



# SANCTUARY GRADUATES

THE GRADUATE RECRUITMENT EXPERTS

## ACADEMIC DEPARTMENTS PLATFORM

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- Hundreds of **reliable connections** to academic departments
- Send **targeted messages** to your target students on campus
- Reach **any cohort in any discipline** at the click of a button
- Clickthrough **feedback** in real-time and post-campaign
- Proven **Return on Investment** and wide reach
- More **quality applications**, less screening resource

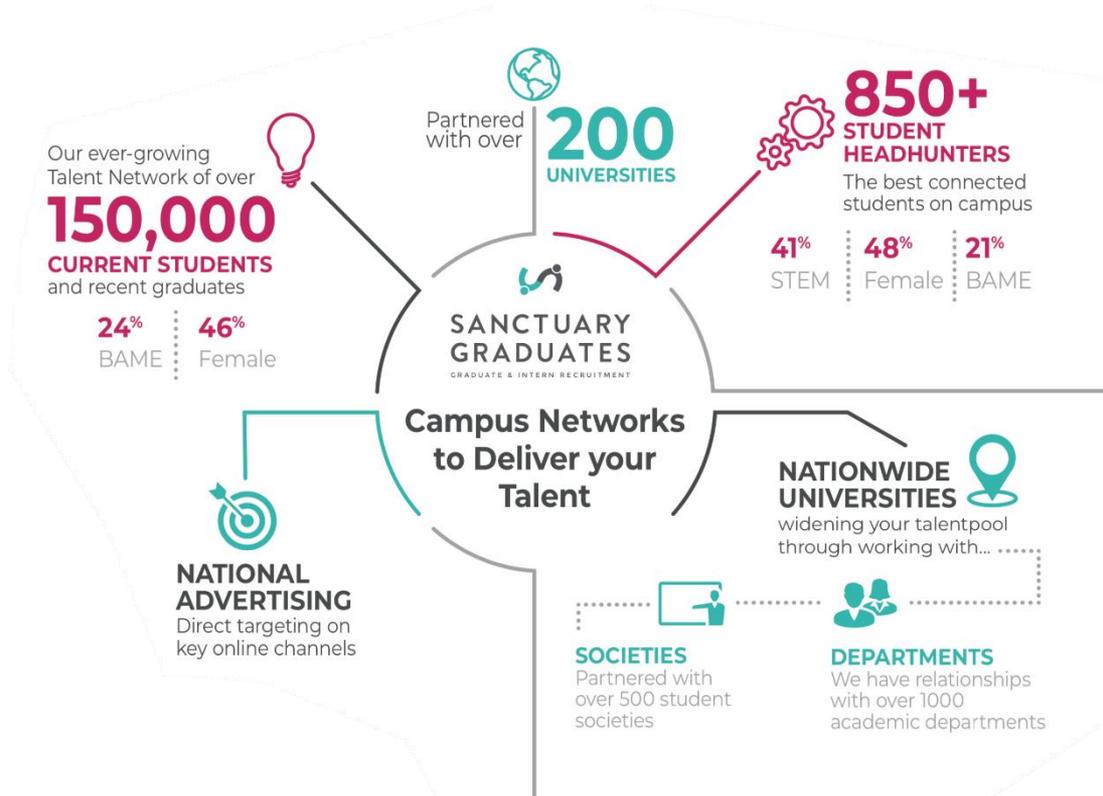


## OUR EXPERIENCE & EXPERTISE

**“DRIVEN BY PEOPLE.  
UNDERPINNED BY DATA.”**

We help 100s of employers reach, attract and recruit the graduate talent they need, with a personal touch

# OUR FULL UNIQUE CAMPUS & DIGITAL NETWORKS



## WHAT IS OUR **ACADEMIC DEPARTMENT PLATFORM?**

Driving the quality, diverse applications you need with full access to our Academic Department Networks. All activities tracked with data supplied weekly.



### **850+ DEPARTMENT PARTNERSHIPS**

- ✓ We've spent 10 years building long-term, **reliable partnerships** with administrative staff or lecturers in nearly **every academic department at almost every university in the UK** (and some in Europe). Our department contact will **pass on your message** to their **relevant student cohorts** for you. This means that you can reach the precise students you want, digitally, without setting foot on campus
- ✓ We know which departments are the **most diverse** and likely to be the best universities to achieve your specific goals
- ✓ These relationships are **fully managed by a member of staff** whose job is to **ensure ROI** for our clients
- ✓ Our data shows us that, on average, there are **150 students per department** per year group

### **ADDITIONAL SERVICES WE TEND TO RUN ALONGSIDE A DEPARTMENT CAMPAIGN**



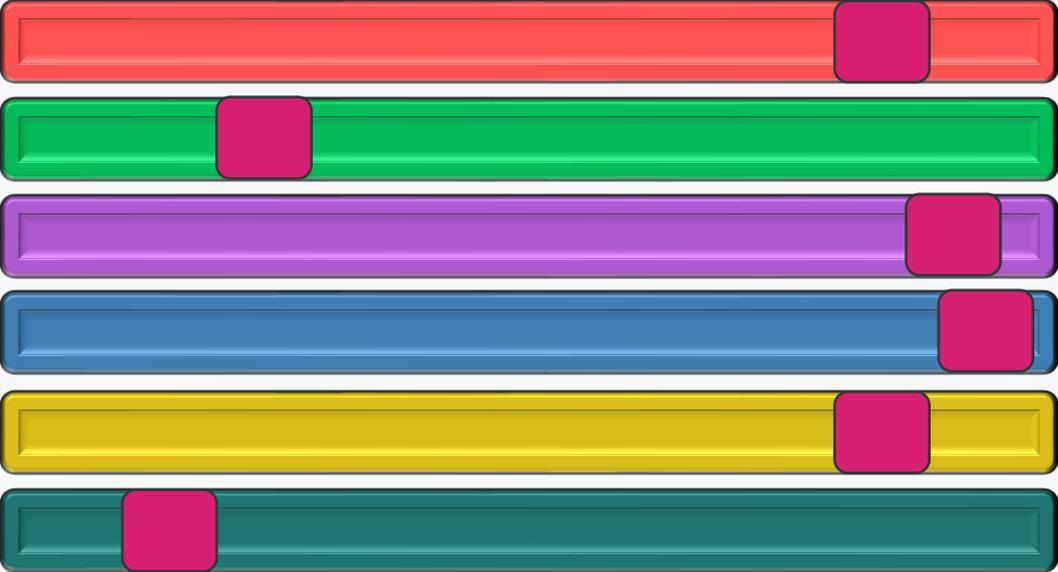
## Some of the businesses that use our Academic Department Platform include





# WHY USE OUR **ACADEMIC DEPARTMENT NETWORK?**

- ✓ Higher quality applications
- ✓ Fewer applications, reducing your screening burden
- ✓ Excellent ROI
- ✓ Extraordinary student reach on campus
- ✓ Build your brand on campus
- ✓ Small cost per department



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## ACADEMIC DEPARTMENT PLATFORM CASE STUDIES

Sanctuary have delivered dozens of **department campaigns**, here are a few:



SANCTUARY  
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**Aim:** Drive applications to KPMG's Audit Graduate scheme in various locations

**ROI Data:** **1206** clickthroughs yielding **603** applications

**Result:** KPMG continue to rely on us for dozens of their schemes and have said that we are one of their main sources of applications to their tough to fill roles



**Aim:** Generate diverse applications (ethnicity, gender) for JLL internship and graduate programmes with a geographical and degree subject focus

**ROI Data:** **992** clickthroughs (internship) from **389** departments, **685** clickthroughs (graduate) from **459** departments for their property scheme

**Result:** JLL saw a 'real spike in registrations and a significant increase in applications from their target demographics'

## Global Asset Manager

**Aim:** Support our client to fill their internship and graduate programmes across **5** business areas in two locations

**ROI Data:** **1144** clickthroughs (internships) from **550** departments, **1110** clickthroughs (graduate) from **198** departments yielding **555** applications

**Result:** Client has renewed for 2021 due to results and service

## Unlocked

**Aim:** Drive clicks to Unlocked Graduates' website and registration form from a wide range of subjects

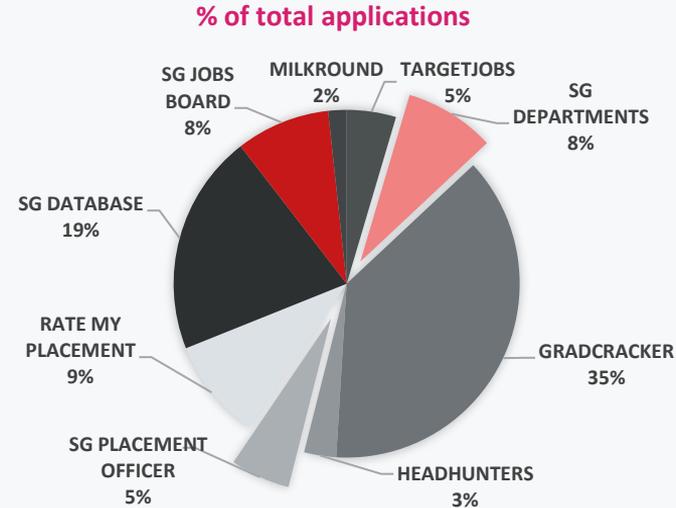
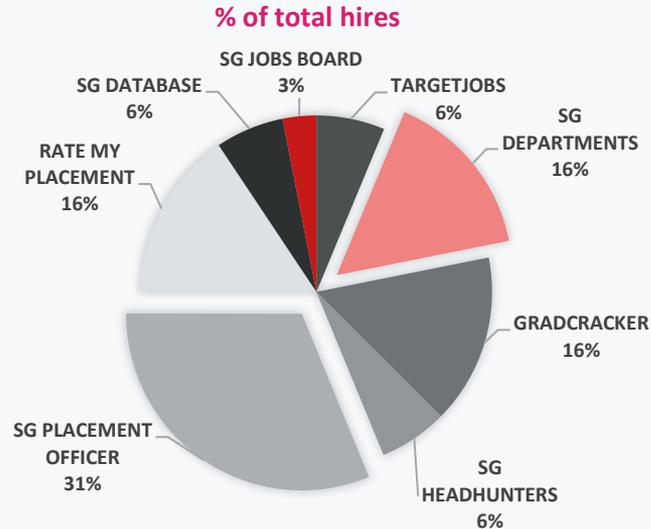
**ROI Data:** **1242** clickthroughs from **535** departments

**Result:** Unlocked saw a huge amount of clicks from our Academic Department Networks yielding some fantastic applications



## ACADEMIC DEPARTMENTS ROI

Data on the effectiveness our department networks and returning fewer more quality applications to improve the hires vs applications ratio



For one of the RPO campaigns that we ran for one of our FMCG clients, the % of hires made attributable to departments was 15.6%, and placements officers 31.3%, despite these sources only making up 7.9% and 5.2% of the total applications. This demonstrates the relevance of applications from targeted department work, and a reduction in wasted applications - a burden for any HR team. As such, we highly recommend this service to you.

# What others say



## AMANDA JAILLER

Talent Acquisition Lead UK Operations at RB

“ Sanctuary Graduates aren't simply a supplier, but an essential extension of my team. I trust them implicitly to 'get' the RB brand, values, culture and requirements in order to deliver the specific talent we need in the agreed time-frames. ”



## CHRIS GEENES

Talent Acquisition Manager, JDE

“ We rely on their expertise in the early careers space, specifically their knowledge of what students are thinking and what they're looking for. They have a slick operation, which is low maintenance for us, allowing me to put my expertise to more valuable use in the business. ”

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## ACADEMIC DEPARTMENT PLATFORM COSTS

Depending on the number of departments you wish to access, the cost will change slightly with the more departments you access reducing the cost per department

### Off-the-shelf academic department packages:

- **Package 1: Full access to our network**

- The widest reach
- Access almost every discipline in every corner of the UK

**£10,000**

- **Package 2: Targeted access**

- Select the precise universities and courses you wish
- Targeted approach

**£POA**

We regenerate and reform our academic department network every summer, so if there are any courses at universities you want, we can build those in!

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