



Emerging Economies Partnership Proposal, Masaryk University & Times Higher Education (THEunijobs)

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Who are you partnering with?

Times Higher Education (THE) has been at the heart of the UK's higher education sector for over 40 years. During this time it has built a solid reputation as one of the most authoritative and trusted sources of information for the higher education sector.

THE has been an industry thought leader, unofficial ombudsman and instigator of change within the higher education landscape for nearly half a century. By partnering with THE you partner with the producer of an industry leading, globally recognised publication. We are present in over 200 countries worldwide and work with thousands of universities across six continents. Our unparalleled reach within global higher education not only provides you access to the broadest pool of potential students, academics, and partner institutions, it also aligns your institution with a brand name that is trusted for its quality, integrity and innovation.

THEunijobs is so much more than a jobs board. Every hour of every day we engage with a global network of talented higher education professionals across online, print and mobile.

Our recruitment experts have the knowledge and reach to connect you with your target audience and to attract quality candidates. We will support you every step of the way, helping you choose the right recruitment package for each vacancy and ensuring that your campaign showcases the best of your institution.

Our commitment to you is to help you find and attract exceptional candidates, every time. We are uniquely placed to connect you with the best candidates worldwide and that is why every day universities trust THEunijobs to help them recruit the best.

Proposed Products

12 month Gold Online Subscription

- This subscription will provide Masaryk University with the ability to post an unlimited number of premium, Gold online listings for all their academic, leadership, research, and staff vacancies.
- Not only will this package ease the administrative burden of generating a purchase order for each position, but by selecting this subscription package you will no longer have to worry about the hassle of emailing your vacancies to be placed online. An automatic upload may be put in place for your convenience. You will only have to let us know if and when you want to make use of print adverts or premium upgrades.
- The Gold online listing is our most effective and popular advertising option and provides on average a 300% increase on views and applications when compared to our other standard listings.
- This package also offers a 50% discount on all digital premium upgrades (including job target emails) and a 25% discount on print advertising.

12 month Institution Microsite

- This provides Masaryk University with a digital space to talk more about the work that they undertake.
- This space can hold up to 12 pages devoted to any activity you like. This information can be amended simply by contacting your account manager and will sit alongside your jobs.
- Producing unique text to be hosted on an institution microsite not only boosts its position within search engine listings but also provides a fuller picture for candidates of the culture of where they are going to work; cultural fit is now cited as one of the primary reasons by candidates for wanting to work at a company.
- On average, a microsite offers an additional 9% of applications.

12 month Country Branded Mid-Page Unit (MPU)

- This Mid-Page Unit (MPU) will provide significant exposure and drive traffic through to all Czech institutions signed up to this project and all of their job opportunities.
- The MPU will appear in one of three slots on the THEunijobs homepage and receive an equal (network) share of impressions across the site.
- The MPU is offered as a free of charge product to enhance the brand exposure the Czech Republic, its academic institutions and their jobs.

Responsibilities and Expectations

The Times Higher Education (THEunijobs) will be responsible for the creation of; the institutions job vacancies, the institution microsite and the mid-page unit (MPU). THEunijobs will also take responsibility for the upkeep and maintenance of all information hosted on their site. To enable THEunijobs to achieve the above they require the institution to provide relevant content and advice on the following; current job opportunities at the institution, content relevant to the institution, its faculties and research centres for the purpose of promoting themselves on their institution microsite and advice on relevant content for the Czech Republic landing page (this content will be the product of consultation with all participating institutional partners).

Whenever possible THEunijobs will provide advice and help to further the strategic agenda of the institution.



Summary and Costs

This package has been put together to reflect Masaryk University's international recruitment and employer branding needs over the coming 12 months; this style of package is already in use by a number of institutions within the Emerging Economies such as Shantou University, Zhejiang University and Stellenbosch University. This package not only offers great brand exposure and faculty attraction but also offers cost and administrative efficiencies.

Total cost of this package is £6,000. This package has been specifically designed for institutions from within the Emerging Economies nations and is offered at the discretion of your THEunijobs account handler. This cost is to be paid in full at the point of signing unless otherwise agreed by your THEunijobs account handler.