

Attracting Faculty & Students in a Competitive Marketplace

ShanghaiTech with C&EN BrandLab & C&ENjobs:
A Case Study

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Defining ShanghaiTech's Challenge

How do you attract high quality faculty and students in an increasingly competitive environment for research universities and institutions? C&ENjobs and ShanghaiTech worked together to develop a strategy that would not only successfully recruit students, postdocs, research scientists and faculty, but also showcase the university's rich research capabilities and resources.

C&EN was tasked with solving these questions from the team:

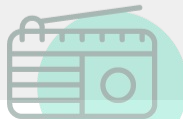


1

How do we find qualified applicants?

2

How do we demonstrate the quality of life at Shanghai Tech?



3

How can we highlight our most impressive professors and staff?





Our Approach to Building a Continuous Pipeline of Interest: Show People *Why* & How to Apply

1

Seek Out Premium Placement.
C&EN provided ShanghaiTech's job posting with high visibility placement on the C&EN job board. This provided exposure to C&EN's broad network of active jobseekers, ensuring applications from quality candidates.

2

Cultivate Chemistry & Culture.
To showcase ShanghaiTech's talent and resources, C&EN BrandLab, C&EN's custom content studio, created a branded content piece that profiled a ShanghaiTech professor, Peidong Yang. The profile explored why Yang is excited to be part of ShanghaiTech University and how he envisions pushing the boundaries of nanoscience.

3

Recruit Across Multiple Channels.
In addition to an article and online job postings, C&EN published an ongoing branding campaign in print, distributed to its readership of over 100,000 scientists.

The Program

At right, screenshots show ShanghaiTech's custom article on interdisciplinary innovation, highlighting faculty members from different parts of the world who were drawn to ShanghaiTech University to do cutting-edge research in the chemical sciences.

The article, combined with companion recruitment campaign, enhanced Shanghai Tech's exposure to high-bar candidates.

[Read the sponsored content piece here.](#)



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Reimagining collaboration at ShanghaiTech

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FROM BRANDLAB

ShanghaiTech University has multiple faculty positions available. Visit www.shanghaitech.edu.cn for more information.



Results

By working together to create a targeted recruitment and employer branding campaign, C&ENjobs and ShanghaiTech were able to meet its aggressive goals. The numbers below illustrate the outcome of taking a branded content approach from the onset of the campaign.

The Right Distribution.

101,451

Shanghai Tech's custom article was distributed online and in print to C&EN's vast audience of job seekers

Real Engagement.

3:34

Avg time on site demonstrating strong engagement on ShanghaiTech content

High Quality Applicants.

80+

Highly qualified candidates submitted applications to Shanghai Tech's job listing



Get in touch with us!

C&ENjobs is available to consult with you on your recruitment challenges. We pride ourselves on driving real business results for our clients.

Contact us at cenjsupport@acs.org.

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