

Make attracting top academic talent  
**easy** and **efficient**

[recruit.academicpositions.com](https://recruit.academicpositions.com)



# Your institution deserves the best researchers. That's why talent attraction needs to be one of your priorities.

Researchers are the backbone of a university. Without talented researchers, your institution can't make new discoveries and achieve scientific excellence.

Talent attraction is deeply connected to academic output. Investing in talent attraction will improve your recruitment odds so that you can spend fewer resources on recruiting and focus on ensuring quality research output. The candidates you hire will be more invested in your institution and easier to retain.



Prioritizing talent attraction is how you improve your **competitive positioning** as an employer so that the top talent comes to you. It's how you create the diverse teams needed to drive innovation and make scientific breakthroughs.



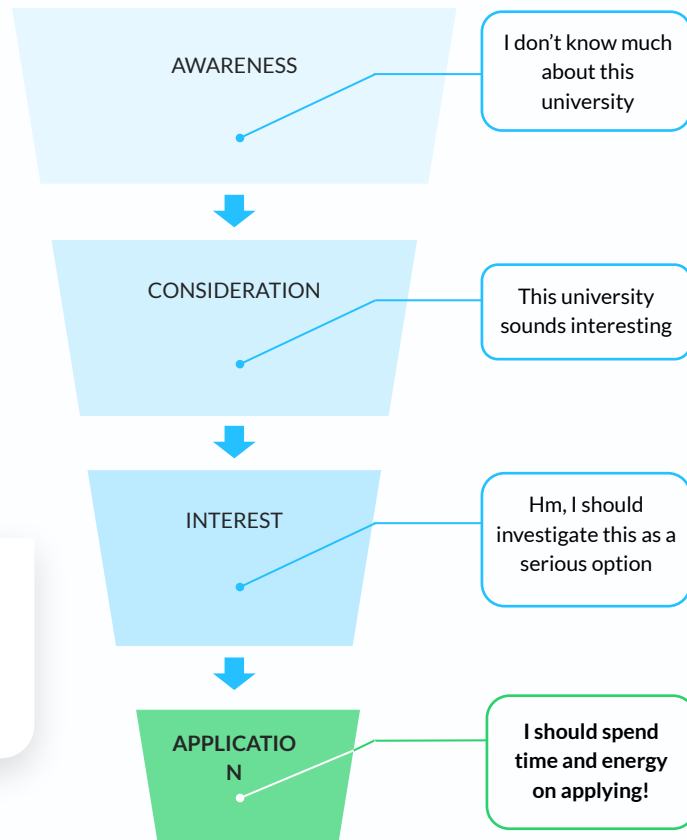
## Recruitment marketing is the key to efficient and effective talent attraction.

What is recruitment marketing? It means using marketing strategies to generate awareness, consideration, and interest in working at your university. It helps candidates discover new potential employers and gets them motivated to apply.

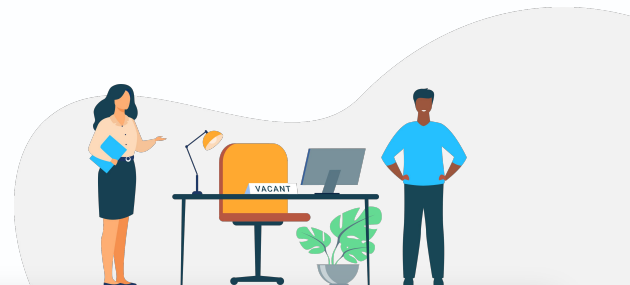
Why go through the effort? Quite simply, candidates who have a better understanding of what your institution offers are more invested in writing quality applications, more likely to finish their applications, and more likely to accept the job.

**Recruitment marketing  
targets every stage of  
the candidate journey**

### RECRUITMENT MARKETING FUNNEL



Academic Positions has been helping universities and research institutes **take their recruitment to the next level** for the last 15 years.



15

years of experience in international recruitment marketing for higher education

4 million+

job seekers visit our website annually

17K+

jobs published in 2022 in over 600 different academic fields

2,500+

customers from 60 different countries use our services

220K+

candidates registered for job alerts


14

country-specific portals where you can advertise in English and your national language

- We offer innovative recruitment marketing services so that you can recruit more efficiently and ensure quality research output.
- Our knowledge and data-driven reporting will up your odds of recruitment success so you can spend more time on the things that matter to you.
- Whether you're looking for an astrophysics professor or a zoology PhD student, we've got you covered.

On our website, you'll reach a growing international audience  
of **4 million academic jobs seekers.**

### WHERE THEY COME FROM



13%	United States
7%	United Kingdom
7%	Germany
5%	France
4%	Iran
3%	Italy
3%	Netherlands
3%	Canada
2%	Belgium

### THE JOBS THEY'RE LOOKING FOR

- 
- PhD
  - Postdoc
  - Assistant/Associate Professor
  - Lecturer/Sr Lecturer
  - Researcher
  - Professor
  - Management/Leadership



**220,000+**

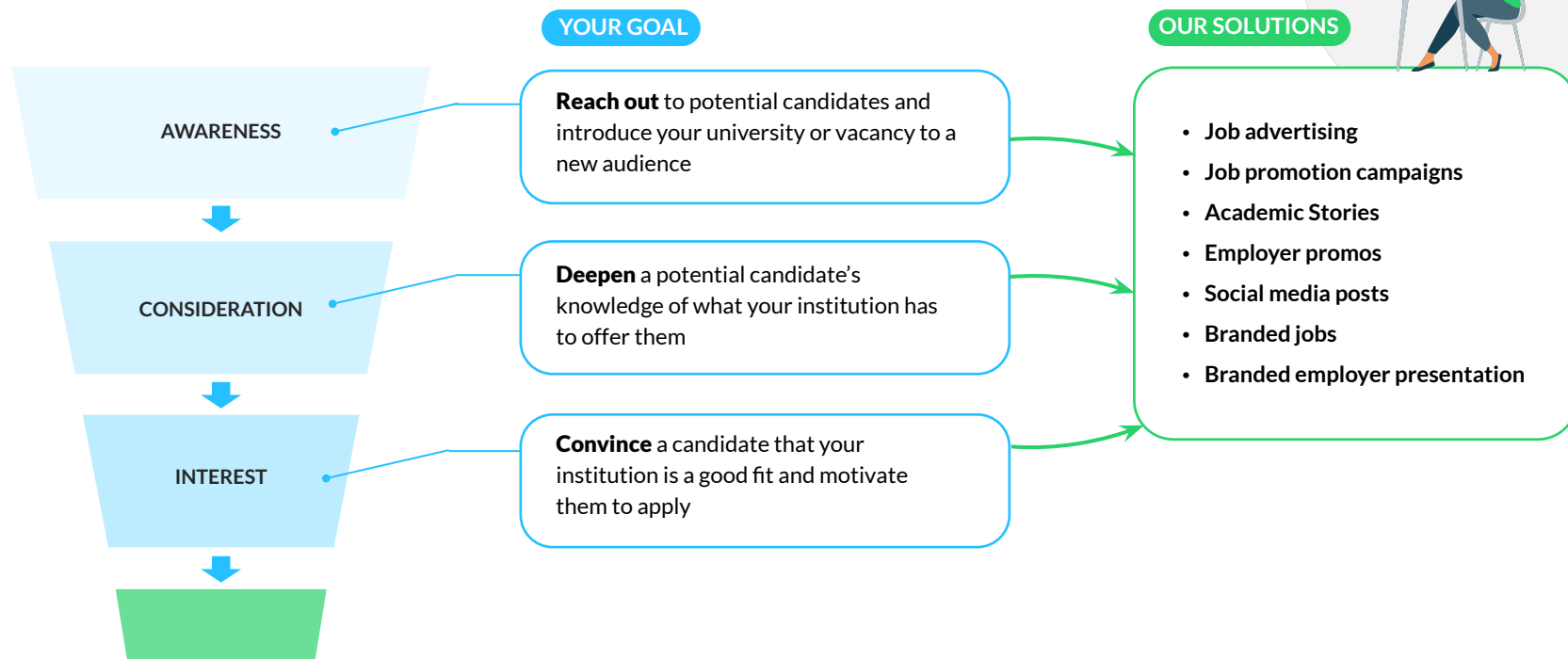
Subscribed for job alerts



**195,000+**

Social media followers

You want the best researchers to fill your open positions.  
Here's how we help them find you.



We're trusted by many of the world's top universities and research institutes, so you'll be in good company for your next recruitment.

*"Academic Positions is the external channel that has proved to generate the most candidates for our academic vacancies, according to our own statistics."*

Recruitment manager, KTH Royal  
Institute of Technology

99%

satisfaction rate among  
subscription clients\*

\* As measured by subscription renewals, August 2022

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# Academic Positions

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