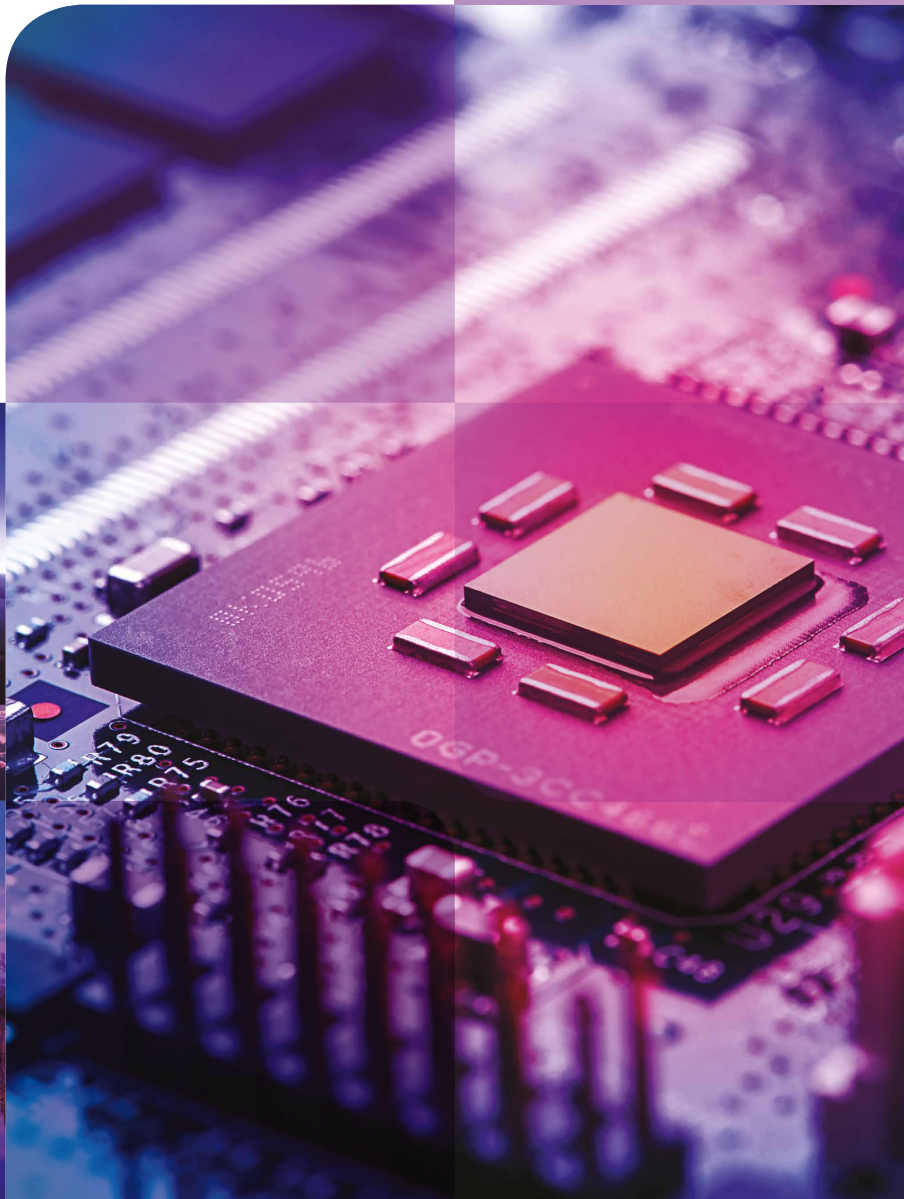


E&T

ENGINEERING
AND TECHNOLOGY
JOBS

RECRUITMENT
SOLUTIONS **2019**





ABOUT US

With roots dating back to 1871, the IET is one of the world's largest engineering organisations, with more than 168,000 members worldwide. We have been inspiring, informing, and influencing the global engineering community for generations, and in the process supporting technology and innovation to meet the needs of society thanks to our close ties to academia and industry.

It is these ties, coupled with our huge audience of highly skilled, highly qualified, and above all, highly passionate engineers that gives our recruitment media a competitive advantage, enabling engineering and technology employers to recruit the very best talent across a range of industries and sectors.

HOW WE CAN HELP

The IET has developed a broad range of solutions specifically to help organisations achieve their recruitment advertising objectives. From filling vacancies to boosting your employer brand among a particular demographic; we invest heavily in understanding our audience and what makes them tick, and have a dedicated team working to ensure advertising is fully optimised, is on-message, on-brand and delivered through the most effective channels, including:



E&T Jobs

E&T Jobs is the job board hosted by the IET, and is an effective channel through which employers can tap into our highly skilled and qualified audience of engineers. E&T Jobs is dedicated to consistently matching industry talent with organisations seeking skilled engineers and technologists.



E&T Magazine

Received 10 times per year by more than 138,000 people per issue, E&T Magazine is the IET's flagship membership magazine, providing you with the opportunity to get your recruitment message across to the engineering and technology community.



IET Online

Highly effective digital solutions for your recruitment needs – reaching both active and passive job seekers. Advertising options to target professionals by skill or sector via email newsletters and the IET family of websites.



Sponsorship Opportunities

Take your brand to the next level by taking advantage of our recruitment sponsorship opportunities. From The Young Woman Engineer of the Year Awards to the IET Innovation Awards, you can give your brand the awareness it deserves.



Women in Engineering Conference

This important annual conference provides sponsors of all types an opportunity to directly reach the influencers in gender diversity in STEM. Take part and position your company as a leader in gender equality.



THE JOURNEY BEGINS EARLY CAREER ENGINEERS AND THE IET

The IET prides itself on being a lifelong home for engineers, from school through to retirement. With this in mind, we have developed a range of solutions to support engineers in the early stages of their career:

A LEVELS / UNIVERSITY

Student membership is offered to all UK engineering students to support and nurture future engineering talent.



Diamond Jubilee Scholarships are available to talented aspiring engineers who are about to start an IET accredited degree course.

The **E&T Early Careers Supplement**, published annually for our membership, offers careers advice, details of networking opportunities and open days, plus much more.

GRADUATION

Graduate Advantage membership is available to help smooth graduates' transition from graduation to employment.

E&T Jobs is a great place to begin the search for that all-important first job. With **close ties to some of the UK's top graduate employers**, graduate jobs are promoted heavily to our membership to ensure our early career engineering talent is exposed to relevant opportunities.

Once in the workplace, engineers can keep abreast of the latest engineering opportunities through **E&T Jobs'** weekly jobseeker email, with more than **165,000 recipients**.

EMPLOYMENT

The IET aims to recognise talented engineers that excel in their respective fields, and hold several high profile awards each year, including events such as the **Young Woman Engineer of the Year Awards** and the **IET Innovation Awards**.



The IET is committed to developing and championing the engineering talent of tomorrow throughout their careers with our **CPD programmes & accreditation schemes**.

WHAT DOES “EARLY CAREER” REALLY MEAN?



Whilst there are no officially agreed industry parameters for what constitutes “early career”, it is widely regarded to mean graduate roles, apprentice roles and positions without managerial responsibilities. We recognise that in an industry that is already experiencing a skills shortage, many organisations are struggling to attract early career engineering talent, and those that are succeeding are gaining a competitive advantage in the marketplace, across all sectors.

If you want to make sure your employer proposition is attractive to this key demographic, find out a bit more about what makes them tick by reading through the results of our early career engineer survey opposite.

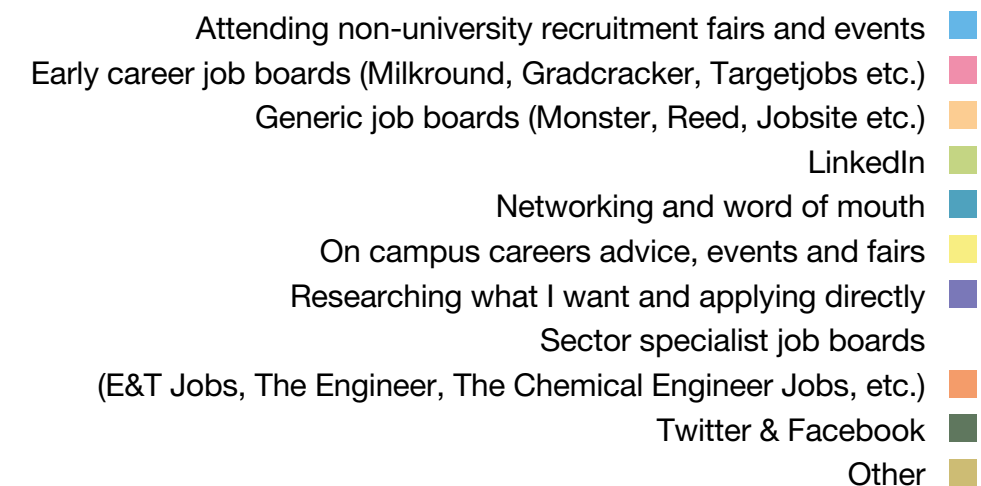
Source: IET Student & Early Career Survey, April 2016.

What’s most important when considering job opportunities?

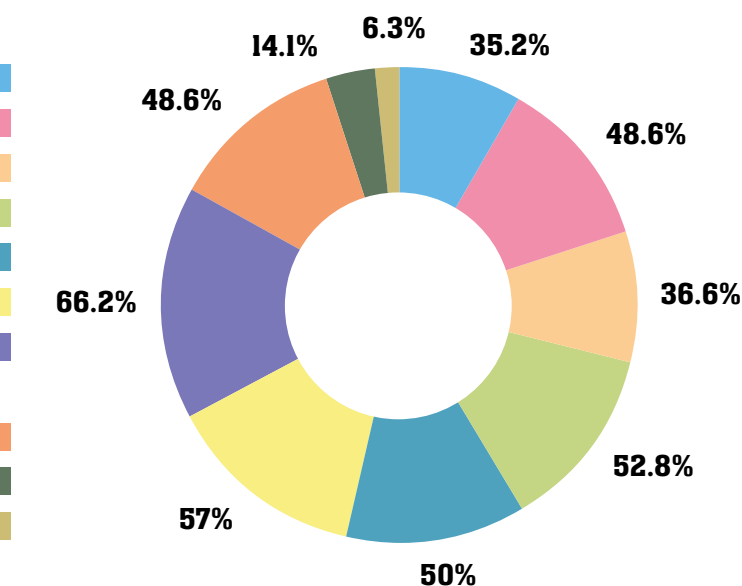
The most important factor when considering graduate opportunities to our audience was for them to experience a rewarding role where they can make a difference. Surprisingly, the least important factor to this audience was a standard benefits package (such as holiday entitlement, pension schemes etc.). They were also motivated by professional development and additional qualification opportunities. This means that you can shout about a great salary, but graduates want to know that their role is beneficial, rewarding and that progression is achievable.

How do engineering graduates search for jobs?

The surprise here is that for a young audience comprised primarily of millennials, social media plays a very small role in their job search, with only 14.1% of jobseekers using either Facebook or Twitter. Respondents preferred to do their own research and apply directly for roles (66.2%), network (50%), or use specialist job boards like E&T Jobs (48.6%).



Note: questions were multiple choice.



Full-time job vs further education?

Nearly 40% of our audience wanted a standard full-time job as opposed to entering a graduate scheme. Only 6.9% of those asked weren't interested in going into employment – they're planning on travelling or going into further education.

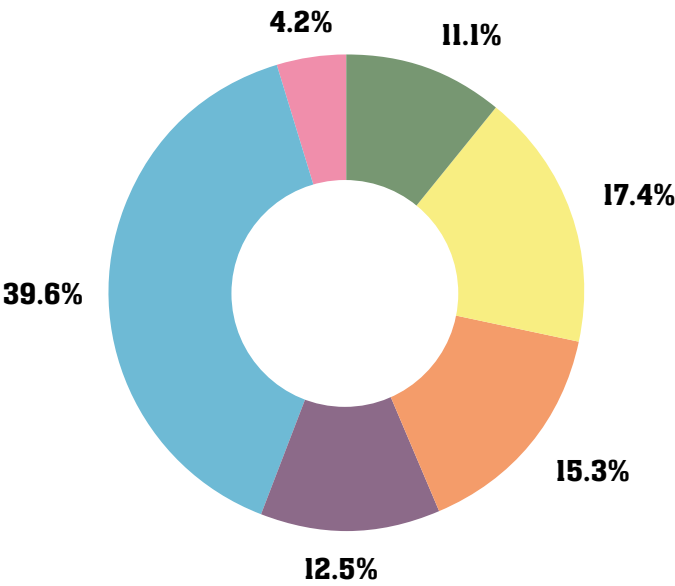
How about an apprenticeship scheme?

A third of recipients wouldn't take up a scheme and over 40% just didn't know enough about apprenticeship schemes to say whether they would or not. This means as a recruiter you need to really shout about your apprenticeship schemes and what they entail in a simple and easy to read manner. Our expert team are on hand to advise the best way to do this.

Are they prepared to relocate for their first job?

The short answer is yes. Almost 40% of graduates and undergraduates surveyed are open to relocation in most countries, which is great news for employers. Whereas a senior engineer, who has family and financial commitments that may anchor them to a particular area, graduates and early career engineers are prepared to relocate. This means the talent pool (geographically speaking) is huge!

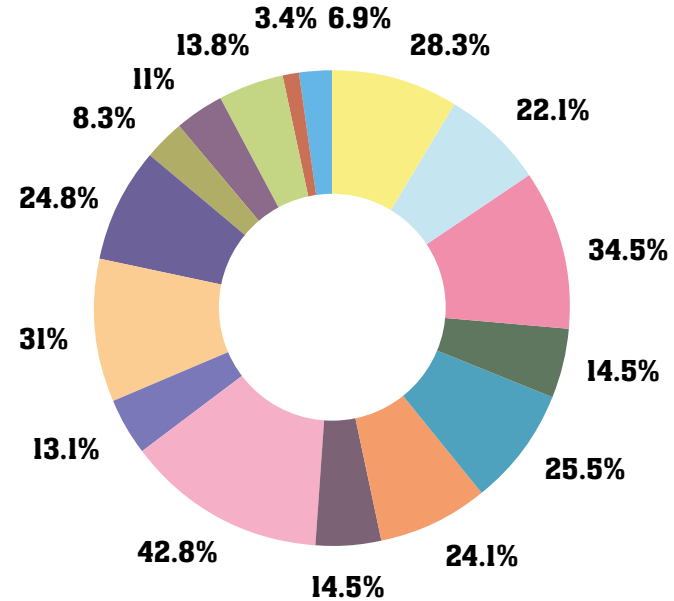
- I am looking for opportunities local to my home area only, I do not want to relocate
- I am open to relocation but within my home area/county
- I am open to relocation anywhere within the UK
- I am open to relocation anywhere within UK and Europe
- I am open to relocation in most countries
- Other



What engineering sectors do early career talent want to work in?

Find out more about the solutions available to help you target this key demographic overleaf...

- Aerospace & Aviation
- Communications
- Computing, IT, Software, Hardware, Consumer Electronics
- Construction & Building Services
- Consultancy
- Defence & Security
- Education
- Energy
- Environment
- Industrial
- Manufacturing
- Medical & Pharmaceutical
- Military (RAF, Royal Navy, Army)
- Transport
- I want to move out of engineering technology sectors
- Other



EXPERIENCED HIRES



Sourcing the right experienced hire talent can often prove to be a challenge. Not only are people further along in their careers, but they are further along in life, with all the responsibilities, experience and expectations that come with it.

By understanding the behaviours and motivations of the experienced engineering professional, you can tailor your employer proposition accordingly. This will ensure it resonates with this key audience, achieving the best possible response in the process...

Source: IET Careers Survey, February 2017.

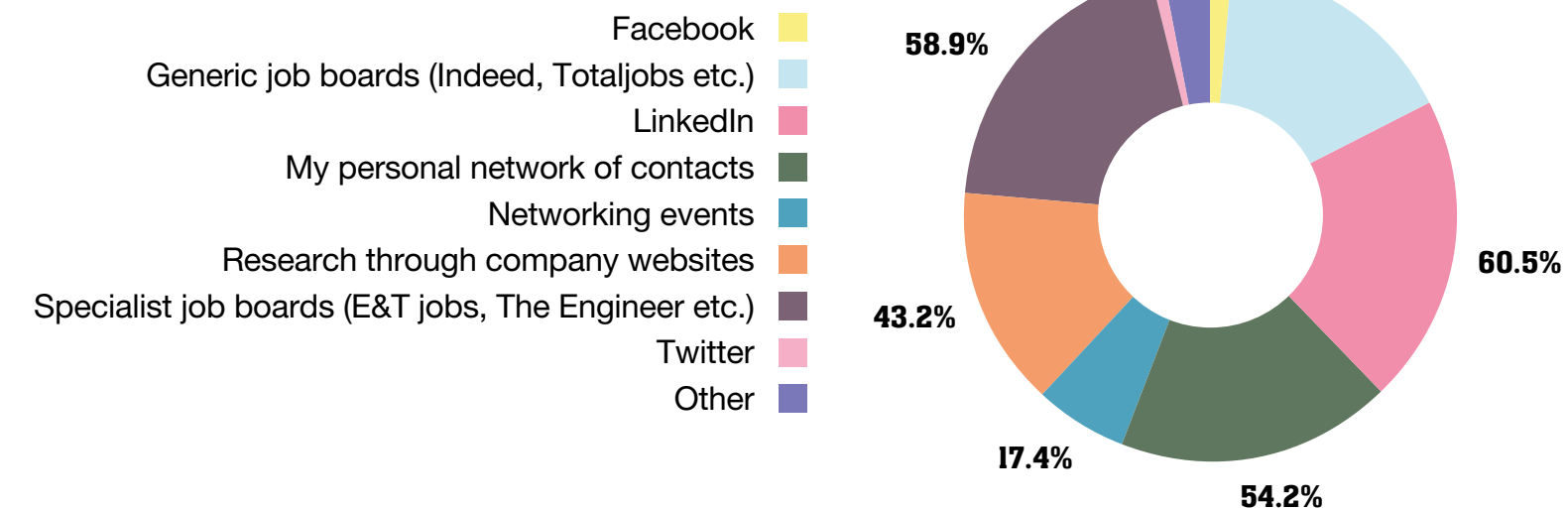
Are they open to new opportunities?

It's a common misconception that there is a generational divide in career aspirations, particularly in engineering. The perception is that older and more experienced engineers are likely to stay in roles for longer, and that they seek an "employer for life", whereas millennials are more concerned with developing skills across a broader range of employers and disciplines, developing a "portfolio career" in the process.

The truth is that even amongst the most experienced engineers, there is a trend to keep an eye out for the next move. 68% of experienced hire engineers describe themselves as either actively looking for a new role, or open to new opportunities.

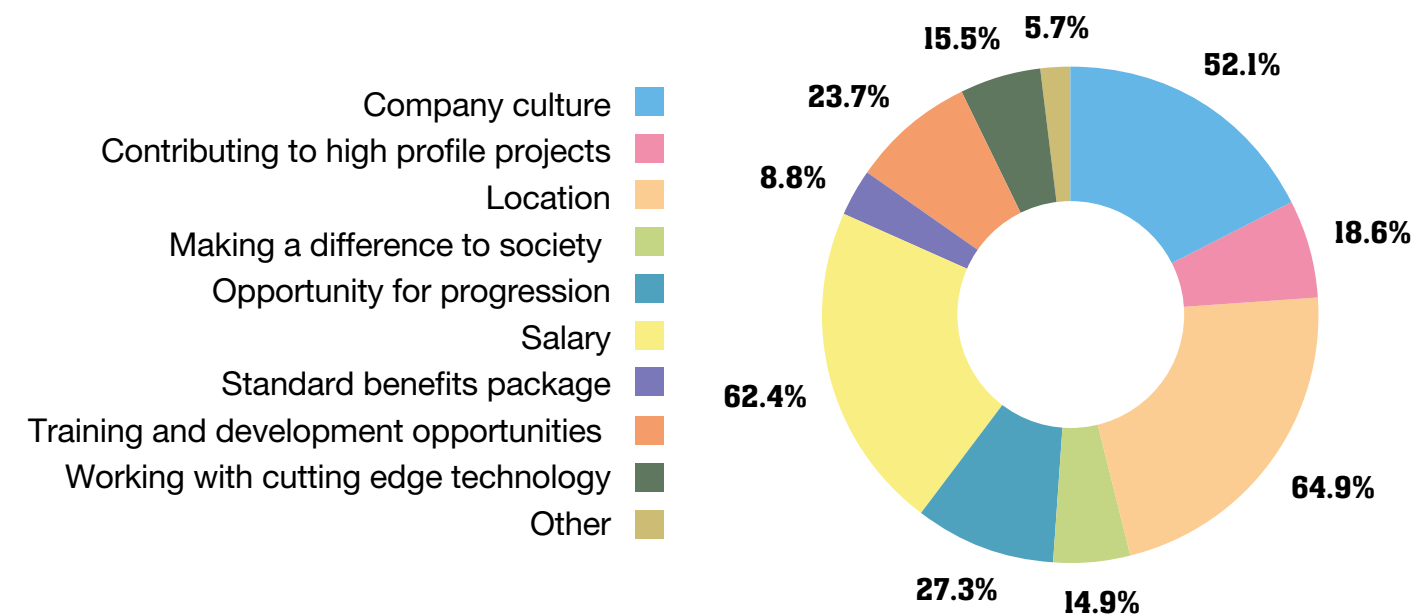
How do they look for new roles?

LinkedIn is the most widely used channel through which experienced hires search for a new role. Specialist job boards were a close second, with 58.9% of engineers seeking out quality jobs through niche boards (compared to 47.4% of engineers using generic job boards). Personal network contacts are the third most widely used channel with 54.2% of contacts, and unsurprisingly conventional social media channels such as Facebook and Twitter are the most underutilised channels.



What factors do they look for in a role?

Nowhere is the contrast between early career engineers and experienced hires more evident than in the factors that they consider important in a role. For those with a well-established career, the location of a role is of primary importance (64.9%), as there are complexities such as home ownership and familial obligations that may tie people to a specific locale. For early career engineers, the idea of making a difference and contributing to society is paramount, whereas for experienced hires it was one of the least important factors, with only 14.9% of respondents looking for this in their next role. Similarly, opportunity for progression was relatively low on the list of priorities for experienced hires, as was training and development opportunities. For experienced hires, it seems that they are set in their ways, and that stability is key; a company culture they identify with, salary and a manageable commute are the driving factors in their choice of role. Unsurprisingly, conventional social media channels such as Facebook and Twitter are the most underutilised channels.



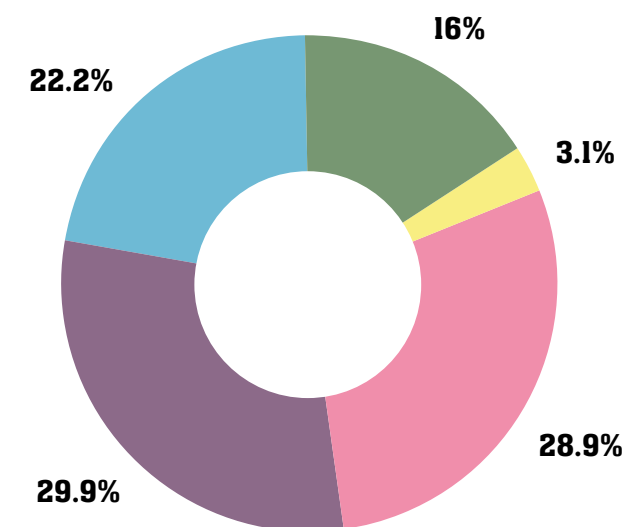
Location is clearly important, but relocation for the right role isn't out of the question

Whilst more than half of respondents were not prepared to relocate, 47.9% would be prepared to if the right opportunity came up, and surprisingly 28.9% would be prepared to relocate internationally.

Yes, within the UK
Yes, within Europe
Yes, Internationally
No
I am not sure

And once they've found that all-important next role, what (if anything) puts them off applying?

Once a candidate has identified a role that is of interest, there are a number of commonly reported factors that ultimately put them off making an application: concerns regarding the employer was a consistent theme in our responses - whether it is company culture or their reputation within the industry. Another was the job description, which many respondents found to be too vague. Withholding information, misleading descriptions and overstating responsibilities were all sources of frustration. This only serves to highlight the importance of a well communicated, well thought-out and engaging employer proposition, and our experienced recruitment solutions team are on hand to advise on the best approach to reach our unique audience of experienced hire engineering professionals.



ABOUT E&T JOBS



E&T Jobs is the IET's flagship recruitment platform; a job board that is able to tap into the Institution's vast membership of highly qualified engineers. The IET prides itself on being one of the few engineering institutions that embraces the multidisciplinary nature of engineering – a characteristic that is increasing exponentially as new digital technologies such as VR, automation and connected devices become interwoven into the fabric of the industry.

This multidisciplinary approach is reflected in both our membership and in the job board itself, enabling us to deliver a great response for organisations across a range of industries, including

In addition to this, E&T Jobs enables you to engage with

AUTOMATION
AEROSPACE & AVIATION
AUTOMOTIVE
BUSINESS & FINANCE
CHEMICAL & PROCESS
CIVIL & STRUCTURAL
COMMUNICATIONS
COMPUTING & IT
CONSTRUCTION
& BUILDING SERVICES
CONSULTANCY
CYBER SECURITY
DEFENCE
DESIGN

EDUCATION
ELECTRICAL
ELECTRO-MECHANICAL
ELECTRONICS
ENVIRONMENT
FMCG
INDUSTRIAL
MAINTENANCE & SERVICE
MANUFACTURING & PRODUCTION
MARINE
MATERIALS
MECHANICAL
MEDICAL
NUCLEAR

OIL & GAS
PHARMACEUTICAL
POWER
PROCUREMENT
PROJECT ENGINEERING
QUALITY
RAIL
RENEWABLES
SAFETY
SCIENCES
SECURITY & POLICING
SOFTWARE & HARDWARE
SYSTEMS
TRANSPORT

165,000 ENGINEERS THROUGH OUR WEEKLY JOBSEEKERS EMAIL

36,000 VISITORS PER MONTH ONLINE

50,000+ ENGINEERS THROUGH ADVERTISING ON OUR ENGINEERING COMMUNITIES FORUMS

TOP INDUSTRY TALENT VIA OUR DEDICATED RECRUITMENT EVENTS

48,000 ENGINEERS VIA SOLUS EMAILS

CREATE A JOB POSTING WITH IMPACT

Checklist for writing the perfect job listing:

The fact that you're reading this means you've already taken the first positive step to achieving your recruitment advertising objectives. Here you'll find a list of the key features we've identified that will make your listing really stand out to our audience of engineers.

✓ **Job title (make sure it's a good one!)** Sounds simple, right? We're sometimes surprised by how unengaging some job titles can be for what is otherwise, an exciting role. Make sure your job title is something that will resonate with your audience - it doesn't necessarily have to match the job description, so, feel free to get creative.

✓ **Have you got an engaging job summary paragraph?** This is where some people's journey will end. After a quick scan of the job title and the first paragraph of summary / teaser text, the vast majority of engineers will know whether the job's suitable for them or not.

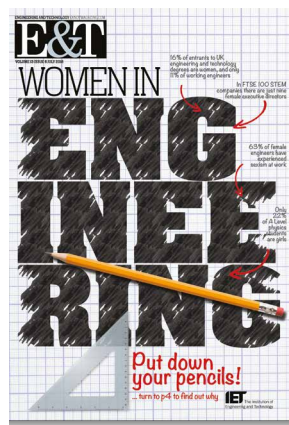
✓ **Is the job description specific to the role?** We sometimes see recycled blurb copied and pasted from an employer's "About Us" web page. This is great, but doesn't tell a candidate anything that a cursory search on the web can't reveal. Engineers are very detail-oriented, and will want that reflected in their job listings.

✓ **Know what to include and what not to.** Beyond a simple job description, don't be afraid to drill into specific projects that may be on the horizon. Engineers love a challenge, and the more you can tell them about projects they'll be involved in, the better. Similarly, don't be afraid to shout about the latest tools, gadgets and tech. Competition is tough when it comes to attracting top tech talent, and in this competitive environment, employers need to work harder to attract and retain talent. Any unique / exciting technology that will be utilised as part of the role is worth making a big deal out of.

✓ **Are images available? better still, video?** Any visual media you can supply us with will lead to a more engaging and ultimately better performing ad.



ABOUT E&T MAGAZINE



With a circulation of more than 138,000 and a huge web presence, E&T is uniquely placed to tap into the IET's highly engaged, passionate audience of engineers by offering a range of recruitment solutions tailored to help employers achieve the best possible results; whether you need to extend your audience reach, drive applications or generate brand awareness.

Solutions available include



E&T Magazine

E&T Magazine is the IET's award-winning member publication, with a circulation of more than 138,000*. With content covering all aspects of engineering and technology through exclusive news, features, analysis and more. E&T presents an opportunity to place your recruitment advertising alongside relevant editorial that your target audience will turn to first.

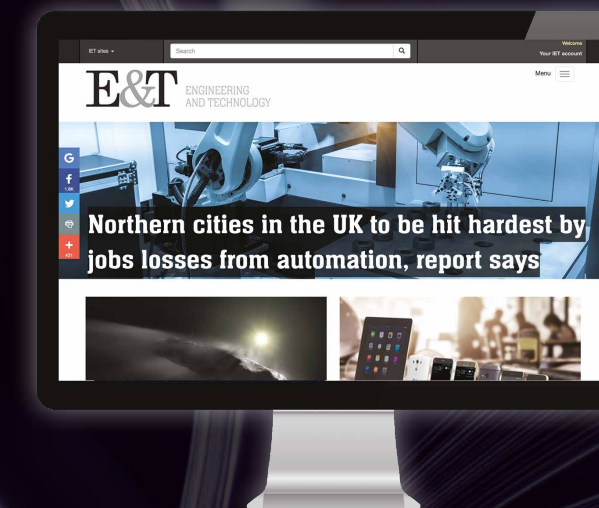


E&T Connect (Solus)

Developed to offer an opportunity for dedicated, in-depth solus promotion, E&T Magazine Connect is a branded solus email that offers the perfect platform to make your employer brand really stand out, giving you complete control of your messaging.

IET Online

Delivering 1.9 million page impressions monthly, IET websites are an effective platform to create awareness around your employer brand. Our flexible approach to banner advertising means your messaging can be sited alongside industry-specific content within E&T Online, E&T Jobs and the IET website.



Supplements and Advertorial

Our targeted supplements that are run throughout the year cover a range of topics that are pertinent to the engineering industry, and present a great opportunity to promote open days, case studies and recruitment drives to your target demographic.



* Source: BPA Circulation figures, 2016.

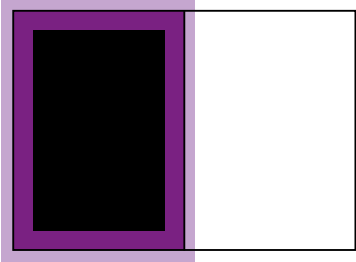
E&T RATES & DEADLINES

RATES	Mono	Colour
Full Page	£10,100	£10,700
Half Page	£5,550	£6,150
Quarter Page	£2,810	£3,410
SCC	£111	+ £600
SCC - Educational Roles	£96	+ £600
SCC - Courses	£74	+ £600

All roles placed in E&T Magazine are uploaded to our job board E&T Jobs for 30 days at no additional charge.

BOOKING AND COPY DEADLINE	PUBLICATION DATE
8th January	16th January
5th February	13th February
5th March	13th March
9th April	17th April
14th May	22nd May
11th June	19th June
9th July	17th July
3rd September	11th September
1st October	9th October
5th November	13th November

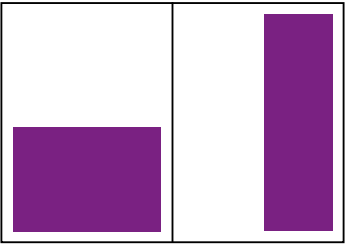
SPECIFICATIONS



Full page bleed
303 x 216mm

Full page trim
297 x 210mm

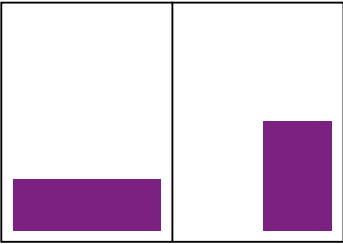
Full page type
270 x 186mm



Half page

Horizontal
134 x 186mm

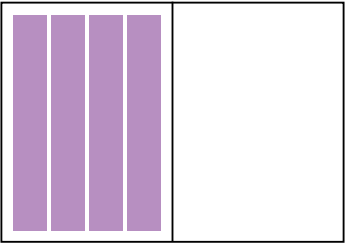
Vertical
270 x 91mm



Quarter page

Horizontal
67 x 186mm

Portrait
134 x 91mm



Column widths

1 = 44mm
2 = 91mm
3 = 138mm
4 = 186mm

To achieve successful reproduction of your advertisement, we recommend that you follow these guidelines (the IET cannot accept responsibility for digital adverts supplied outside these specifications).

Ads should be supplied in the following format:
PDF (PDF/X-1a) to Pass4Press specifications (preferred).
Notes can be downloaded from www.pass4press.com

All fonts must be embedded.

Colour images should be saved as CMYK. Mono images should be saved as grayscale. Graphics should be saved at 300dpi at the size to be published. Grayscale images greater than 85% density may fill in on press. Adverts can also be supplied as hi-resolution PDF files emailed to recruitadvertising@theiet.org (files must not be larger than 10mb).

WHAT'S YOUR OBJECTIVE?

SOURCING TALENT

JOB LISTINGS	
Single 30 day posting with logo	£445
3 x 30 day postings with logo	£1,028 (£343 per posting)
5 x 30 days postings with logo	£1,513 (£303 per posting)
10 x 30 day postings with logo	£2,670 (£267 per posting)



E&T JOBS

E&T Jobs provides the perfect platform for employers to reach a huge audience of active job seekers across a range of disciplines, and our easy-to-use platform means your listing could be live in minutes. Below is a selection of the various products that have been developed specifically to help you hit those key talent engagement and acquisition objectives:

ADD-ONS		
Premium Job Upgrade	£100	Your job posting highlighted to stand out more than standard job postings
Featured Job Upgrade	£200	Your job posting and company logo featured on the homepage
Top Job Upgrade	£300	Your job postings to appear at the top of job search results pages if the job seeker has selected your term from within the Discipline or Sector search functions
Premium Keyword Sponsorship	£100 per term	Your job postings appear at the top of job search results pages if the job seeker has used your keyword in their search
Featured Recruiter	£395	Your company logo featured on the homepage linking to all your live jobs
Candidate View	£40 per candidate download	Simple and easy to use. Search, view and download your selected candidates' CV's
Weekly Newsletter Entry	£1,500	Your job featured in our weekly careers email to more than 165,000 engineers

PACKAGES

Impact Package £3,350

This package is designed to gain maximum impact for your campaign.

- Premium job posting
- Featured recruiter
- E&T Magazine Connect email - sent to over 48,000 opted-in recipients of E&T Magazine

Presence Package £3,350

This package will get your recruitment campaign noticed by vast numbers of qualified candidates.

- 5 job postings
- Featured recruiter
- Quarter page advertisement in the next available issue of E&T magazine - sent to over 138,000 members of the IET

Targeted Package £1,500

An ideal package to target job seekers with specific skills or experience.

- Premium Job posting
- Targeted banner on IET website

Early Career £1,500

Target your recruitment campaign to those at the very start of their career.

- Premium Job posting
- Featured Recruiter
- Banner on IET Student or Apprentice web zone

Women in Engineering £1,500

Reach female engineers with your recruitment message

- Premium Job posting
- Featured Recruiter
- Banner on IET Women's Network Community web page
- Posting within the IET Women's Network Facebook Group

Sponsored Articles from £1,000

Maximum exposure for your careers news and articles.

- Your article featured on the homepage for up to 4 weeks
- Your article featured as our top story for 1 week

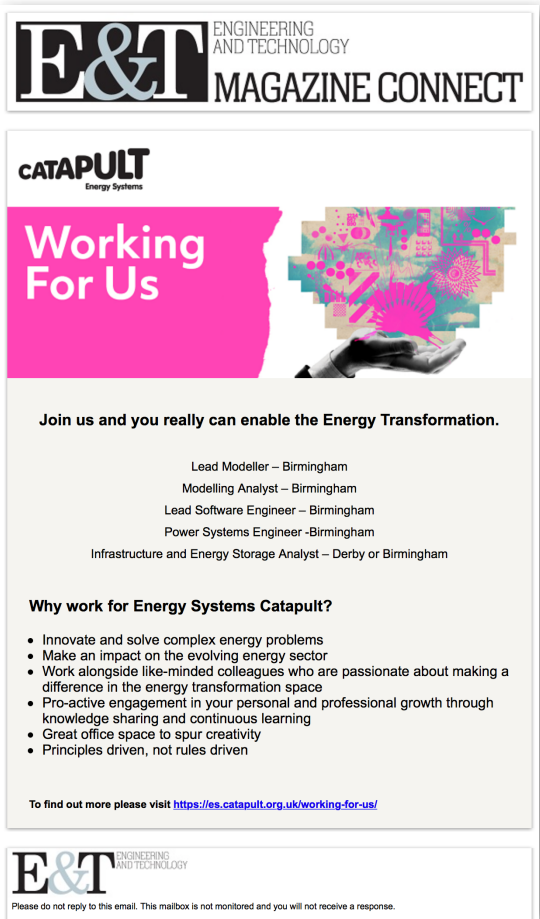
The "Open Day / Recruitment Event" Package £3,200

E&T Connect HTML email to either UK or global audiences.

- 30 day Job posting
- Top Job upgrade
- Text box and logo on E&T Jobs weekly email

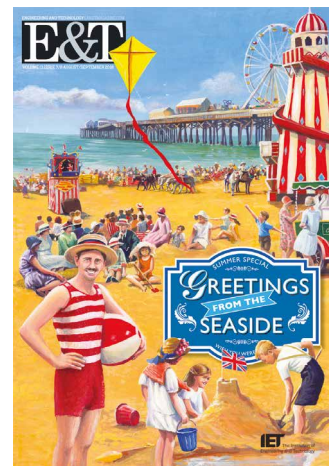
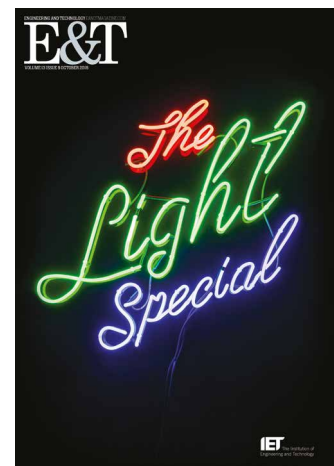
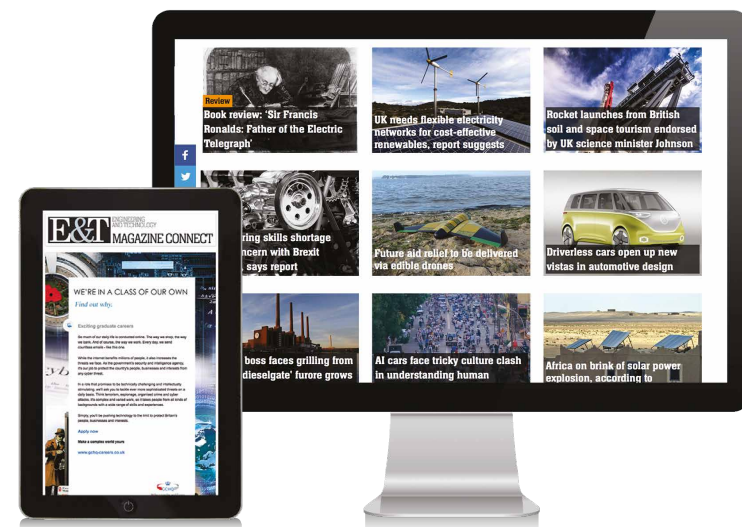
EMAIL

E&T Magazine Connect Solus Email £3,200



WHAT'S YOUR OBJECTIVE?

EMPLOYER BRANDING



PRINT

E&T Magazine is the IET's award-winning member publication, and presents a fantastic opportunity to showcase your employer brand. Advertise against relevant editorial that your target audience will turn to first. Supplements are planned so you can ensure your advertising is timely and targeted.

EMAIL

Send your recruitment messaging to more than **48,000 engineers and technologists.**
£3,200

WSP have an opportunity for an experienced Electrical Engineer, in our London and Basingstoke offices. You will have the opportunity to work on some of the most exciting and prestigious projects in the world. WSP are currently involved in numerous projects which will reshape the landscape and skyline of London. Although a multi-disciplinary consultancy the WSP MEP team are a tight knit group, working closely to deliver some of the largest and most complex buildings in the UK and Europe.

Job Summary

- A qualified engineer with a least 2 years post graduate experience or alternative vocational and academic experience.
- Able to work using their own initiative with minimal supervision on all technical aspects of their discipline or have specific specialist experience applicable to the role.
- Able to work under the clear direction of others and interpret the needs of a project where applicable to the discipline.

Core Functions

- Work within a mechanical, electrical and public health (MEP) discipline team providing design and technical advice on projects lead by seniors or take a discipline lead role on smaller projects.
- Complete detailed designs.
- Carry out feasibility studies for review by colleagues prior to issue.
- Consider the feasibility of the project specific to the discipline and contribute to the overall feasibility study for the project.
- Produce detailed and performance specification for the discipline subject to review by colleagues prior to issue.

WSP is one of the world's leading engineering professional services firms providing technical, managerial and commercial consultancy to the built and natural environment. We're dedicated to

PROJECT MANAGEMENT - CAREERS EVENT
SATURDAY 15 SEPTEMBER
09:30 - 12:30
(DOORS CLOSE AT 12:15PM)
MBDA Stevenage, Six Hills Way, Stevenage, SG1 2DA

We're a market-leader in missile systems providing the armed forces with some of the world's most advanced defence capability.

If you are looking for new opportunities within;

- Programme Management
- Project Management
- Project Planning
- Project Control

Come along to our Careers Event with an up-to-date CV. In order to apply for the roles you are interested in, you will need to be eligible for SC UK Security Clearance with no restrictions. PHOTO ID WILL BE REQUIRED FOR ENTRY ON THE DAY. Children under the age of 16 will not be permitted.

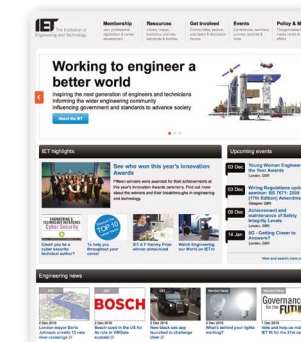
www.mbdacareers.co.uk
PRIDE IN ACTION
MBDA
MISSILE SYSTEMS

Join our LinkedIn Group
Engineering UK (Defence)
or follow us on Twitter
@MBDAcareers

MORE OPPORTUNITIES

IET Online

Ideal for traffic driving campaigns.
Banners from £100 cpm.



Social Media Campaigns

Amplify your social reach without compromising on credibility by engaging with E&T Jobs' audience of passionate engineers who follow us for the latest engineering jobs and careers advice. Our expert team are on hand to manage every aspect of your campaign; whether it's a standalone social campaign or part of a wider digital strategy, we have a proven track record of delivering both traffic and great candidates to our clients through this channel.



EVENTS & AWARDS SPONSORSHIP

TAKE YOUR EMPLOYER BRAND TO ANOTHER LEVEL!



Make your brand stand out from the rest by sponsoring our high-profile events. Sponsors benefit positively from their association with these Awards through advertising, marketing and publicity via the extensive media coverage. The sponsorship packages are designed to maximise the benefits of your organisation's participation before, during and after the event.

IET YOUNG WOMAN ENGINEER OF THE YEAR AWARDS

These prestigious awards highlight inspirational women and what they have achieved as engineers. By showcasing some of the UK's most talented females, we want to encourage more women to enter the fascinating world of engineering. By sponsoring this Award you can help to provide a long-lasting solution to this major challenge facing the engineering and technology sectors.

Headline Sponsor Package £8,800



IET INNOVATION AWARDS

These Awards celebrate the best innovations in science, engineering and technology, with 15 categories available to enter. Sponsorship of the IET Innovation Awards provides a unique opportunity to raise the profile of your organisation to the global engineering, science and technology community and to align your employer brand with this market leading recognition and reward programme. There are various categories available to sponsor plus branding opportunities at the Awards Ceremony and Dinner.

Headline Sponsor Package £8,890



WOMEN IN ENGINEERING CONFERENCE 2019

Put your name at the forefront of gender equality in STEM by sponsoring the Women in Engineering Conference. As a sponsor, you will benefit before, during and after the event and have the opportunity to engage with attendees and those directly involved in gender diversity in STEM. The conference will be held in June 2019 and will be attended by senior managers who are involved in ensuring their organisation achieves gender equality.

We have sponsorship packages to suit all requirements, get in touch to find out more.



THE IET ACADEMY

Develop your recruitment and retention strategy by offering the best training and development opportunities in the industry.

IET Academy is the expert e-learning solution specifically for engineers at all career levels. The wide-ranging courses can support the most diverse workforce and cover a range of technical and professional subjects suitable for bridging the skill gaps of new entrants right up to enhancing the knowledge of experienced engineers.

Our courses are aligned to the UK Standard for Professional Engineering Competence – UK-SPEC and are also easy to integrate into your existing learning platform. Accessible via mobile devices as well as desktops, the IET Academy provides flexible online learning – anytime, anywhere.

Courses include: The Built Environment, Communications, Power, Professional Skills, Safety and Security, Transport and full support for the 18th Edition IET Wiring Regulations (BS 7671:2018).

Contact us today to discuss multi-user licenses for your company.

01438 767 223
Academy@theiet.org
www.theiet.org/academy



Our course partners include:





Recruitment Solutions Team

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