



# EARLYCAREERS.SCOT

APPRENTICE TRAINEE GRADUATE INTERN



Campaign Exposure



Candidate Attraction Rate



Campaign Referrals



Youth Marketing Activity

## CAMPAIGN PACK

Our team are always happy to advise and delighted to quote

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# EARLYCAREERS.SCOT

APPRENTICE TRAINEE GRADUATE INTERN

EarlyCareers.Scot is Scotland's only dedicated early careers channel. We were established in 2009, originally operating as 'Apprenticeships in Scotland'. Over the past decade we have been innovating and trailblazing within the early careers space in Scotland, from contributing to the Wood Commission Report, to piloting Scotland's first Enterprise Apprenticeship Scheme. We strongly believe in strengthening a sense of purpose in young people as they start out in life, educating our community with resources and providing easy access to regular updates and exciting opportunities.

Our channel offers a specialist digital channel for Apprentice, Trainee and Graduate recruitment. It's a diverse, dynamic, and exciting space where learning and development, talent management and employer brands compete for the attention of the next generation and their influencers. Our campaigns are uniquely positioned to attracting high quality, diverse young talent in Scotland, effectively activating and fulfilling youth talent requirements and engagement strategies.

*We proudly support the early careers programmes of the following organisations*



## CHALLENGES IN THE MARKET

In our 12-years of experience operating within Scotland's early careers space, we have identified the biggest challenges in fulfilling youth talent requirements and candidate attraction goals that face recruiters are:

### 1. Establishing an Attractive Offer

The offer needs to be both slick and exciting, allowing it to cut through the noise and stand out from the crowd.

### 2. Identifying, Reaching, and Engaging the Target Demographic

All messaging must be underpinned by effective targeting, allowing the offer to reach and inspire a large community of diverse and high-quality young people.

## OUR SOLUTION

Our team of ex-apprentices and graduates use our own experiences of searching for opportunities in Scotland to offer input around the challenges and pain-points experienced by candidates, optimising youth engagement strategies and communication from a peer-to-peer level. Utilising our high performing digital channels and distribution platforms we drive digital engagement, allowing our partners to effectively communicate to a tailored demographic of hard to reach, diverse young people and influencers, providing a strong return on investment.

### 1. Establishing an Attractive Offer

We establish brand awareness from active job searchers by posting live opportunities to EarlyCareers.Scot, Scotland's only dedicated early careers channel, providing additional support including enhanced creative digital media, posting inspiring short video content, and collating tracked and measured application referrals.

### 2. Reaching the Target Demographic

Using a wholistic omni-channel approach, we specialise in youth acquisition, utilising our high performing digital channels to execute segmented communication to our subscriber database of candidates and their influencers, engaging organically with our social media followers, and executing targeted PPC and social media ads to engage with suitable candidates.

### 3. Supporting Equal Opportunities and Diversity

We do everything we can to reach and inspire a diverse demographic of young people by ensuring our opportunities showcase imagery and messaging that promotes the inclusive culture available, as well as implementing dynamic targeting strategies. We are currently in the process of finalising our Equal Opportunities Portal, which will be available from January 2022, aimed at offering additional support and resources to young people from underrepresented communities, including minority ethnic communities, young disabled people, care leavers, as well as candidates effected by imbalance of gender (particularly those in male-dominated sectors).

## CAMPAIGN PACKAGES

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

### Annual Campaign (6-12 months)

The Annual Campaign Package is for partners who require candidate attraction marketing over a longer term, seasonal or annualised period. For customers with consistent annual intakes, year-round recruiters, those with multiple employers like agencies or training providers and those seeking to capture candidates or build brand/opportunity awareness in 16-29 year-olds and their influencers over a longer period.

### Launch & Deliver Campaign (3-5 months)

The Launch and Deliver Campaign Package is for partners who require candidate attraction marketing for specific/planned intake for a set period. The service is for recruiters or media buyers with one-off commissions and those seeking to build brand/opportunity awareness in 16-29 year-olds and their influencers over a planned period.

### Recovery Campaign (1-2 months)

The Recovery Campaign Package 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.

### CANDIDATE JOB BOARD

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

#### 1. 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.

#### 2. Featured Listings

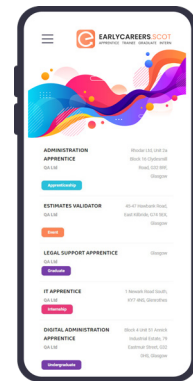
Featured listings remains static in a prime location at the top of our homepage ensuring that your campaign has a prime spot on our channel for the entire campaign period. Features listings can be alternated and switched throughout the duration of your campaign.

#### 3. Additional Brand Exposure

Advertise your campaign on our channel with brand exposure options that include click-able box ads, visible on the sidebar and footer, click-able letterbox banner visible at the centre of the homepage, and full screen click-able background takeover at the top of our homepage visible on desktop and laptops, maximising brand awareness.

#### 4. Employer Profile

Effectively communicate campaign messaging by informing candidates about the culture of your workplace, your organisational values or the latest campaign updates. With the option to feature on a prime spot on our homepage maximising visibility, allowing your campaign to stand out from the crowd.



### TARGETED MARKETING & SOCIAL MEDIA

@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:

#### 1. 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.



## 2. 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.

## 3. Targeted Search & Display Ads

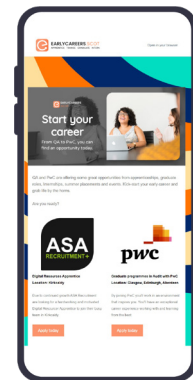
Utilising Google Ads we design ads and target specific audience demographics based on, keywords, geolocation and much more. Search and display ads are often used to grow exposure and drive traffic to employer profiles or specific opportunity listings.

# SUBSCRIBER NETWORK

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:

## 1. 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.



## 2. 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.

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

- Join our Early Careers Network
- Call us 0800 009 6627
- Email us [admin@earlycareers.scot](mailto:admin@earlycareers.scot)
- Find us @EarlyCareerScot