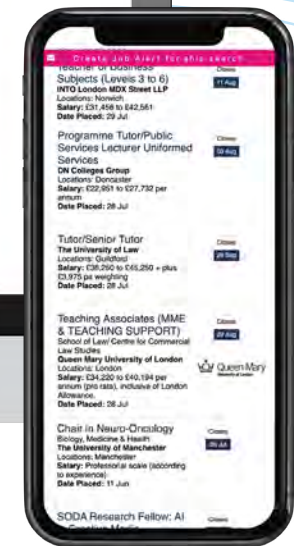
Locations: London

Salary: £34,220 to £40,194 per annum (pro rata), inclusive of London Allowance.

Date Placed: 28 Jul

Closes

29 Aug



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

Benefits of upgrading your advert

1. Stand out from other organisations

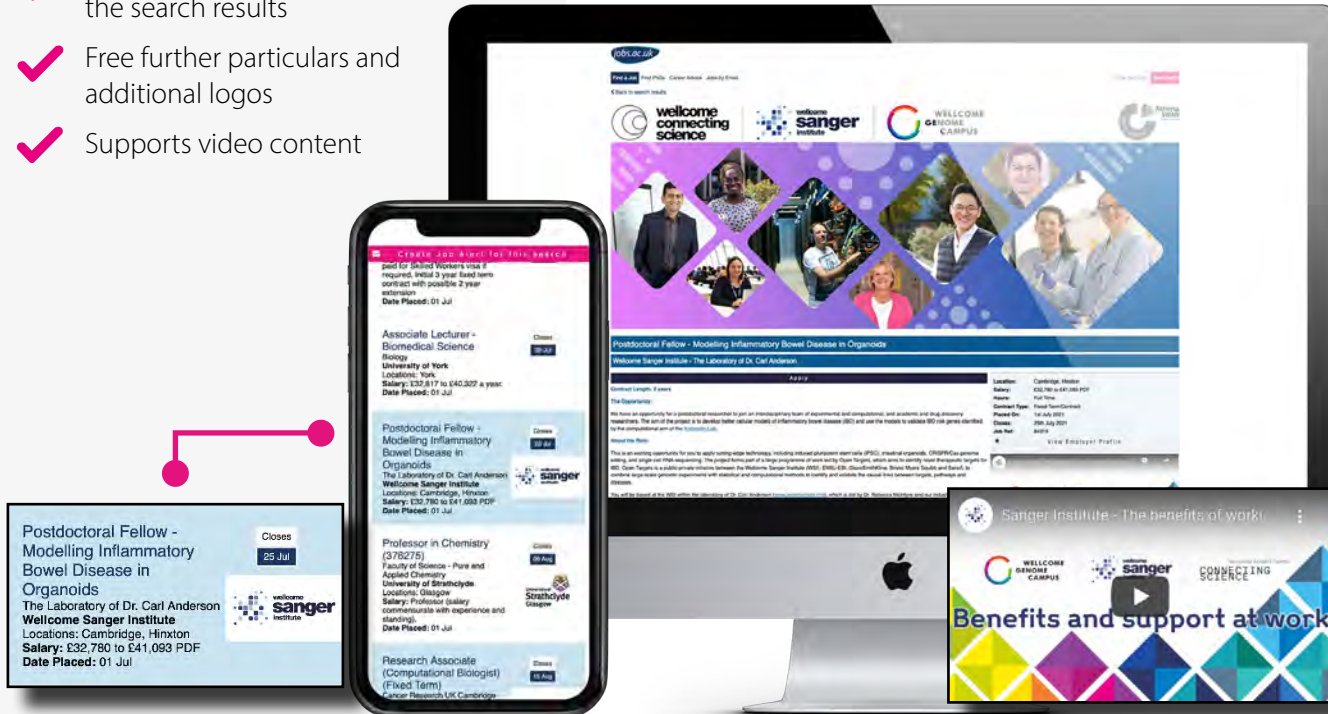
In a candidate-driven market, it's more important than ever to promote your job effectively and stand out from the crowd. In search results, Enhanced Adverts are highlighted with a blue box and your logo, to attract more views and applications.

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 for promoting 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. Make your video interactive to generate more applications.



Boost your responses with a button

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



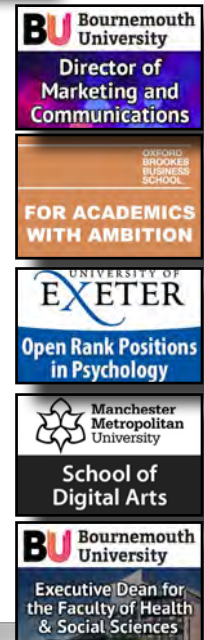
Premier Banner

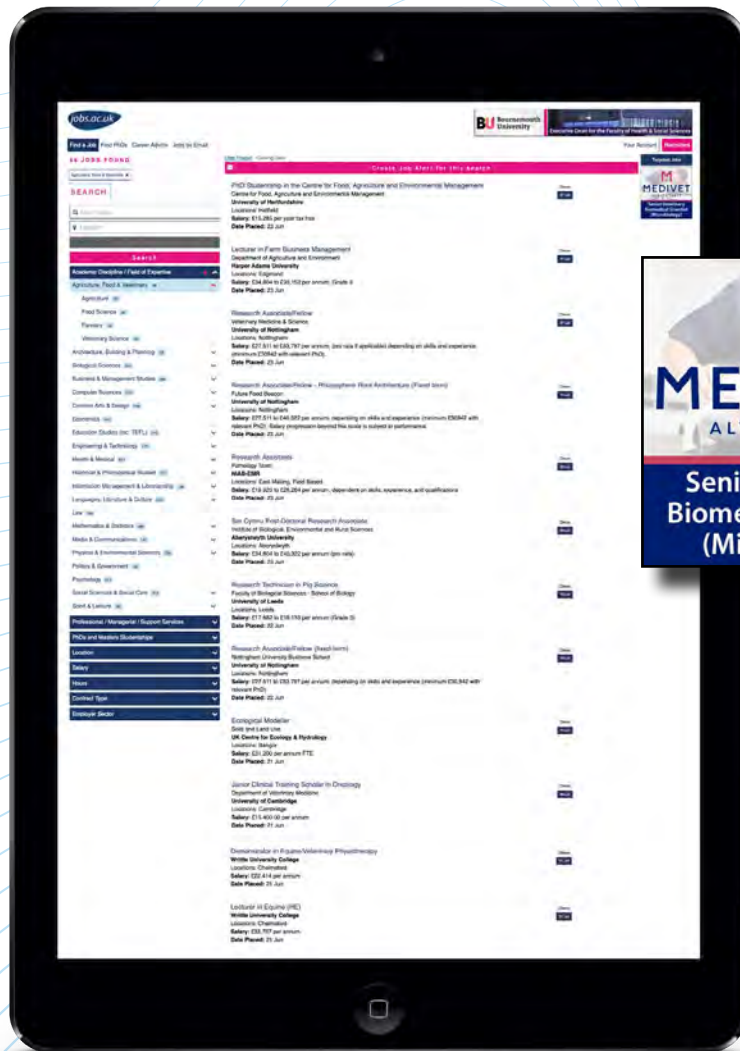
- ✓ The most prominent advertising position on our website
- ✓ It's exclusive, there is only one slot available
- ✓ Features at the top of every high-traffic page



Featured Button

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





**Senior Veterinary
Biomedical Scientist
(Microbiology)**

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 85K new users each month¹, 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



¹GA4 data (12 month estimate based on 1 Aug 2022 - 31st July 2023)

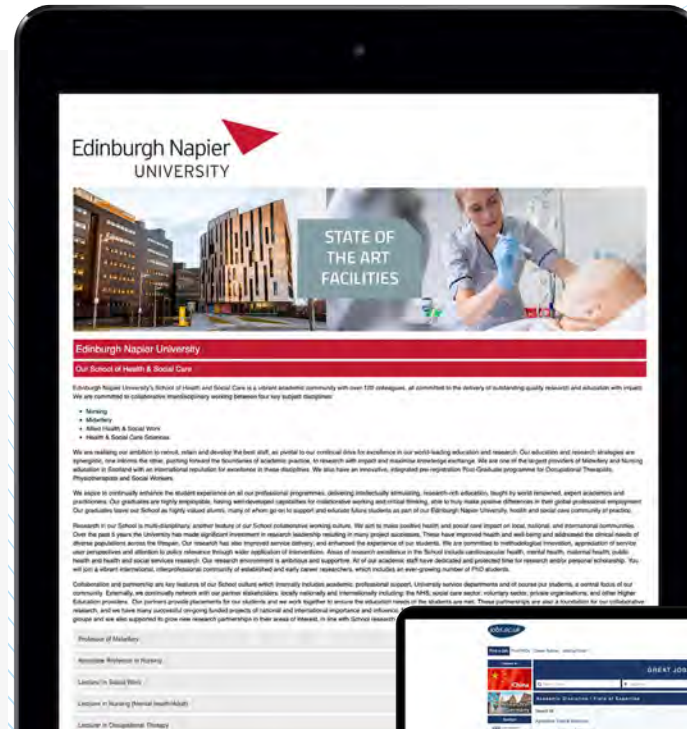
Link to all your adverts from a button

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

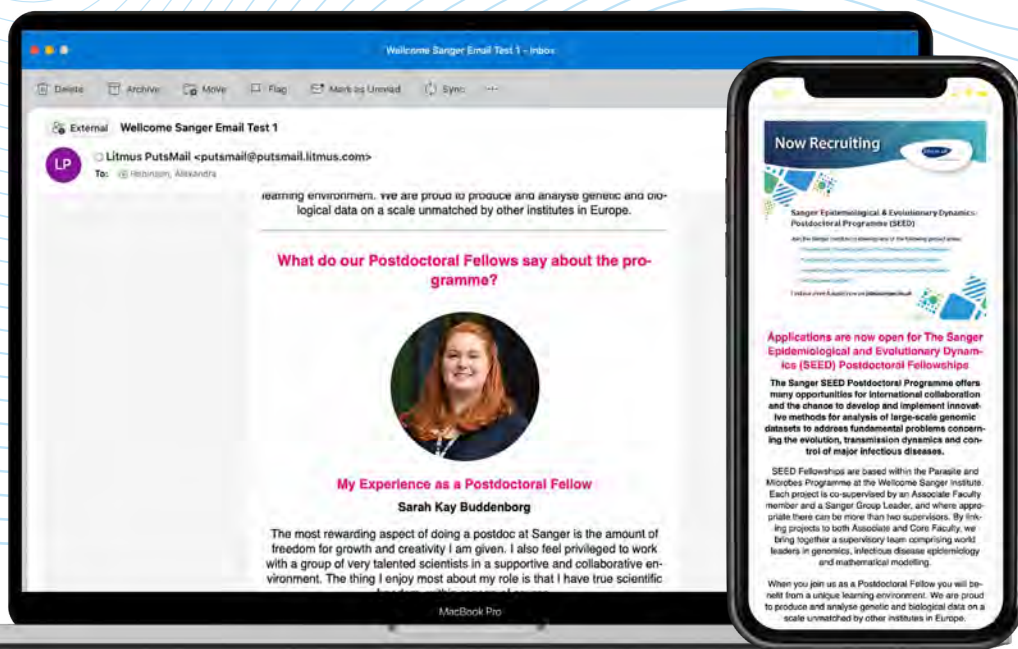
- ✓ Drive traffic to multiple job vacancies, increasing the reach of each advert
- ✓ Enhance your organisation's profile with an attractive and informative page



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

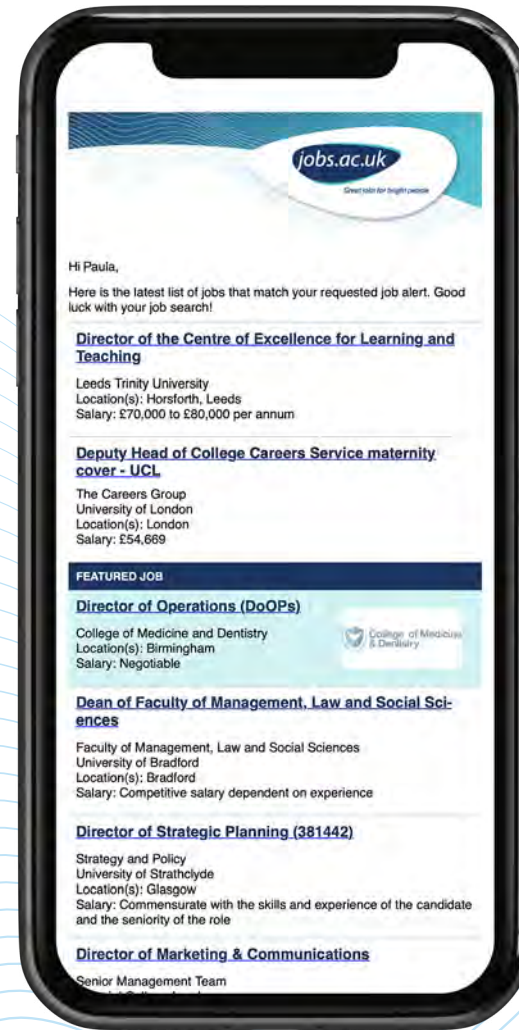
- ✓ Reach active and passive jobseekers with an interest in this type of role
- ✓ Promote your vacancy and employer brand to a highly targeted audience
- ✓ Quickly increase traffic for urgent, senior or hard-to-fill jobs

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



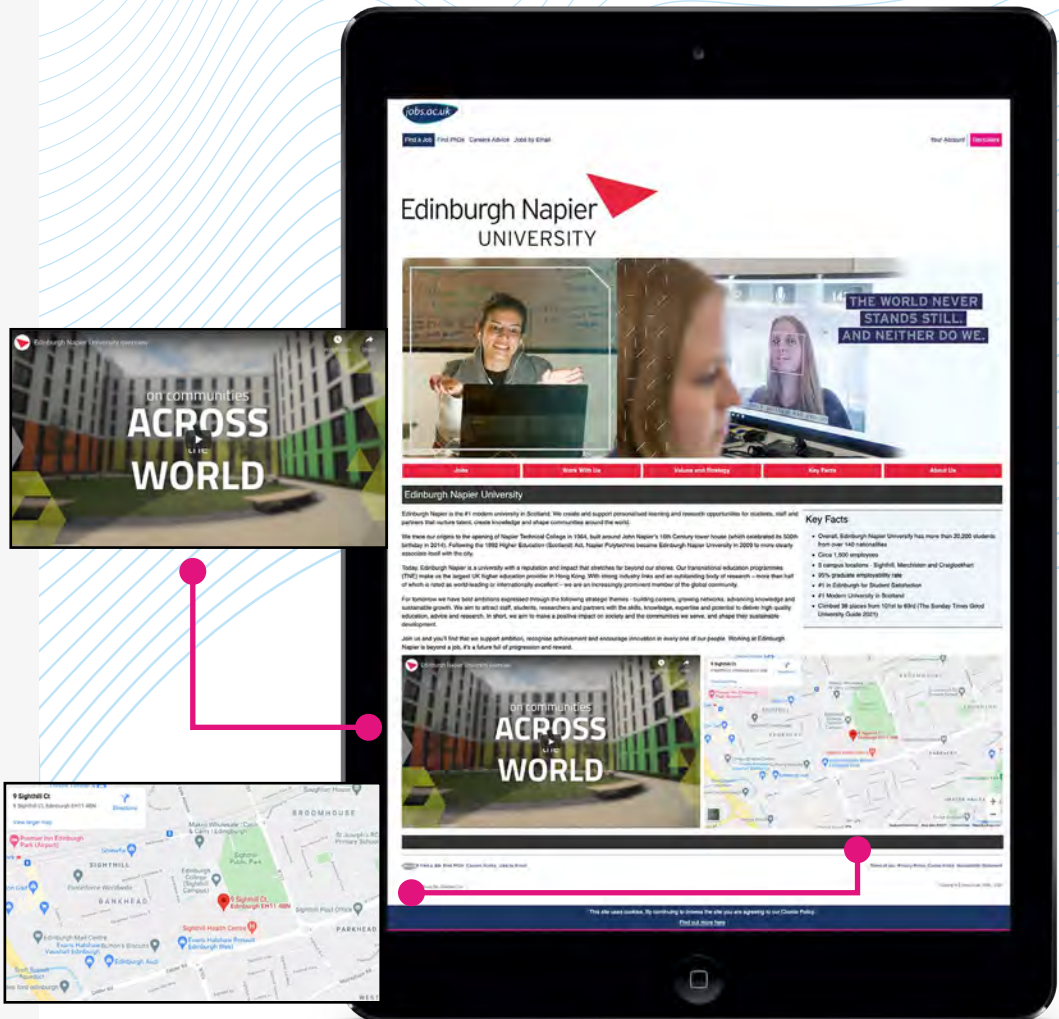
Showcase your employer brand

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

- ✓ Create your own microsite to showcase all of your vacancies
- ✓ Multi-page website with its own URL
- ✓ Display all of your Enhanced Adverts in one place
- ✓ 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
- ✓ Choose one of our templates or work with our creative team to build something bespoke

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





[jobs.ac.uk](https://www.jobs.ac.uk)

Great jobs for bright people

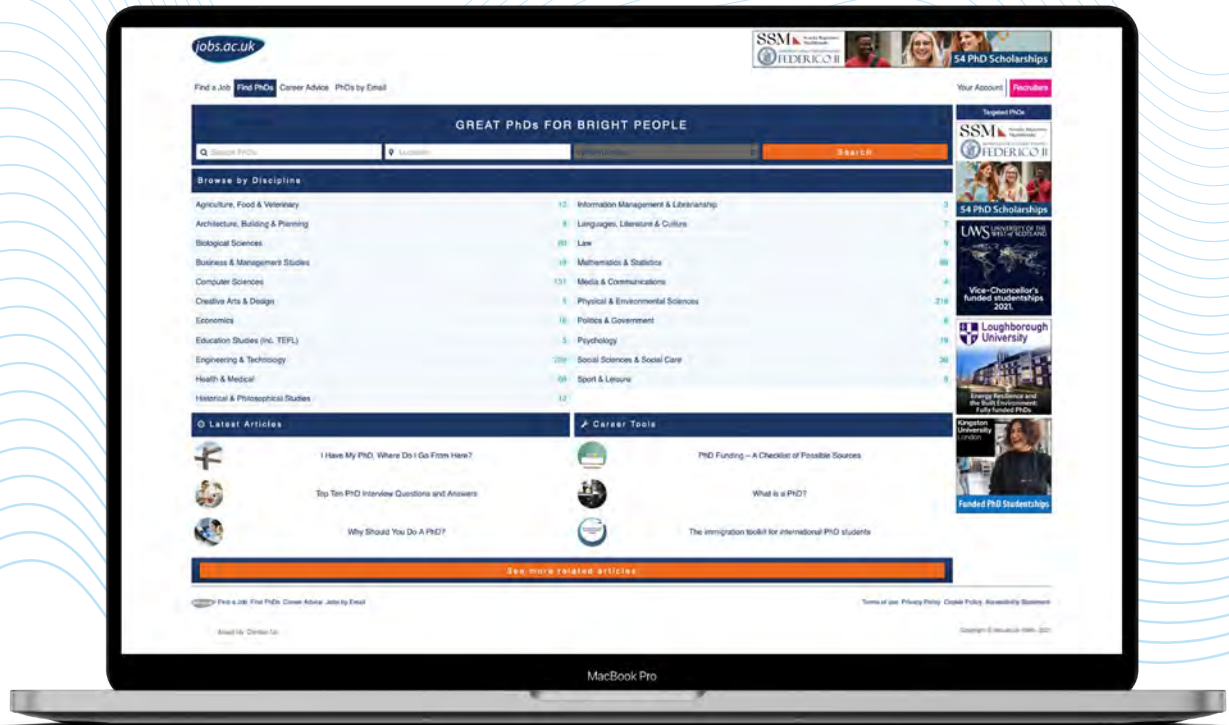
Advertise your PhD

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.

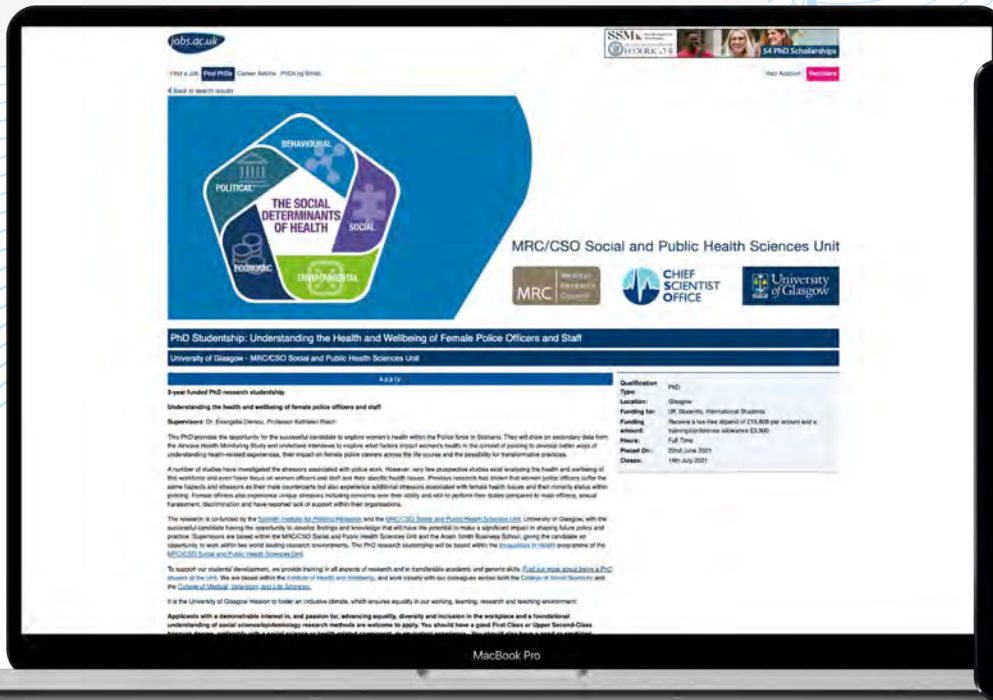
Whether you are looking for a large scale campaign or simply want quick and targeted exposure for a single PhD opportunity, we offer a range of products to help you reach a large, global audience.



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

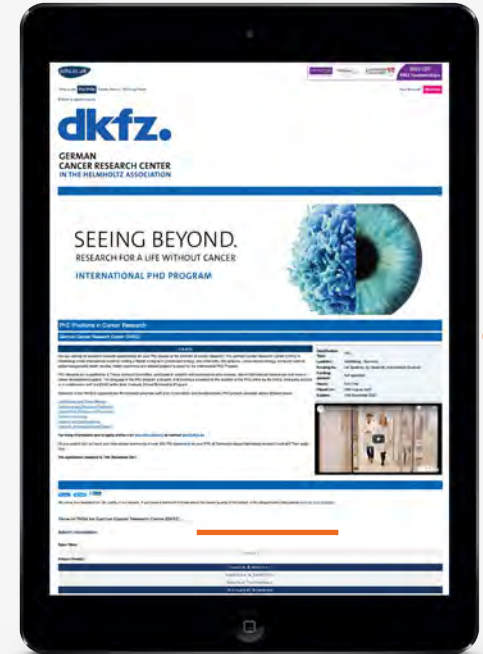
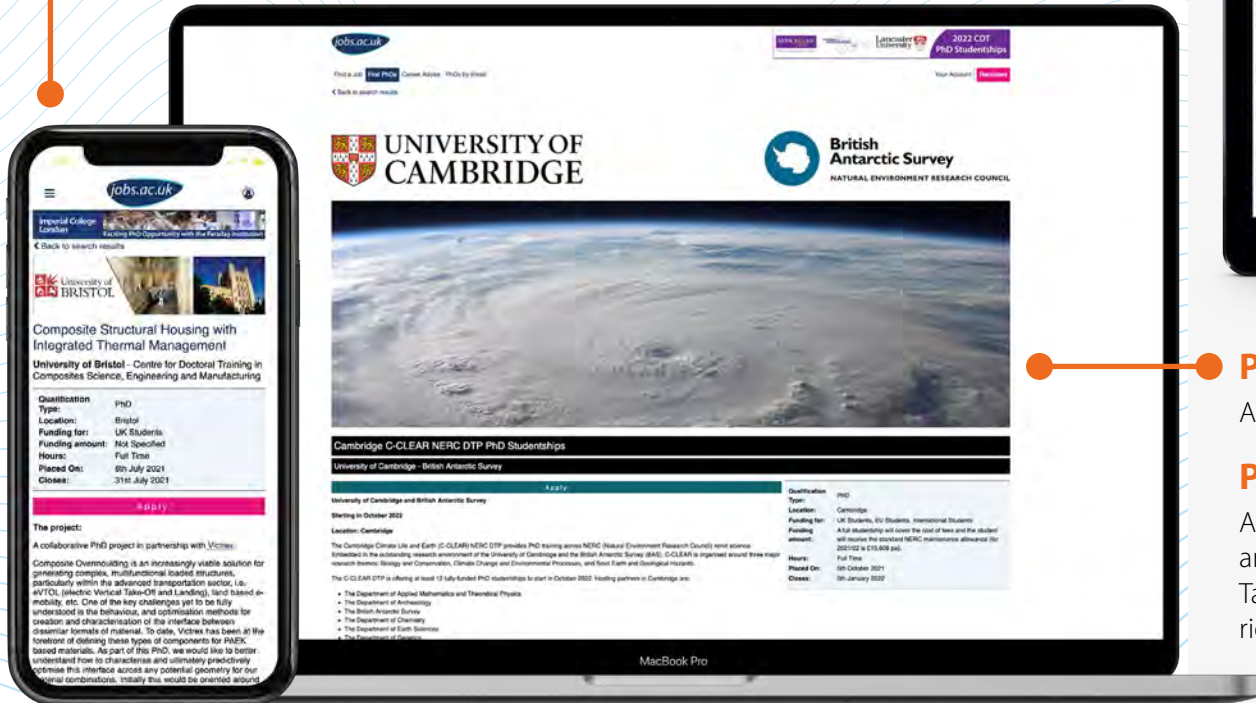


Advertise multiple PhDs

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

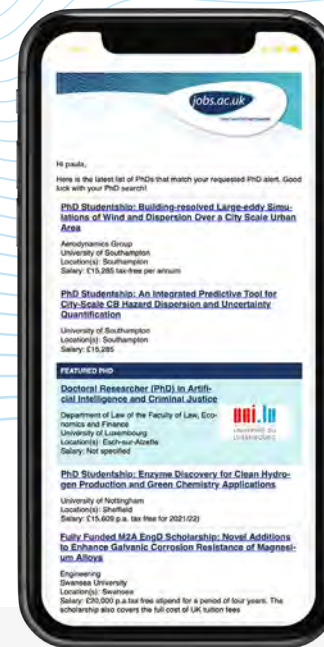
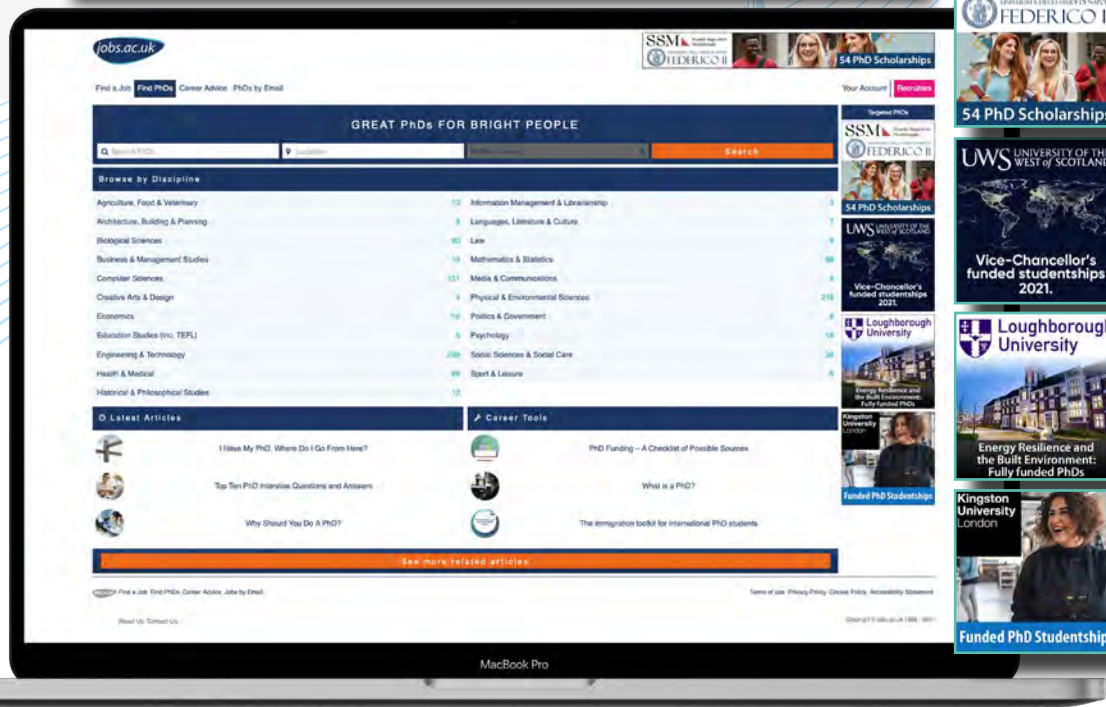
PhD Campaign

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 have been working with jobs.ac.uk for several years, they provide a platform for us to reach an international audience. The team is helpful and knowledgeable, supporting us in attracting and recruiting the best talent.

Helen Johnson,
Senior
Appointments
and
Apprenticeship
Manager,
University of
Oxford



UK	3,101,855	North America	352,831
Asia	589,223	Oceania	73,089
Europe (excl. UK)	667,535	South America	43,455
Africa	340,544		

The logo for jobs.ac.uk, featuring the text 'jobs.ac.uk' in a white, lowercase, sans-serif font inside a dark blue, rounded rectangular shape with a white border.

Great jobs for bright people

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

Tel: +44(0)24 7657 2839

International

Email: global@jobs.ac.uk

Tel: +44(0)24 7657 4140

www.jobs.ac.uk

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