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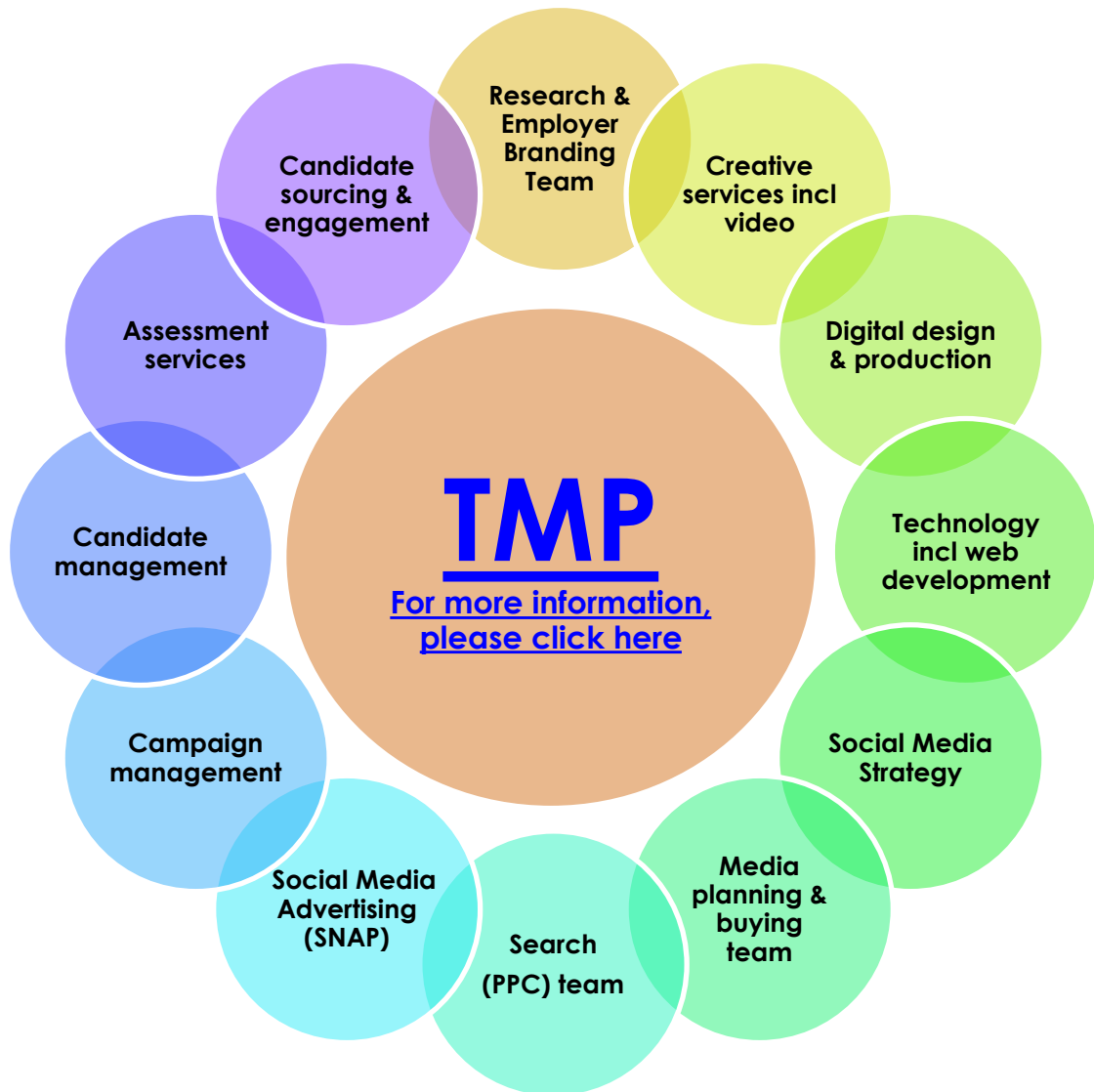
University of Oxford

**Working Guide -
Recruitment**

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Our services



Your team



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Client Service Manager

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- Campaign or strategic based advertising support
- Senior, complex, 'hard to fill' or high volume roles
- Explores alternative routes to market and cost efficiencies
- Oversees and ensures overall service meets your expectations



Abigail Smith

Client Service Co-ordinator

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- Day to day transactional support
- Media advice
- Quotes
- Provides proofs
- Manages advertising placements

Snapshot of steps to success

SNAP (Social Network Amplification Platform)

- Builds reputation with passive audience in their social space
- Reaches out to individuals who may be open to changing roles, but not actively job hunting
- Targeting based on JD/advert
- Design and creation of brand led visuals
- Engagement encouraged in the form of shares/retweets, likes/reactions, comments and clicks
- Optimisation after 1 week of activity to ensure productive use of budget

Costs are tailored to individual projects and start from £1,850.

Campaign Measurement (CM/MI)

- Monitors its campaign effectiveness against key objectives
- Optimises campaign performance
- Maximises return on investment

CM/MI is strongly recommended when advertising on 3 or more online channels.

Costs are dependant on the types and number of media platforms being used, **please ask for further details.**

'Register Your Interest' (RYI) Portal

- Short, mobile optimised form
- Reduces dropout rate from candidates transferring to a PC to apply
- Engagement with your Recruitment team at an earlier stage of process leads to increased number of applications

Executive Search & Specialist Sourcing

- A retained, thorough and senior level search
- Focuses on a **fresh talent** search for every assignment
- No 'little black book', no recycled candidates, no sales environment
- Reduced costs (compared to traditional head-hunting approaches)
- Inclusive of Social Media advertising
- Inclusive of OP Assessment

Costs are tailored to individual projects and are typically 50% that of standard agency fees.

Talent Finder

- Focuses on a **fresh talent** search for every assignment
- Pipeline builder
- Engagement with candidates over a two to four week period to field questions and encourage applications
- Production of a market search report based on candidate feedback

LinkedIn+

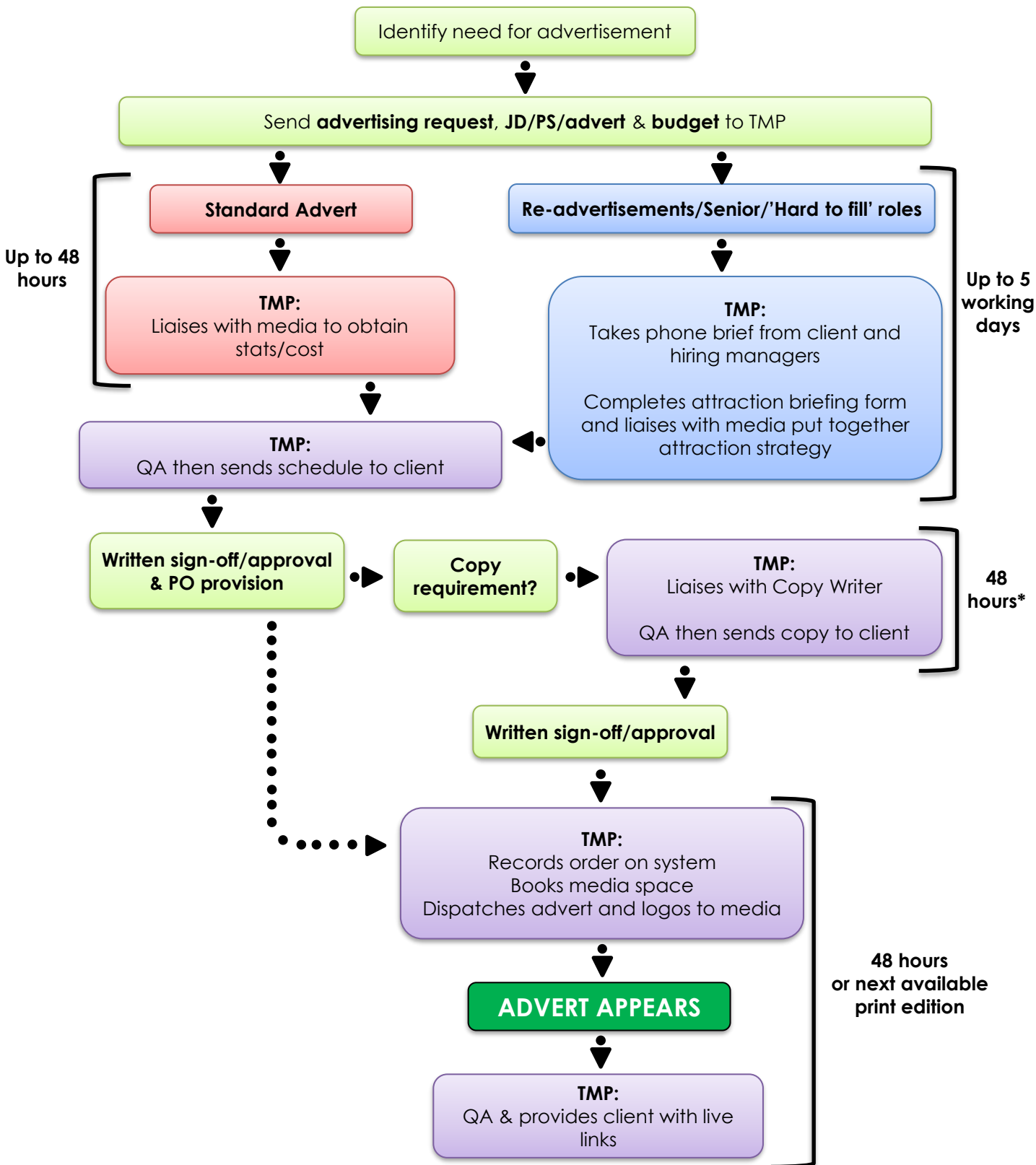
A light touch alternative to Exec Search, and Specialist Sourcing and Talent Finder , LinkedIn+ involves:

- Identification of a set number of suitable candidates (targets)
- Design and creation of brand led communication
- Engagement with candidates over a two to four week period to field questions and encourage applications
- Production of a market search report based on candidate feedback

30 targets - £1,500
50 targets - £2,200

75 targets - £2,800
100 targets - £3,300

The advertising process



*dependant on resource availability

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we help employers recruit
and engage the right talent



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