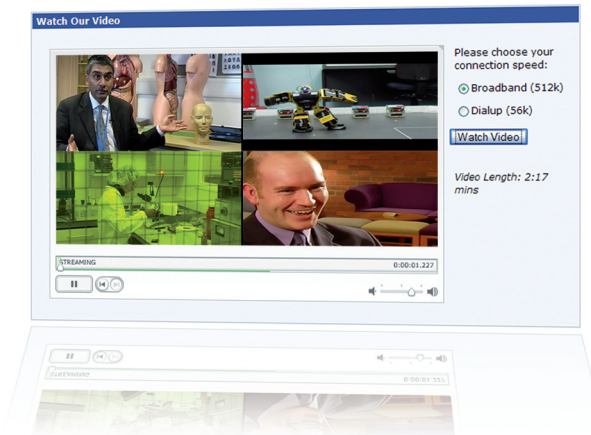


Is yours a great place to work? Don't just tell people. **Show them!**

Wouldn't it be good if there was a way of showing what it's like to work in your institution's community? To help candidates make a more informed, holistic decision about applying for your jobs? To articulate your benefits and brand values?

We think so - and that's why we're developing a new service to help with all of the above - jobs.ac.uk **Employer Videos**.



Appended to your advert text, **Employer Videos** reach people at the precise moment they are deciding whether to respond to your advert - affording you a great opportunity to communicate your benefits and culture, alongside a specific job role.

Employer Videos show you the answers to the questions all candidates ask themselves:

What does it feel like to work there?
What's the atmosphere like?
Do I like the style and culture?
Does it suit me?

What are the people like?
Will I fit in?
Would I want to work here?
Should I apply?

How it works

Each advert you place on jobs.ac.uk will automatically have the video attached to it ('embedding' is the technical jargon term). This means that the jobseeker won't have to navigate away from the advert text to watch it.

And it will play in a simple Flash Player (like those seen on YouTube.com) which over 98% of our visitors can run without having to download additional software.

The **Employer Video** encourages viewers to picture themselves in the job, mixing with colleagues, working in your facilities. If they like what they see, they'll move on to the application not only because they think they can do the job, but because they are excited by what they see and actively want to work for you.

And you can tailor the video message according to the type of job you are advertising, so that the candidate hears from people doing similar jobs.

Key Features

We think Employer Videos have a great set of benefits and features. For instance, they can:

Help candidates make educated decisions about whether to apply - resulting in highly targeted applicants - saving you time and money.

Enhances the jobseekers perception of you as a forward-thinking, aspirational employer that they would really want to work for.

Act as a more effective way of delivering information about your university - a picture paints a thousand words!

Also be used to communicate your atmosphere, culture and values on your own website as well as on jobs.ac.uk.

Make your positions stand out from the crowd - appearing different, innovative and giving the institution a human face.

Isn't it all a bit complicated?

Not at all. We'll take care of the production of the video and the technical aspects of ensuring your video is automatically embedded in all of your jobs.ac.uk vacancies.

All we need from you are your ideas, the messages you want to communicate and access to people and locations on the day of filming. Simple.

So, what next?

If you want to explore this new opportunity in greater depth, ask some questions or arrange a visit to get more information, please contact us on:



videos@jobs.ac.uk



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jobs.ac.uk

