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HIRING SOLUTIONS

PRODUCT

PORTFOLIO

Find the talent you need

THE

INTRODUCTION

For **50 years**, Times Higher Education (THE) has been a leading global authority in higher education around the world through powerful insights, analysis and news. Since launching the World University Rankings in 2004, THE has collected more than **9 million** individual datapoints from **3,500+** universities in over **100 countries** and regions, creating an unrivalled proprietary dataset and establishing THE as a world leader in higher education analytics.

Coupled with a website reach of more than **30 million** annual users, THE is best-placed to support you with understanding and achieving your strategic goals.

Trusted by governments, higher education institutions and organisations, our solutions have been specifically developed to inform, measure and support your strategic and tactical goals, from **data benchmarking** to **marketing** and **recruitment**, both domestically and on the **world stage**.

This is product pack **2 of 4** covering **THE's Hiring solutions**. You can find information relating to the rest of our solutions through these other three product packs: Data, Branding and Consultancy



“TIMES HIGHER EDUCATION HAS HELPED TO FOSTER ANOTHER IMPORTANT DIMENSION OF DIVERSITY AT HARVARD: INTERNATIONAL DIVERSITY. THE EXPOSURE OF HARVARD’S FACULTY POSITIONS ON THEUNIJOB, SINCE WE EMBARKED ON OUR SUBSCRIPTION PACKAGE IN OCTOBER 2015, ENHANCES OUR OUTREACH EFFORTS TO A GLOBAL COMMUNITY AND SHOWCASES OUR INSTITUTION AS A DESTINATION OF CHOICE FOR ACADEMICS AROUND THE WORLD. WORKING WITH THE TEAM HAS ALSO BEEN A PLEASURE, AND HAS ENRICHED THE CONVERSATION AROUND INTERNATIONAL RECRUITMENT AND RETENTION.”



ELIZABETH ANCARANA

Assistant provost for faculty development and diversity Harvard University

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01

GROW YOUR INSTITUTION WITH THE RIGHT TALENT

Times Higher Education has a fifty-year heritage of analysing the trends in worldwide higher education.

For five decades, the Times Higher Education's (THE) hiring solutions team has been working to match the right people, with the right skills to the right institution, across academia, leadership and administration.

With millions of academics and higher education professionals, hailing from over 200 countries and regions using our services, we are uniquely placed to connect you with the best candidates.

THE is much more than a jobs board. Every hour of every day we engage with a global network of talented higher education professionals across online, print and mobile. Our data-

first approach ensures that we are always targeting the best candidates for your roles.

No matter the location, size or stage of your institution's strategic journey, THE can help you to find the right talent for your organisation.

HAILING FROM OVER

200

COUNTRIES

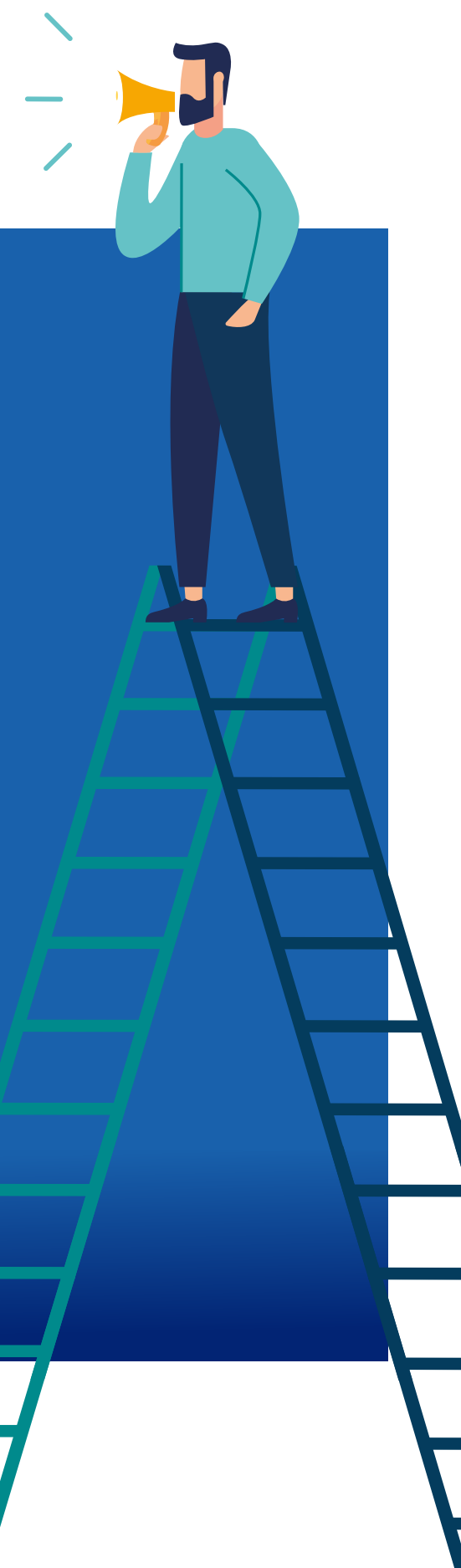
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We are nothing without talent. Talent is the single most important factor in the success of any great institution – you can have as much money as you want, the best facilities in the world, and the most highly esteemed history and reputation, but without smart, dynamic people, you have nothing.



PHIL BATY

Chief Knowledge Officer, Times Higher Education (THE)



02

AUDIENCE STATS

Build your global brand visibility with THE

University leaders, academics, researchers, professionals and government leaders from around the world engage with THE for high-quality content, data and insights, providing a unique opportunity to align your brand with THE, reach your core audiences and promote your stories of excellence to our global audience of readers.

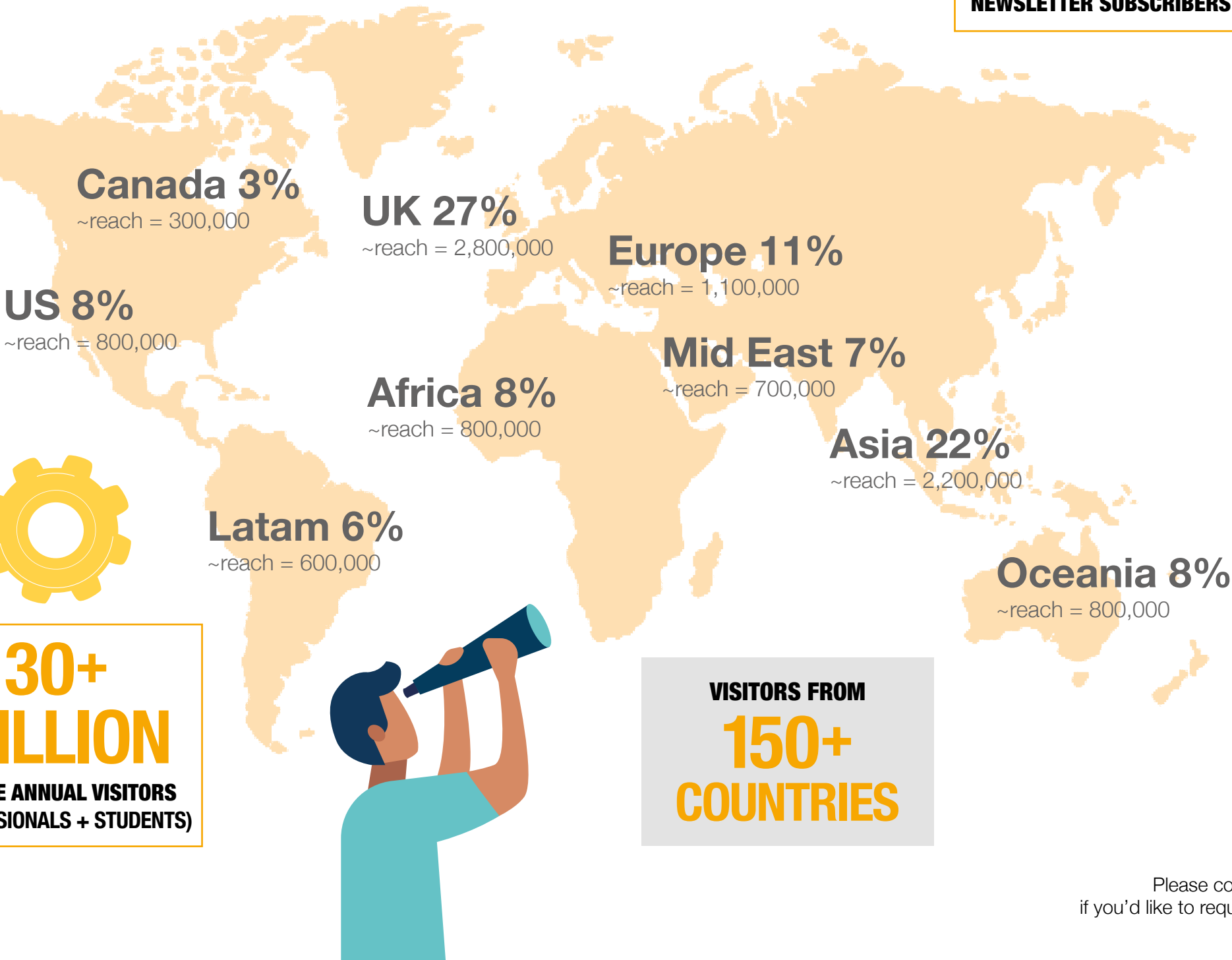
100+ MILLION
PAGE VIEWS PER ANNUM

110,000+
NEWSLETTER SUBSCRIBERS

THE's academic & professional audience breakdown of approximately 10 million annual visitors:

Field of experience	% of answers	Reach (approx)
Administrators and leadership	9%	900,000
Education	8%	800,000
Business & Management	7%	700,000
Arts & Humanities	6%	600,000
Engineering & Technology	5%	500,000
Languages, Literature & Linguistics	4%	400,000
Business & Economics	4%	400,000
Computer Science	4%	400,000
Biological Sciences	4%	400,000
Social Sciences	4%	400,000
Medicine & Dentistry	3%	300,000
Other	42%	4,200,000

Location	% of answers	Reach (approx)
United Kingdom	27%	2,700,000
United States	8%	800,000
Australia	7%	700,000
India	7%	700,000
Canada	3%	300,000
United Arab Emirates	3%	300,000
China	2%	200,000
Pakistan	2%	200,000
Mexico	2%	200,000
Malaysia	2%	200,000
Nigeria	2%	200,000
South Africa	2%	200,000
Turkey	1%	100,000
Brazil	1%	100,000
Germany	1%	100,000
Other	30%	3,000,000



30+ MILLION
UNIQUE ANNUAL VISITORS
(PROFESSIONALS + STUDENTS)

VISITORS FROM
150+ COUNTRIES

Please contact hiring@timeshighereducation.com if you'd like to request audience insights not available here

03

JOB PROMOTION

List your job vacancies on a sector leading jobs board

Job postings on industry boards such as THEunijobs is still one of the key routes for high quality candidates to apply for your positions.

It shows you to be an active and engaged employer and also puts you in the company of some of the finest institutions in the region and around the world (NUS, Harvard, Melbourne, King's) and provides us

with an accurate way of tracking the applicants we provide.

Posting vacancies on **THEunijobs** can also make your opportunities visible across THE's editorial and rankings pages. Our onsite job personalisation technology uses career data provided by our passive candidates and serves them with tailored job recommendations.

97%

The increase in application rate for THEunijobs subscription partners compared to one off advertisers.²

FORMATS INCLUDE:

- Standard online listings
- Enhanced online listings
- Nthuse online listings
- Subscription packages



60%

of jobseekers use online job boards as their top channel for finding a new job.¹

70%

of the global workforce is made up of passive talent who aren't actively job searching.¹

04

ENHANCED EXPOSURE

Make sure your role stands out from the crowd

With over 5,000 vacancies listed on THEunijobs at any one time, it is important to make sure that your role stands out.

Each of our upgrades and solution packages have been built to do just that. From gaining prominence onsite with our featured recruiter and top job upgrades, to more direct forms of promotion such as our targeted Job Alerts and Newsletter Takeovers. Upgrading your listing not only helps to increase your exposure to THE's vast global jobseeker audience but also increases viewing, clickthrough and application rates improving your chance of finding the right candidate for your role.

45%

Increase in applications from choosing an Enhanced Listing over a Standard.²

85%

More views by taking a Top Job upgrade, ensuring your role is visible for longer.²

400%

Applicants are over 4x as likely to apply for a job they receive from our Job Alerts than one they find online.²



1 LinkedIn – Hiring Statistics

2 THEunijobs – Insights Unit

05

EMPLOYER
BRANDING

Engaging candidates with authentic narrative

The way that people apply for jobs is changing, with many more candidates (both active and passive) looking to learn about potential employers, the working environment and their new colleagues, before applying for their next role.

Our special projects team can work with you to produce rich stories about your organisation, your location and particularly your star academics in a fun and engaging way. The world's finest academics won't simply move for any old job, they are looking for an institution

where they can fit in and make a difference. Our most popular content themes include how equality, diversity and inclusion feed into progression and hiring, your institutions commitment to sustainability, and research excellence.



80%
of HR leaders say employer branding has a significant impact on their ability to attract talent.¹

9/10
candidates would apply for a job when it's from an employer brand that's actively maintained.²

1 Undercover Recruiter

2 Workable

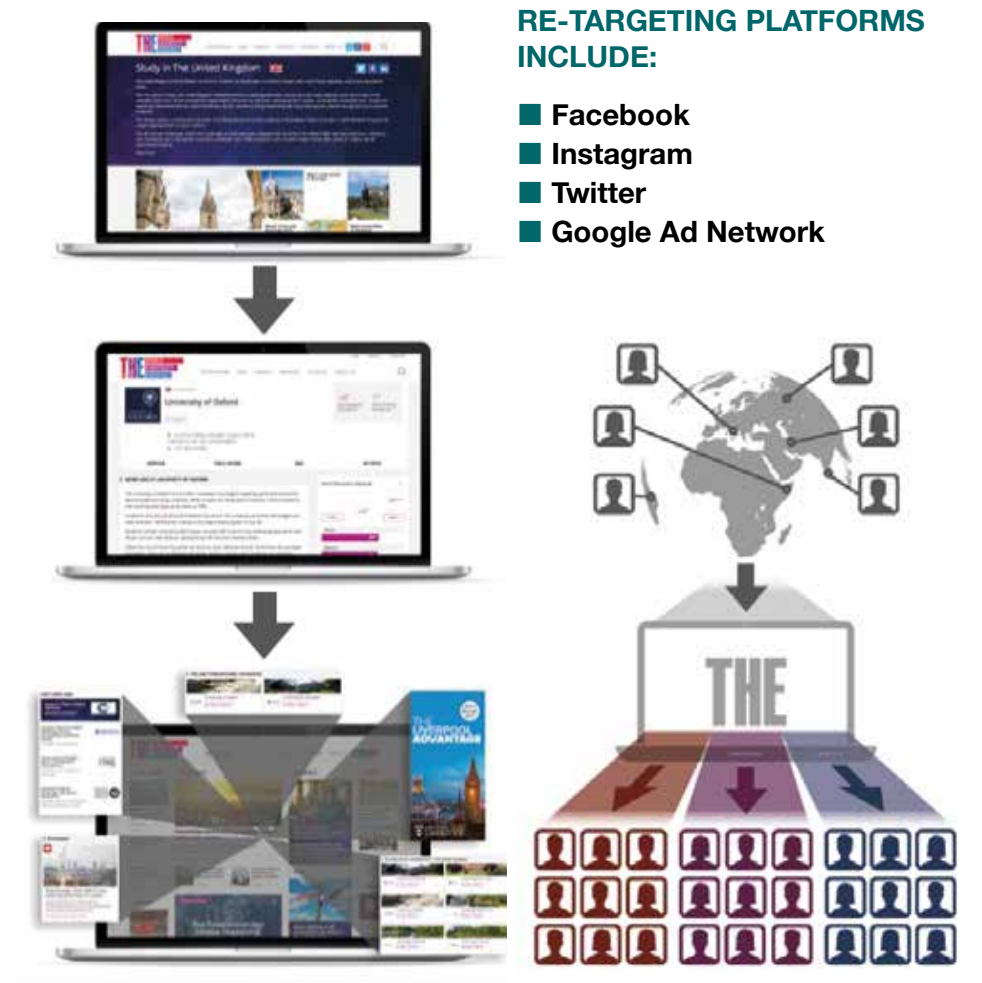
06

TARGETED
ADVERTISING

Using programmatic advertising to reach perfect candidates

Using retargeting solutions and social media channels, we can place your opportunities in front of your desired candidate pools. By refining our audience by industry, location, discipline and even candidate attributes we can ensure that the most relevant active and passive job seekers are seeing your adverts.

Targeting by intent, not just demographics, our pay per click/landing service means less wastage and delivers a true 'audience first' approach to your multi-task, multi-platform digital campaign – driving more interest to your institution and roles. Using retargeting solutions like this, not only mean that you are more likely to find the most desirable candidates but also weed out unsuitable ones often attracted by more traditional display solutions, saving you administrative time and money.



07

KING'S COLLEGE LONDON



THE and King's College London (KCL) have held a close working relationship for decades, but it wasn't until January 2018 that a formal partnership was developed in order to meet the institution's growing recruitment needs.

KCL, an avid user of the **THEunijobs** platform, were looking for a solution to set them apart from the competition. To drive up their application and appointment rates, while reducing their spend per hire.

By creating a unified approach across digital and physical marketing for their annual recruitment drive and allowing them to post ad-hoc and

unforeseen vacancies throughout the year, THE were able to help KCL achieve their goals.

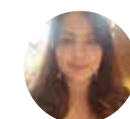
OVER THE NEXT THREE YEARS THIS COLLABORATION PROVIDED...

- **2000% increase in jobs posted on the THEunijobs platform**
- **96% reduction in cost per listing posted on THEunijobs**
- **88% increase in application clicks per role leading to a significantly improved appointment rate**

Since engaging with THE as a subscription partner we have seen an increase in quality candidates coming through our THE advertising campaigns. They have worked closely with us to provide the best package to suit our needs and evolved with us each year we have worked with them. THE have been extremely supportive. They are always on hand to provide quick advice and answer any queries we may have. This includes regular catch ups during the subscription period and statistics on how our subscription is going throughout the year.

“

THE's team provide excellent ongoing advice and guidance that has helped us to create not just more cost effective campaigns, but also to build our online presence and reach a wider candidate pool.



HOLLIE JONES
recruitment specialist
King's College London

08

ADVISORY SERVICES

For the past half a century THE, and in particular their Hiring Solutions team, have worked closely with universities, research centres, industry and governments to help them find the right people to join their organisations.

This support has now grown to include advisory and training solutions, helping these employers to identify areas of improvement and potential threats to their recruitment efforts, as well as recognising opportunities to implement best practice into their processes & policies.

Having worked with hundreds of employers from dozens of countries around the world, THE are uniquely placed to advise their recruitment partners on many aspects of their recruitment portfolio, including;

- Analysis of the jobseeker journey
- Review and development of your employer brand
- Job advert content writing
- Employee satisfaction surveys
- Labour market consultancy (upcoming)

If your organisation is looking to grow, diversify or simply update your recruitment practices in line with market trends then please do get in touch.

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Built on a platform of meticulous comparative research, the TIMES HIGHER EDUCATION Hiring Solutions advisory session probed current practices and policies at our university. Sometimes uncomfortable, it was the kind of frank, evidence-driven analysis that every institution needs.



CLAYTON MACKENZIE
Former, Provost Hong Kong Baptist University



THE

Contact hiring@timeshighereducation.com to discuss your recruitment needs