



UNIVERSITY OF STRATHCLYDE

Fellowships

tmp.worldwide
where science and art meet

CONTEXT

The brief was to recruit 20 fellowships across a range of strategic areas such as: Engineering; Strathclyde Business School; Humanities & Social Sciences and Science, targeting early career academics across the UK and overseas.

The University was keen to see an increase in the number of international applications along with an increase in applications from women.

CHALLENGE

An unknown factor was whether or not Brexit would have an adverse effect on application numbers from the international audience.

However, application numbers increased by 27% against the previous years campaign, with an increase in the percentage of international applications.

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APPROACH

As the University was keen to increase their international application numbers, we needed to target a number of countries, therefore the most cost effective route was to utilise social media. In addition, we used sector specific job boards and some channels the client hadn't previously used such as globalacademyjobs.com and academicjobseu.com.

When planning the media, we retained an 18% contingency in case the campaign required an additional boost midway. We used 10% of that contingency, and at the end of the campaign, we had 8% remaining.

We're in discussion with the University as to how we can implement learnings from last years' campaign into this year.

"We used TMP for the first time to support the Strathclyde Chancellor's Fellowship recruitment scheme. We were impressed throughout by the knowledgeable and personal service we received from Sandra Innes, our Client Partner. Sandra and her team helped us at every stage of the campaign, from assisting us to choose which media channels to use (providing evidence-based suggestions which worked within our strict budget), evaluating their effectiveness throughout the campaign and facilitating changes where we needed to boost advertising in particular areas. The service was responsive, personal and felt like true partnership working. Whilst the campaign has finished, Sandra has continued to support in the early planning for next year by providing helpful advice and suggestions to make the next campaign better. There's a real sense that whilst TMP know their stuff, they strive for continual improvement of service and added value. We're looking forward to working with TMP again in the future!"

Alison Locke,
HR Manager, University of Strathclyde