

# Attracting Scientific Talent in a Competitive Marketplace

KAUST with C&ENjobs:  
A Case Study

**c&en** JOBS



# Defining KAUST's Recruitment Challenge

How do you compete in the increasingly competitive scientific talent marketplace? C&ENjobs and KAUST worked together to develop a strategy to increase quality applications for KAUST. For the organization to successfully recruit students, postdocs, research scientists and faculty, we recommended a three-step process to get attention from the right applicants and separate from competition.

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





# Our Approach to Competitive Recruiting: Be Present, Memorable & Relationship-Ready

1

## Be Where the Talent Is.

KAUST worked with C&ENjobs to have a major presence at the ACS National Meeting, where 12,000+ qualified applicants gather at each event.

2

## Stand Out from the Crowd.

A job fair can be overwhelming for applicants. C&ENjobs developed a custom program designed to make KAUST the most memorable employer: Free professional headshots provided exclusively by KAUST, and heavily promoted by C&ENjobs before, during, and after the show.

3

## Start a Relationship.

By leveraging the positive association candidates have with this valuable activity, KAUST started relationships with hundreds of potential applicants -- and grew its database for future conversations with talent at all stages of their career.

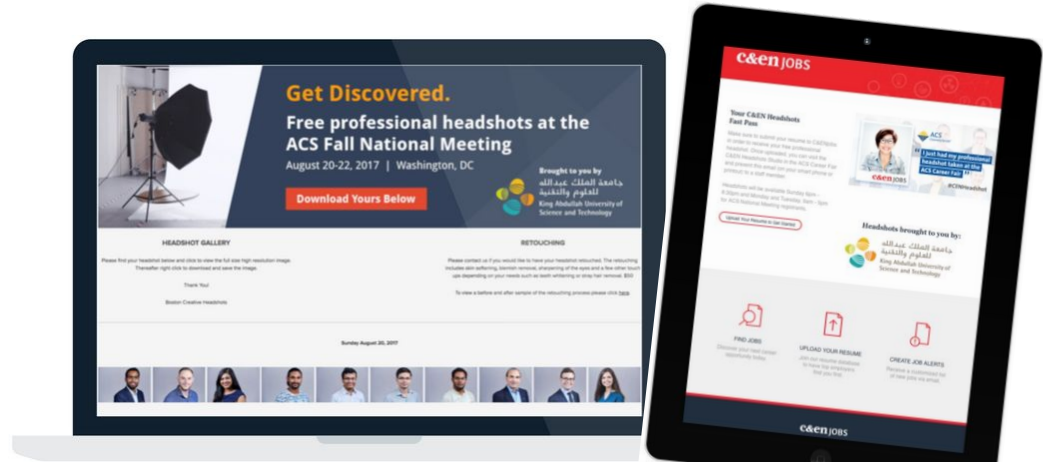




# The Program

At right, screenshots show KAUST's dedicated professional headshots gallery landing page, email blast, and actual headshots of targeted candidates.

These elements were designed to elevate awareness of the KAUST brand while candidates navigated to download their professional headshots. This type of exposure was a key campaign goal for the KAUST team.





# Results

By working together to create a differentiated strategy, C&ENJobs and KAUST were able to generate significant results.

The Right Prospects.

455

Headshots Leads

Reputational Progress.

99%

Email Open Rate

And Business Results.

37%

Click-through Rate



# 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](mailto:cenjsupport@acs.org).

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