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.
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.

One Hundred Engineering Ideas that Changed the World, IET London: Savoy Place
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:

**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.

**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.

**The IET has a heavy presence at many UK universities thanks to IET On Campus – an initiative designed to support everyone in the engineering faculty, with students at the heart of it.**

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

**Employer open days and graduate programmes are communicated to both members and non-members alike via our solus emails to more than 43,000 recipients.**

**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.**

**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.**

- **A LEVELS / UNIVERSITY**
  - Student membership is offered to all UK engineering students to support and nurture future engineering talent.

- **GRADUATION**
  - The IET has a heavy presence at many UK universities thanks to IET On Campus – an initiative designed to support everyone in the engineering faculty, with students at the heart of it.

- **EMPLOYMENT**
  - Graduate Advantage membership is available to help smooth graduates’ transition from graduation to employment.

- **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.

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!

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...

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace &amp; Aviation</td>
<td>13.8%</td>
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<tr>
<td>Communications</td>
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<tr>
<td>Computing, IT, Software, Hardware, Consumer Electronics</td>
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<td>Construction &amp; Building Services</td>
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<td>Defence &amp; Security</td>
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<tr>
<td>Manufacturing</td>
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<tr>
<td>Medical &amp; Pharmaceutical</td>
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<tr>
<td>Military (RAF, Royal Navy, Army)</td>
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<tr>
<td>Transport</td>
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<tr>
<td>Other</td>
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</tr>
<tr>
<td>I want to move out of engineering technology sectors</td>
<td>24.1%</td>
</tr>
<tr>
<td>Other</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

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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...


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.

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.

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.

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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:

- 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
- 40,000 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.

✓ 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.

✓ 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.

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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, analyses 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 promotion, E&T 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.*

**AN ENGINEERING & TECHNOLOGY SUPPLEMENT | DECEMBER 2017**

**WOMEN IN ENGINEERING & TECHNOLOGY**

**IT’S A GREAT CAREER**

■ Returning after a break
■ Three success stories
E&T RATES & DEADLINES

RATES

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BOOKING AND COPY DEADLINE | PUBLICATION DATE

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<td>17th November</td>
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</table>

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 greyscale. 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).

SPECIFICATIONS

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<tr>
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<td>134 x 216mm</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>134 x 216mm</td>
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</table>

All roles placed in E&T Magazine are uploaded to our job board E&T Jobs for 30 days at no additional charge.
WHAT'S YOUR OBJECTIVE?

SOURCING TALENT

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:

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)

ADD-ONS

- Premium Job Upgrade: £100
- Featured Job Upgrade: £200
- Top Job Upgrade: £300
- Premium Keyword Sponsorship: £100 per term
- Featured Recruiter: £295
- Candidate View: £45 per candidate (minimum 10)
- Weekly Newsletter Entry: £1,593

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
  - Featured Recruiter
  - 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 website

- Women in Engineering £1,500
  - Reach female engineers with your recruitment message.
  - Premium Job posting
  - Featured Recruiter
  - Banner on E&T Women’s Network
  - Community web page
  - Posting within the E&T 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 feature 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

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E&T Magazine

- Connect Solus Email £3,200

EMAIL

Join and put your email under the Energy Transformation. Email subject: E&T Connect HTML email from either UK or global audiences.

- The “Open Day / Recruitment Event” Package £3,200
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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

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’s 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.

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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

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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.

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