



EARLYCAREERS.SCOT

APPRENTICE TRAINEE GRADUATE INTERN



Campaign Exposure



Candidate Attraction Rate



Campaign Referrals



Youth Marketing Activity



CAMPAIGN PACK 2022-23

Our team are always happy to advise and delighted to quote

0800 009 6627 | adviser@earlycareers.scot | earlycareers.scot/campaign-portal



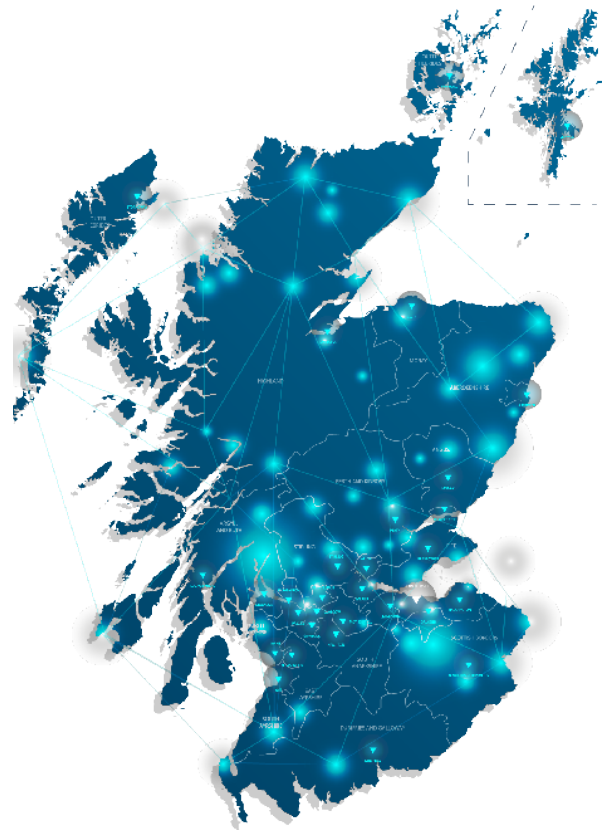
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1. ABOUT EARLYCAREERS.SCOT

Connected to the future

Early Career & Youth Talent candidate attraction for Scotland

Scotland is a diverse, dynamic, and exciting Early Careers marketplace where learning, training and employer brands compete for the attention of our young and brilliant next generation and their influencers. We support partners with their regional candidate attraction and are uniquely positioned to attract diverse young talent in Scotland. Since 2009, our mission has evolved to strengthen a sense of purpose in young people so they can be at their best and make better career decisions.



We proudly support the early careers programmes of the following organisations



Atos



KPMG



RBS



ROYAL
AIR FORCE



BARCLAYS



sky

Aon



2. OUR CAMPAIGN PACKAGES

We deliver measured candidate attraction campaigns, customised to fit your budget, timeline and objectives.



Scotland Booster (1-2 months)

The Scotland Booster is for partners who require quick turnaround candidate attraction marketing for recruitment campaigns or Early Career intakes which are already underway or have very short time-scales and require campaign support to recover low candidate numbers, specific locations or metrics.



Scotland Launch & Deliver (3-5 months)

Scotland Launch and Deliver is for partners who require candidate attraction marketing for specific/planned intake for a set period.



Scotland annual (6-12 months)

Scotland annual is for partners who require candidate attraction marketing over a longer term, seasonal or annualised period.

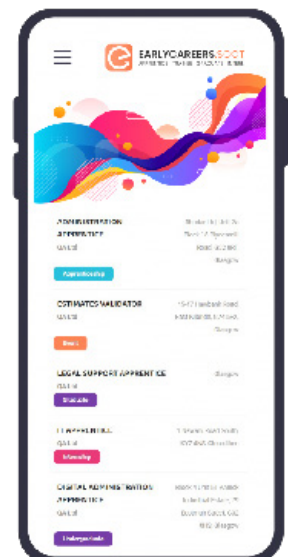
3. OUR CHANNELS

Expert advice on education and training in Scotland and competent account management for candidate attraction with the local knowledge to support regional recruitment using our trusted channels:

3.1 EarlyCareers.Scot

EarlyCareers.Scot is a trusted youth opportunities platform, used by 50k+ young people and their influencers every year. Job board campaign inventory can include:

- Unlimited Opportunity Listings**
 Promote your opportunities through our listings, for any early career vacancy, event or training course, listings are published directly to our homepage and filtered into all relevant sectors and locations. Enhanced by campaign banners and embedded video content to add visual attraction and inform candidates about your campaign.
- Featured Listings**
 Featured listings remains static in a prime location at the top of our homepage ensuring that your campaign has a prime spot on our channel for the entire campaign period. Features listings can be alternated and switched throughout the duration of your campaign.
- Additional Brand Exposure**
 Advertise your campaign on our channel with brand exposure options that include click-able box ads, visible on the sidebar of the website, click-able letterbox banner visible at the centre of the homepage and the top of the all opportunities page and branded cases studies pinned to the employer profile.



3.2 Early Careers Adviser

The Early Careers 'Adviser' Network is our trusted mail distribution platform, with thousands of subscribers made up of young people and their influencers. Our campaign partners get access to:

- **Custom Mailshots**

Custom Mailshots can be delivered to targeted user groups, segmented based on, location, sector of interest, gender, age. Our subscriber network, made up of 4,000+ young people and their influencers sees average open rates of 15% with 26% of those clicking through. A custom mailshot consists exclusively of your own content, and can typically include, campaign news, latest opportunities/events and is branded up to look like it comes directly from you. Our design team can create this update based on your requirements and brand guidelines.

- **Early Career Adviser Update**

Our 'Early Career Adviser' subscriber update is sent out every month and reaches our full network. Our subscriber network is made up of 4,000+ young people and their influencers. Updates typically see an average open rate of 23% open rate with 11% of those clicking through. The update features content from all live campaigns, giving you space to share the latest campaign news and live opportunities/events. Exposure from the subscriber update takes your campaign to the audience and creates a buzz.



3.3 Early Careers Social

@EarlyCareerScot is a trusted social media platform, followed by thousands of young people and their influencers. Our social and ad channels can be utilised to:

- **Social Media Posting/Sharing**

Posting your campaign news and opportunities through our social channels, as well as relaying content directly from your channel. With access to one post or share per week our channels have 3,000+ followers made up of a niche audience of young people, careers advisors and influencers and see high levels of engagement.

- **Targeted Social Marketing**

Utilising our recognised and trusted channels to provide a monthly targeted sponsored post, to reach your target demographic based on gender balance, ethnicity and location. Our team of digital marketing and social media specialists work on a constant cycle of analysing, measuring and improving to create a customised social campaign, ensuring we are attracting and engaging the best candidates based on your campaign specifications and KPIs.

- **Targeted Search & Display Ads**

Utilising Google Ads we design ads and target specific audience demographics based on, keywords, geolocation and much more. Search and display ads are often used to grow exposure and drive traffic to employer profiles or specific opportunity listings.



4. OUR METHODOLOGY

Our Early Careers Methodology “Attraction, Attachment and Aspiration for All” has developed over many years of market activation and early careers guidance practice – learning from what works – providing a simple formulation in support of early career development for young people and also for our partners:

Attraction

Establishing highly attractive and targeted campaigns

Supporting you to execute slick, exciting, and precise campaigns for the Scottish market. To stand out from the crowd and be the most attractive offer. Underpinned by effective demographic targeting, to reach and inspire the right young people.

Attachment

Enabling the right young people to engage, connect and attach

From Click to Career – our campaigns are niche, quality over volume, so that more of the right young people, from the right locations and demographics become attached to your programmes and opportunities. We monitor and report on your campaign metrics so that you get results.

Aspiration

Supporting the development of strong aspirations and competitive candidates

We work to help young people strengthen and specify their aspirations. Through attraction and attachment to partner opportunities, we observe young people become more self-aware, more decisive about their choice of career and more competitive as candidates.

For All

Promoting diversity and equality of opportunity for all young people

Young people can face unseen inequalities and barriers and employers can discover their early career programmes lack diversity. We encourage candidates to self-select the barriers of most concern to them and we promote campaigns that target underrepresented groups.

5. PRICING

We are a candidate attraction campaign platform, not just a job board, campaign will depend on your requirements



5.1 Submit Requirements

Educate us about your candidate attraction challenges and requirements.



5.2 Receive Proposal

Based on your challenges, goals and estimated campaign timeline we will submit a custom proposal.



5.3 Approve/Amend Quote

Tweak your campaign package based on our recommended inventory, marketing budget and timeline, until you are happy.



5.4 Launch Campaign

Receive a custom 'specs-sheet based on chosen inventory and submit to launch your campaign.

**Ready to talk? We are ready to listen.
Our team are always happy to advise.**

Call us 0800 009 6627 | Email us adviser@earlycareers.scot | Find us [@EarlyCareerScot](https://www.instagram.com/EarlyCareerScot)