



Guardian Jobs

The Digital Journey

Nigel Bicknell – Director of Business and Product Development

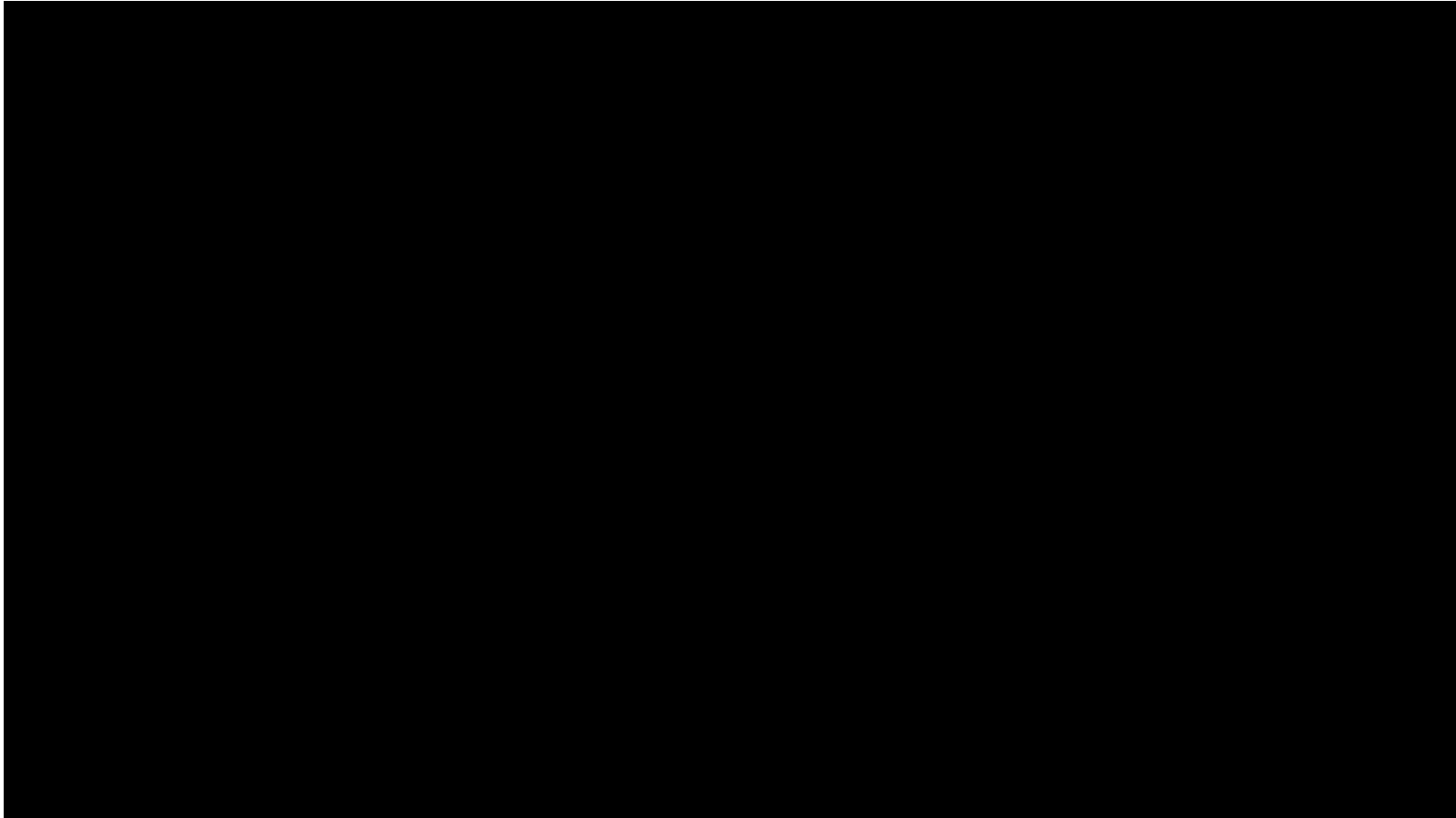
Josh Smith – Commercial and Schools Business Manager

Our Digital Journey



- 1. Guardian overview**
- 2. Recruitment market**
- 3. Strategy**
 - a) Response**
 - b) Innovation/Data/Mobile**
- 4. Intelligent targeting**
 - a) Professional networks**
 - b) Social media**

The Guardian has an 'open' strategy



The Guardian has an 'open' strategy



Largest UK quality news brand



Weekly reach of UK adults across print and desktop (000s)

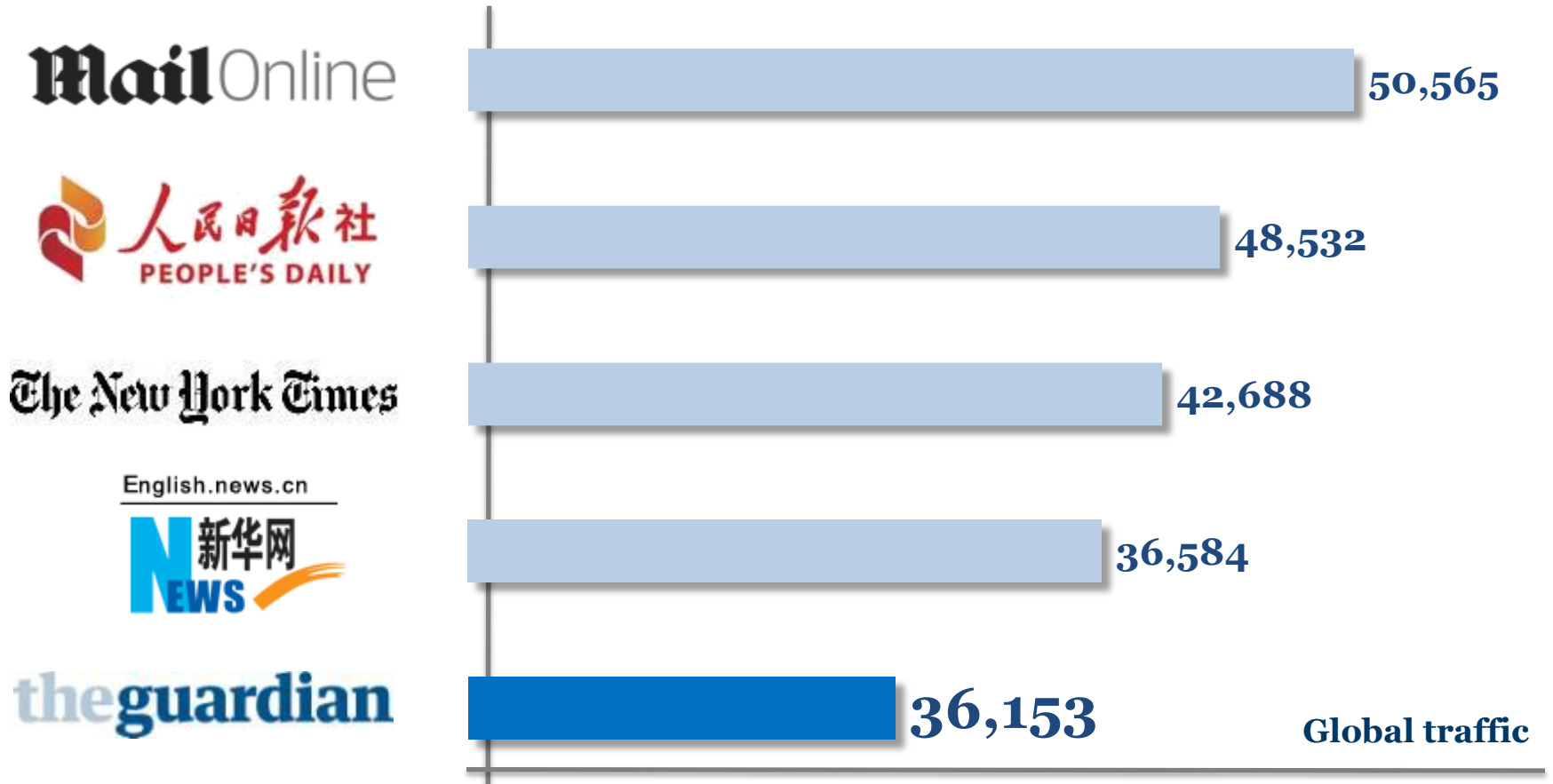


Source: NRS PADD September 2012

theguardian *web_print_tablet_mobile*

the whole picture

World's third largest English newspaper site



Source: Comscore December 2012 data, Global Comscore; ranked categories; newspapers

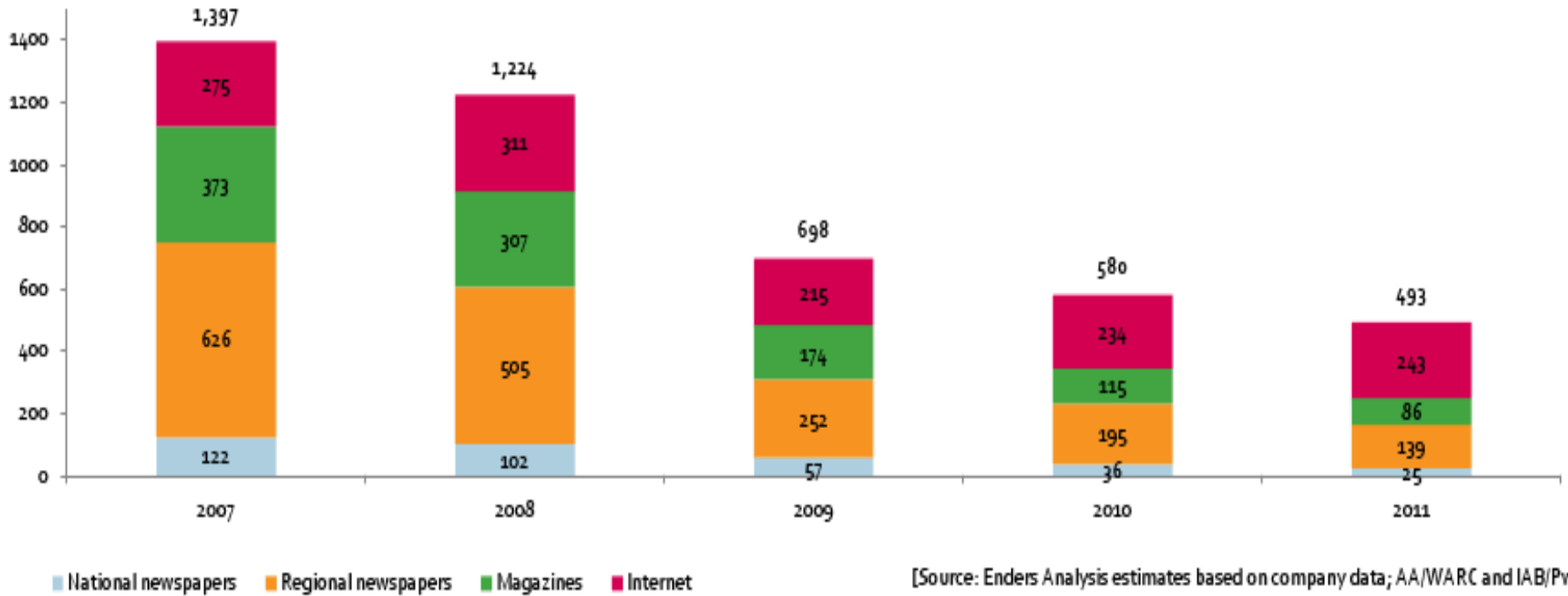
Monthly unique users (000's)

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the whole picture



Recruitment market in decline?



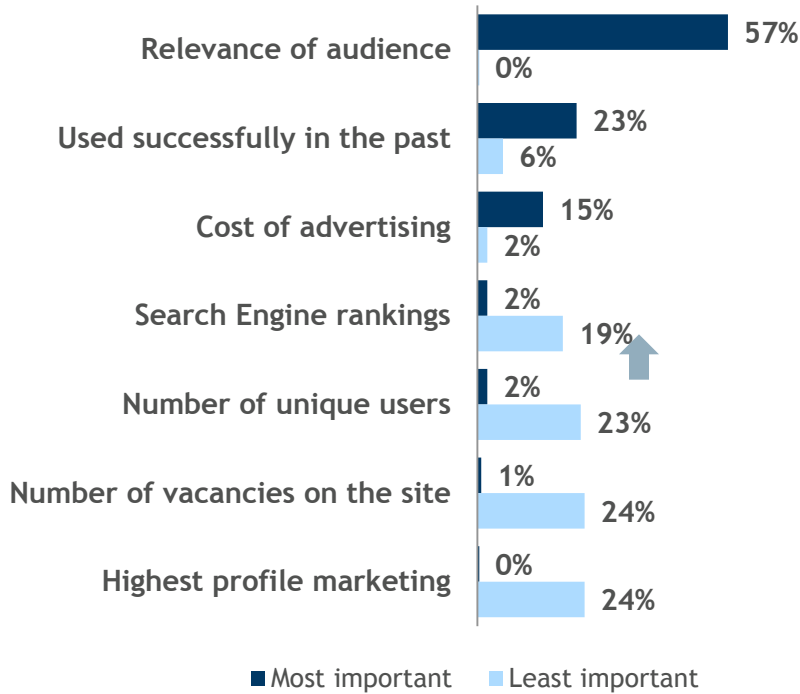
And consolidating



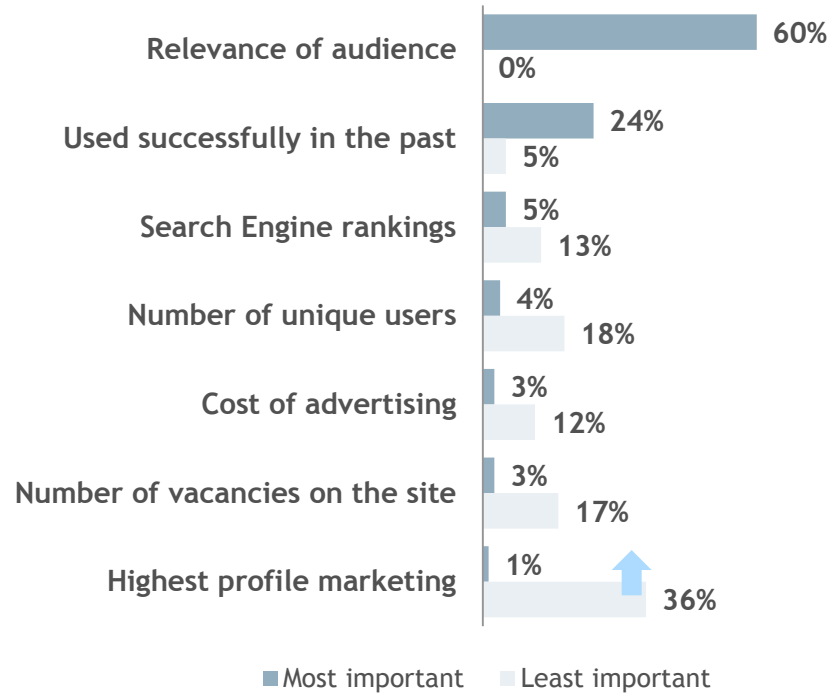
But criteria for selecting a job site unchanged



Client



Agency



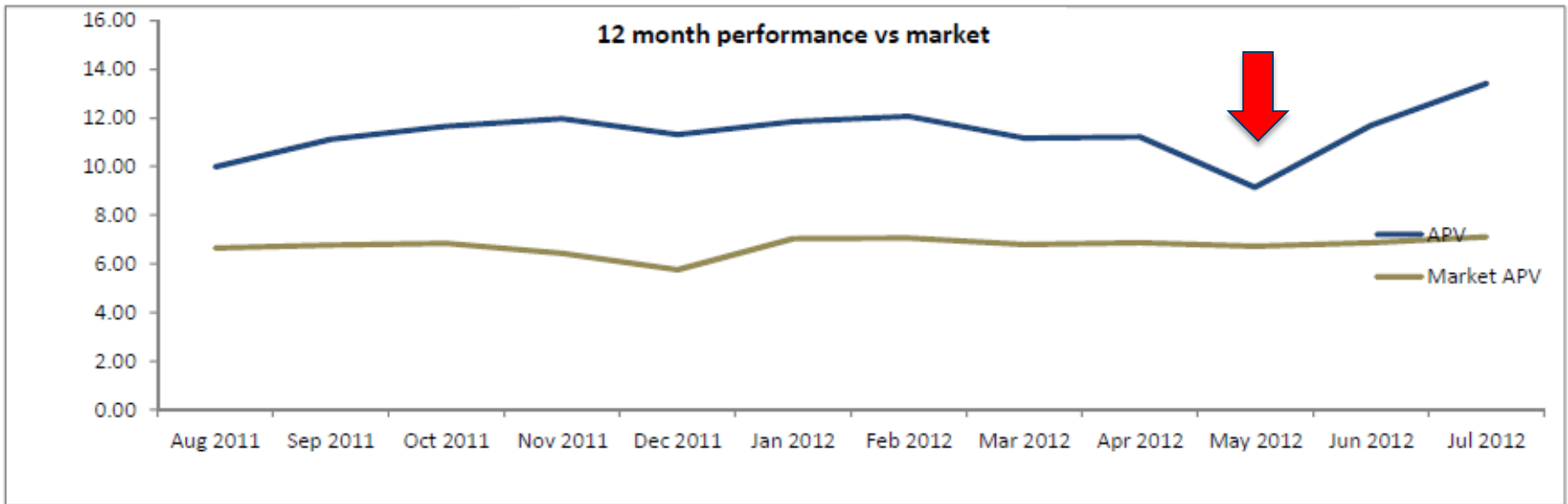
We are up-scaling our response operation



Response team



Applications up 20% and outperforming



NPD to increase UX and conversion



Come and join one of the most forward thinking media organisations in the world

Guardian Jobs are looking for Internal Sales Executives

Based in Kings Cross, London, £28,500 O.T.E.

Can you help recruiters to find the best candidates?

The main purpose of this role is to grow revenue for Guardian News and Media by selling print and digital recruitment advertisements to clients for the people. This includes selling recruitment advertisements into the new space and across the Guardian websites in order to achieve weekly and monthly targets.

You'll need sales experience, a confident telephone manner and excellent listening skills.

Motivated, pro-active and creative?

If so, you might be the person we are looking for, so please read on and find out a bit more about us.

History of the Guardian

1821 The Manchester Guardian is founded
1855 Paper becomes a daily
1872 C.F. Stowe becomes editor and remains so for 27 years
1887 C.F. Stowe buys the newspaper
1911 C.F. Stowe makes historic speech 'Commanded by Duty. Best Facts are Sacred.'
1936 Ownership is passed to the Trustees of the Stowe Trust
1954 The Guardian moves to London
1988 Physical redesign of the Guardian
2002 Format changes from broadsheet to 'hotline'
2008 The Guardian moves from Farringdon to new office in Kings Cross

£ Salary checker

Welcome to the Guardian jobs salary checker. Enter a job title and location and we'll tell you the salary you can expect for that job type.

searching 1,937,396 salaries

Product Manager [] permanent [v] Search

Salary results for Product Manager permanent jobs (8,8121 sec.)

Average Product Manager salary

Product Manager **£50,000**

In GBP as of Feb 11th, 2013

20K 40K 60K

Distribution of Product Manager salaries

Salary Range	Percentage
0 - 10K	0%
10K - 20K	~1%
20K - 30K	~5%
30K - 40K	~15%
40K - 50K	~18%
50K - 60K	~15%
60K - 70K	~10%
70K - 80K	~5%
80K - 100K	~2%
100K - 120K	~1%
120K - 140K	~1%

Percentiles of Product Manager salaries

what this chart means:

- 90% of jobs offer a salary of more than £30K
- 75% of jobs offer a salary of more than £40K
- 50% of jobs offer a salary of more than £50K
- 25% of jobs offer a salary of more than £60K
- 10% of jobs offer a salary of more than £75K

■ - max salary

Jobs

Product Manager
UK England South West Wiltshire
Us Dyson is all about invention and improvement. We pioneer new technologies, challenge existing ideas and solve frustrating problems. It's an iterative process exploring, at every stage of development...
Guardian Jobs

Senior Product Manager - Dryathlon
£60000 - £60000
UK England Greater London

guardianjobs

Field Sales Executive - Premium Social Commerce Partner, Birmingham

To £30k Basic + Uncapped Commission - Birmingham - LIVING SOCIAL

Volunteer Events Co-ordinator - Lymington

Unpaid Voluntary Work - Lymington - RNLI

Lecturer/Senior Lecturer in Fashion Photogr...

£30,122 - £39,257 per annum (salary dependant on qualifications and experience) - Hampshire - SOUTHAMPTON SOLENT UNIVERSITY

Browse all jobs in this category

theguardian Monday 06.08.12

National

Ebooks outsell print copies, says Amazon

Ministers demand to have say in Whitehall appraisals

Siemens' £1.4bn Thameslink order held at signing signals

UK Trade & Investment Chief Executive, Tech City Investment Organisation London

Circa £100k plus benefits

Click for further details and how to apply

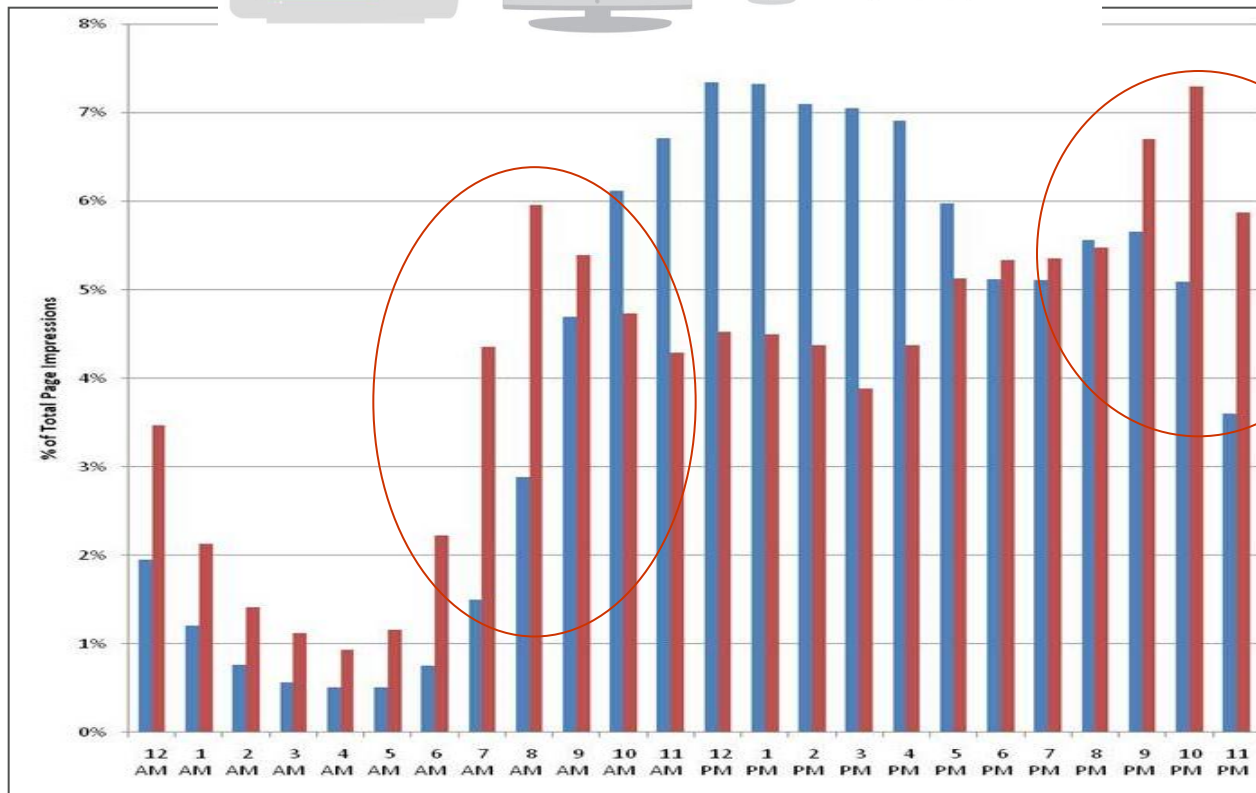
Jobs is data-driven business

Quant and qual research to uncover user needs

Story 3: Mobile vs Desktop

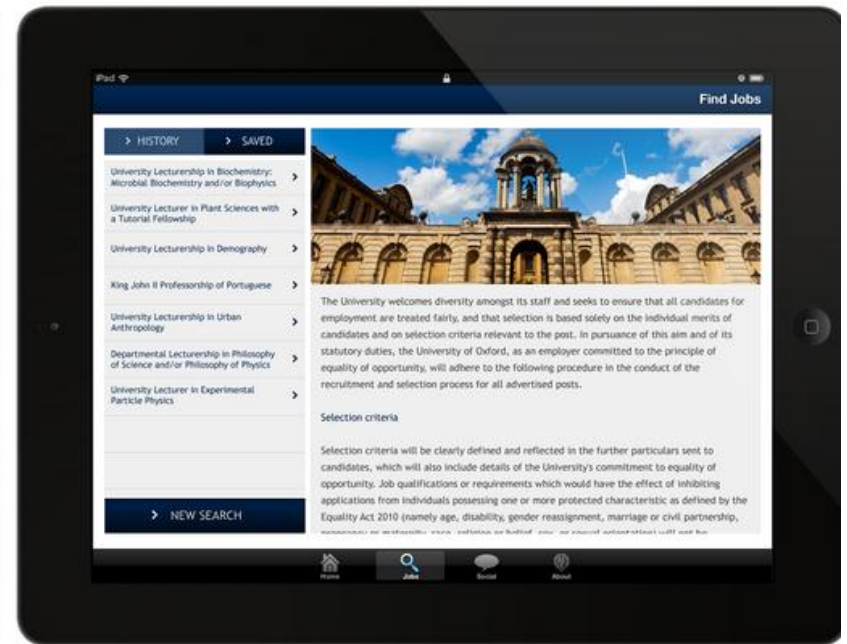


Digital job hunting is multi-device experience



Guardian Mobile Recruitment

Mobile recruitment technology with ATS integration



What advertisers want is still the same



Reach

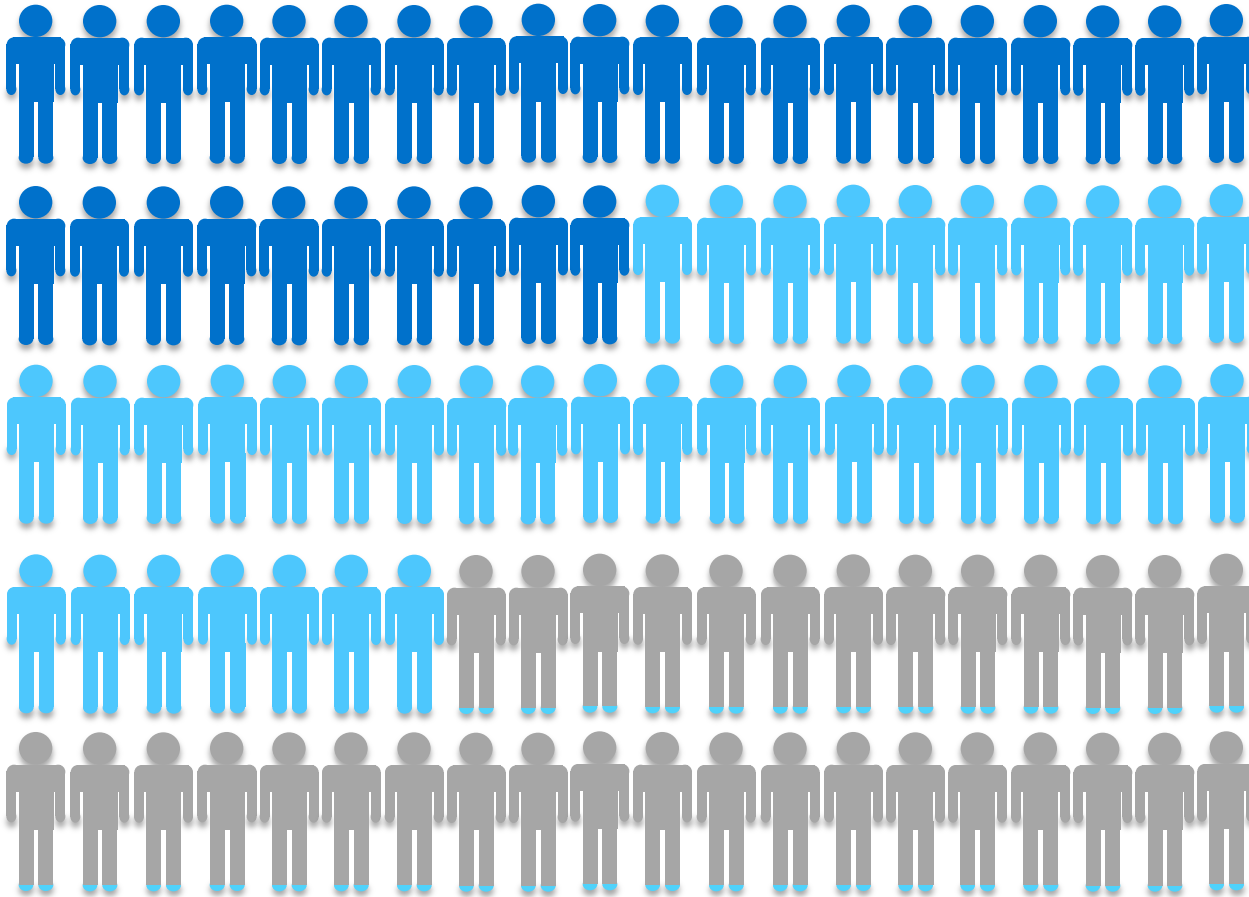
Relevance

Response

Value
£££

Reach | Relevance | Response

29m UK workforce July 2012



30%
'active
job-seekers'

37%
'job receptives'

33%
'job
satisfied'

Reach | Relevance | Response

What advertisers want



Reach

Relevance

Response

Value
£££

Reach | Relevance | Response

What advertisers want



Reach

Relevance

Response

Value
£££

+ **Simplicity**

Reach | Relevance | Response



Reach - through: 'Audience Match'



Reach | Relevance | Response

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.....
the whole picture



15 Networks

300,000 members



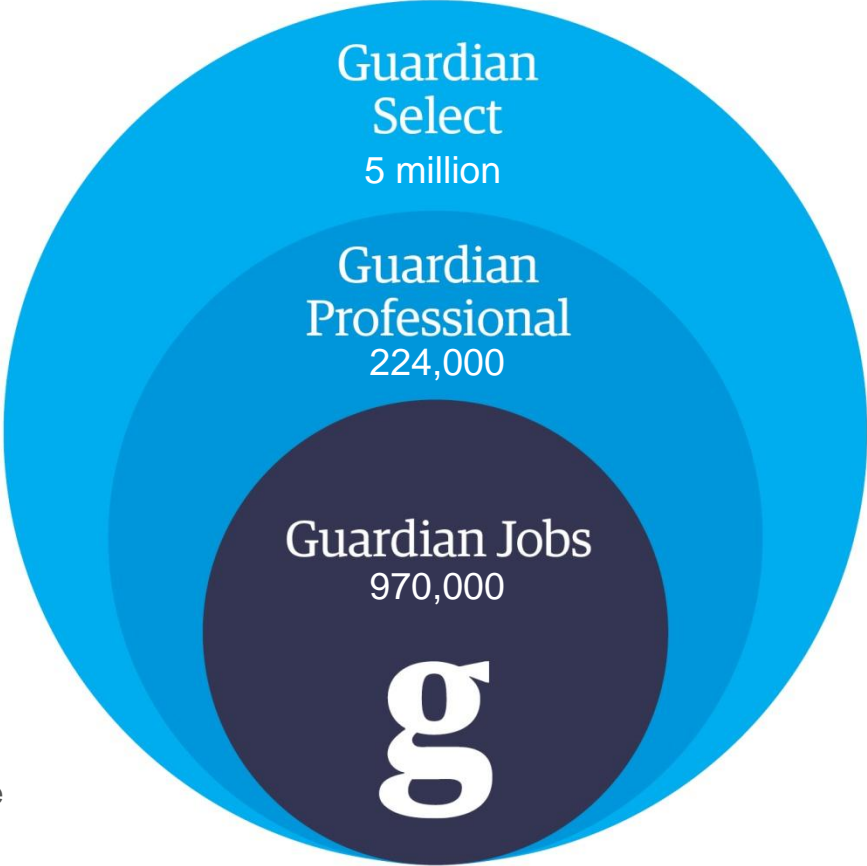
Reach | Relevance | Response

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the whole picture



A collection of the best independent blogs and websites across the UK



Reach | Relevance | Response

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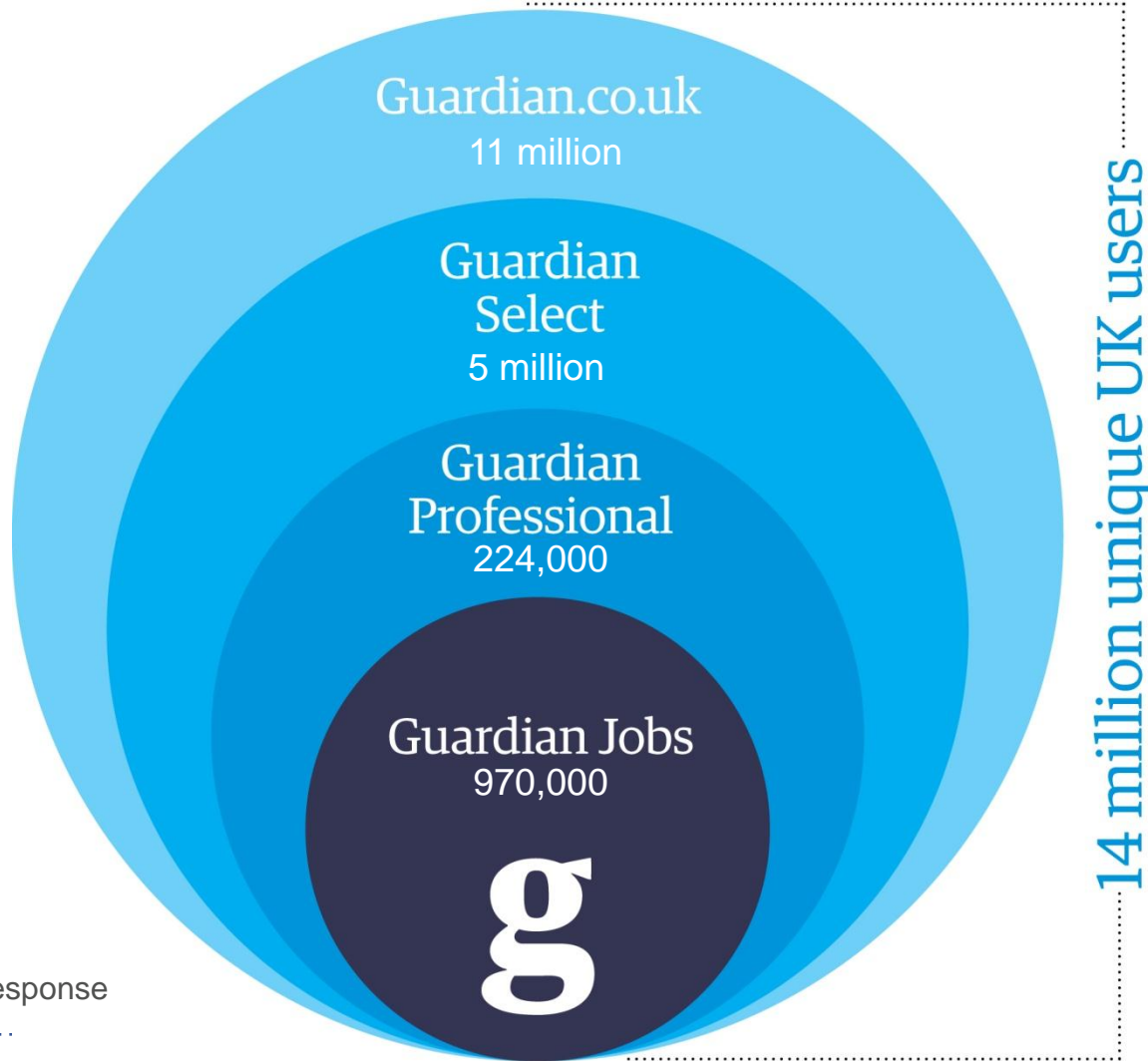
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Reach | Relevance | Response

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the whole picture



Reach | Relevance | Response

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the whole picture



Reach | Relevance | Response

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the whole picture

Plenty of big digital networks out there...



So why are we different?

Relevance



Through:

- Multiple Data Sources
- Technology (in-house and partnerships)
- In house dedicated performance team



Target Audience Segment

Social Media

Guardian.co.uk

Guardian Select

Guardian Professional

Guardian Jobs



14 million unique UK users

Reach | Relevance | Response

the guardian web_print_tablet_mobile

the whole picture

Our selection of Audience Match segments



Government & Public

Central Government
Civil service
Local Government
Public Leaders
Government Computing
Finance
Environment
Housing
Social Enterprise
Sustainable Business

Courses

UK
Overseas
Student

Health

Nursing
Health Management
Health

Overseas

Charities
Education
Environment
Fundraising
Diversity
Graduate
MBA
Schools
Senior Exec
Sustainable Business
TEFL

Charities & Not for Profit

Voluntary sector
Volunteering
Fundraiser
Housing
Trustee
Arts and Heritage

Commercial

Retail
Retail management
Sales
Publishing
Journalism
Marketing
Media
IT & Tech
SME
Law
PR

Social care

Social Care (general)
Adult
CYP
Elderly

All sector

Graduates
Careers
HR
Training
Environment
Senior Exec (£100k +)
Admin
SME

Education

HE Lecturer
HE Support
Teachers
Research & Academic Education
FE
Teaching Support

Reach | [Relevance](#) | Response

Professional Networks – 300k members across 16 Networks



theguardian
 professional networks

theguardian

 professional networks

Healthcare Network 3min ago

Today in healthcare: Thursday 17 January

LIVE News, comment, blogposts and tweets across the sector

2 comments

Sustainability 34min ago

Why councils could be the answer to the energy crisis

With rising fuel prices putting households under pressure, local government energy schemes provide an alternative solution, says **Helen Andrews Tipper**

Post your comment

Driven to do better.

1|2|3 CURRENT ACCOUNT

JUST £2 A MONTH

Find out more

Careers

Expert careers advice and great job opportunities every day

Culture Professionals

Analysis, news, comment and jobs for arts, museum and heritage professionals

Global Development Professionals

Promoting understanding, dialogue and debate among global development professionals

Healthcare Professionals

A dedicated space for healthcare professionals to come together

Housing

The latest information and advice for social housing professionals. Featuring case studies, analysis and discussion

Local Government

Advice, discussion and guidance on best practice from, and for, the local government community

Media

Providing cutting-edge insight, comment and networking for professionals working in global media and technology

Higher Education

Bringing together advice, insight and best practice, from and for professionals working in higher education

Public Leaders

Small Business

Social Care

Social Enterprise

guardianjobs

Find the latest jobs in your sector:

Arts & heritage	Health
Charities	Marketing & PR
Education	Media
Environment	Sales
Government	Senior executive
Graduate	Social care

Browse all jobs

Manager

Trust and Major Gifts Manager

Teddington, Greater London | Circa £33,000 + Benefits

BEATING BOWEL CANCER

Professional Networks



Type of organisation *

Public sector ▾

Please select the option that most closely describes your current position *

Please Select...
 Please Select...
 Elected member/parliamentarian
 Trustee
 CEO
 Deputy CEO
 Director
 Senior manager
 Manager
 Officer
 Front line staff
 Administrator
 Other - please specify

responsibility *

- Education/Skills/Learning
- Employment
- Health/Well-being
- Culture/Leisure/Sport
- Citizen engagement
- Corporate Services
- Audit
- Policy
- Technology
- Research
- Partnership and collaboration
- Security
- Property/Estates Management
- Other - please specify

Would you like to receive:

- Updates - including news, special offers and content previews
- Monthly wrap-up - catch-up on all the content you might have missed
- Gifts and vouchers in return for joining our panel and taking part in occasional surveys
- Job alerts
- Information on career development
- Information from third-party companies with products and services that may be of interest to you

We would like to keep you informed of other products and services related to the Guardian Public Leaders Network. Please tick here if you do not wish to receive this information



Type of organisation *

Public sector ▾
 Please Select...
 Public sector
 Private sector
 Third sector
 Other

option that most closely describes your current position *

Please select your area(s) of responsibility *

- | | |
|-------------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Environment/Sustainability | <input type="checkbox"/> Education/Skills/Learning |
| <input type="checkbox"/> Housing/Regeneration | <input type="checkbox"/> Employment |
| <input type="checkbox"/> Taxes and benefits | <input type="checkbox"/> Health/Well-being |
| <input type="checkbox"/> Travel/Transport | <input type="checkbox"/> Culture/Leisure/Sport |
| <input type="checkbox"/> Crime/Justice/Law | <input type="checkbox"/> Citizen engagement |
| <input type="checkbox"/> Marketing/Communications | <input type="checkbox"/> Corporate Services |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Audit |
| <input type="checkbox"/> General administration | <input type="checkbox"/> Policy |
| <input type="checkbox"/> HR | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Political liaison | <input type="checkbox"/> Research |
| <input type="checkbox"/> Commerce/Trade | <input type="checkbox"/> Partnership and collaboration |
| <input type="checkbox"/> Social Services/Welfare | <input type="checkbox"/> Security |
| <input type="checkbox"/> Constitution/Democratic process/Scrutiny | <input type="checkbox"/> Property/Estates Management |
| | <input type="checkbox"/> Other - please specify |

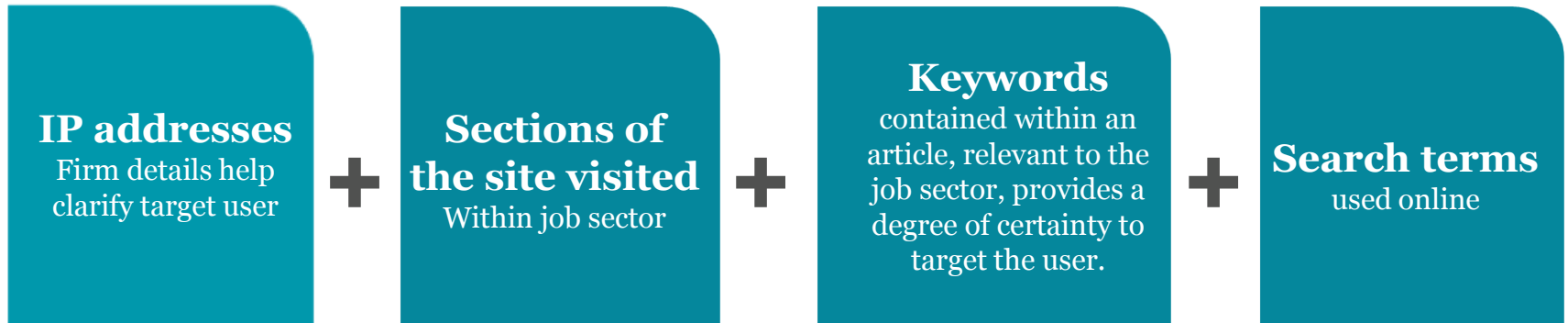
- Type of organisation – e.g Law firm
- Seniority
- Areas of responsibility e.g Legal
- Location
- Are they an active job seeker?

But not everyone is a member



300,000 members/36,000,000 global users

Combining member data with online data



A cookie is then created on the user's computer ensuring that when the user next visits the **Guardian network** he or she is served job ads for the relevant positions using behavioural targeting technology.

How are these sets defined?



Example target set = LAW

User domains + sic codes:

cliffordchance.com
linklaters.com
freshfields.com
allenoverly.com
dlapiper.com
lovells.com
herbertsmith.com
slaughterandmay.com
eversheds.com
ashurst.com
nortonrose.com
simmons-simmons.com
cms-cmck.com
sjberwin.com
pinsentmasons.com
addleshawgoddard.com
blplaw.com
bakermckenzie.com



Viewed guardian.co.uk sections:

/law
/law/afua-hirsch-law-blog
/law/baby-barista-blog
/uk/series/justice-on-trial
/commentisfree/libertycentr
al
/law/series/guardian-legal-
network
law/series/the-bundle



Keyword tags:

'Law' 'Legal'
'Contract Law'
'Civil Law'
'Property Law'
'Contract Law'
'Religious Law'
'Constitutional and
Administrative Law'
'New Media Law'
'Media Law'



Jobs category

jobs.guardian.co.uk/
jobs/legal



Search terms

Law jobs
Legal jobs
Law
Solicitor
Legal
etc



**Targeted
cookie**

Geo-targeting by country, TV region or town.



LITIGATION EXECUTIVE

[< Back to search](#)

<p>Employer: NATIONAL UNION OF TEACHERS</p> <p>Posted: 13 February 2013</p> <p>Ref: LU03</p> <p>Location: Central London</p> <p>Industry: Legal, Government & Politics - Trade Associations</p> <p>Contract: Contract</p> <p>Hours: Full Time</p> <p>Salary: Commencing salary £32,869 per annum</p> <p>Visit website <small>(this will open in a new window)</small></p>	<p>LITIGATION EXECUTIVE</p> <p>NUT Litigation Unit, HQ, London WC1</p> <p>Maternity Cover</p> <p>Commencing salary £32,869 per annum</p> <p>The National Union of Teachers is at the forefront in the provision of services to members in the fields of education law, legal assistance and advice for members on the many issues which arise in their professional lives. This includes a successful Litigation Unit, operated by a small team of Litigation Executives who conduct primarily personal injury claims and litigation in the name of the Union's Senior Solicitor.</p> <p>We are seeking a fully qualified Litigation Executive with CILEx Professional Diplomas in Law and Practice at Levels 3 and 6 or equivalent professional qualification to cover a period of maternity absence commencing from around</p>	
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However....



This all relies on our assumptions of who your candidates are.

What if we are missing things out?



We can now find people who look EXACTLY like your last applicants

- We track 1,000 applicants to legal roles anonymously across 100 million websites and analyse their behaviour across 600 points of data.

Behaviours such as:

- URLs
- Content
- Analysis of the page
- Interactions with the site
- Page flow
- Site flow
- Dwell time
- Page depth
- Time of day
- Browser

qu α ntcast
It's your audience. We just find it.™

Candidate look-alikes



- You are left with a segment of users that are almost identical in their online behaviour to your previous job applicants.
- When someone matching this criteria lands on guardian.co.uk or one of our partner sites we show them your latest Law job.
- Every time it does this, it learns from the successes of previous campaigns and refines the following targeting segments.

Why do recruiters care?

Help them get in front of a high calibre audience they would otherwise have to pay head-hunters to target.

qu α ntcast

It's your audience. We just find it.™



Social media

- How does Social Media fit into this picture?
- Should a media company operate on Social Media?
- Why would a company with 70 million monthly users need to be on social media?



@Playwert

David McArdle

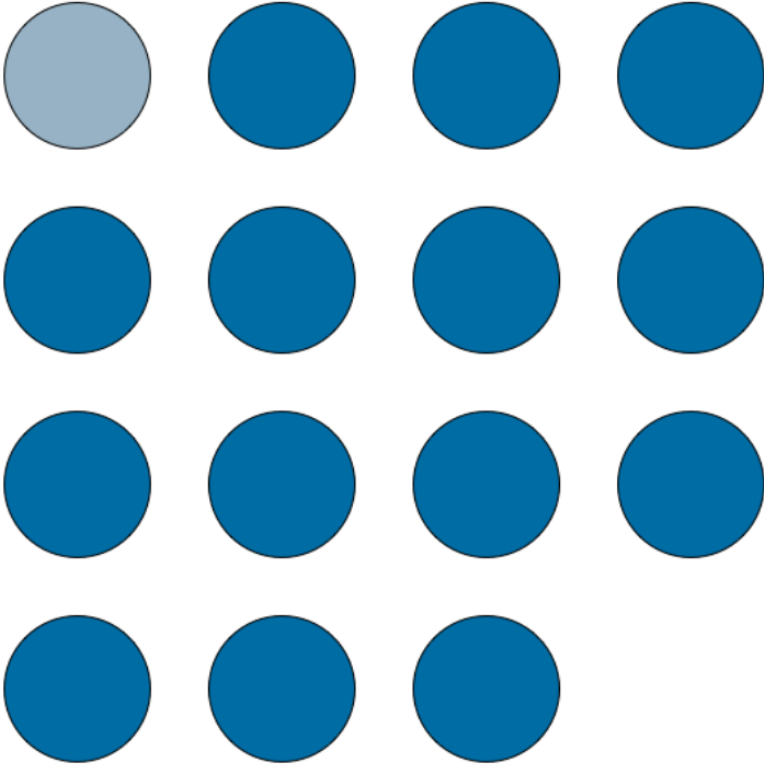
WHY THE FUCK IS THERE A
GUARDIAN APP ON FACEBOOK WHEN
THEY HAVE THEIR OWN FUCKING
WEBSITE

9 Oct via web

Guardian extends both reach and targeting by using Facebook and other platforms.



theguardian
71 million

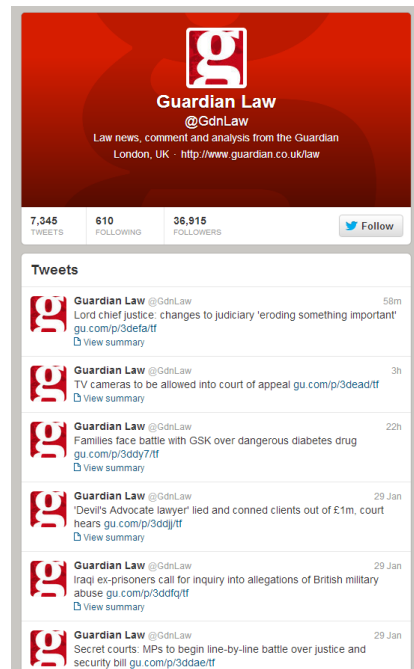
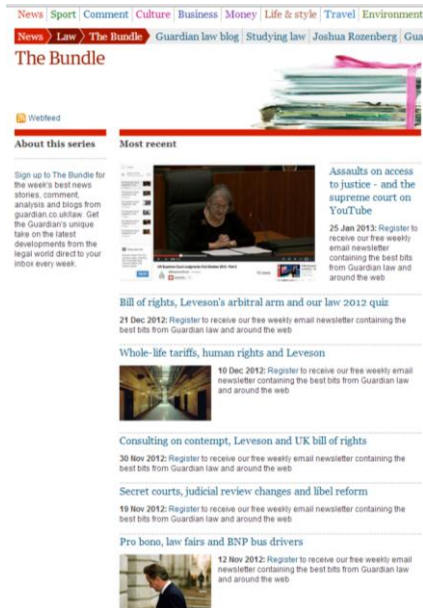


facebook
1 Billion

Enables us to do more targeted activity. We can send Law Jobs out to these people



- Guardian Law Facebook Page – 6,000 likes
- Guardian Law Twitter Following – 37,000 followers
- The Bundle subscribers – 8,000 subscribers



We run targeted ads on Linked in

- Job function – e.g. Legal
- Job title – e.g. Lawyer
- Location e.g. UK - London
- Company name e.g. – e.g. Clifford Chance
- Company Industry –e.g. Legal
- Skillset – e.g. criminal Law
- Group membership –e.g. UK solicitors

We run targeted ads on Facebook

- Interests - Law
- Job titles - Lawyer
- Company names – Slaughter and May
- Locations - London
- Connections – People who have liked the Guardian Law Facebook page and their friends.

Next phase of targeting on Facebook



- Who Works Where
- Facebook Custom audiences
- Using our member data such as email addresses to target users when they are on Facebook.
- e.g. the 8,000 subscribers to The Bundle.

guardianjobs
whoworkswhere? V2.0 - Public Beta
Hi Nigel Bicknell, welcome! - View your profile

Whoworkswhere is currently in beta testing, the service will be removed in the next few days until it is ready for public usage.

565 Friends of Friends 64 Direct Connections 0 Handshakes Manager 846 Professional Workplaces

Your Friends on whoworkswhere
Find out where they work and get introduced to their connections. Click on a friend to start discovering.

Invite your friends to whoworkswhere
The more friends you have on whoworkswhere, the more comprehensive your network. Invite these friends to join now.

Your Colleagues
See your profile or colleagues

Search for jobs
e.g. Web Designer
Within 30 miles of London
Find Jobs
Results will load in main content area

Featured Jobs for you
THE HACKNEY CITIZEN LIMITED: Multimedia Sales Executive
Competitive: THE HACKNEY CITIZEN LIMITED: This role is key to our future growth so we are looking...

Featured Workplaces
Featured workplace profiles from whoworkswhere

Connections
Your connections, are your friends, or friends of friends with who's work information you can view

Search your connections eg: John Smith / Guardian Job

Elizabeth Whatford works at Oracle
Luise Howland works at Guardian News & Media
Stuart Charles Pomecary works at Platform
Tim Badger Smith works at Beespace
Erinnd Teo works at Columbia University Medical
Tom Burdon works at Computer Futures
Julie Bowring works at The grand cafe/book
Matt Foster works at MATT FOSTER
Casper Rawles
Peg Alexander
Desmon Lewis
Doo Cooper works



So what?

- We put your roles in front of relevant candidates that you would otherwise have to use head-hunters for.
- We even help you reach those candidates on Social Media through our technology and expertise.

Response



- Approaching 500,000,000 recruitment page impressions for over 1,000 recruitment campaigns.
- One of our most successful product launches

Our clients...



Shelter



Microsoft®

Sainsbury's

Canon

TESCO
Every little helps

TRAVELZOO®



DWP Department for Work and Pensions



sky



amazon.com®

Next Steps



- Work with us to help you recruit staff in Europe or the UK?
 - Grab me
- Work with us on a cost per hire/cpc model?
 - Grab me
- See some case studies
 - Grab me
- Let us build a mobile enabled recruitment site for you?
 - Grab Nigel
- Strategic Partnerships?
 - Grab Nigel



Perfect. You have roles that are vacant.

We have readers who aren't.



To talk to the best candidates, talk to us. guardianjobs