

NATUREJOBS.COM: OPEN ACCESS COMES TO RECRUITMENT



** Nature Publishing Group (NPG) has re-launched naturejobs.com as a free recruitment classifieds site for the scientific community. What was the thinking behind the move, and what does this suggest for the future of recruitment advertising in vertical sectors?*

by Kate Worlock, Director

Until last week, recruitment advertising at Nature had followed a very traditional path: jobs placed by advertisers in the print title were also viewable online at no additional charge to the advertiser. That model has now been turned on its head. NPG believes that its core strengths now lie in the online environment, and has re-evaluated its recruitment advertising model to reflect this: advertisers can now place single or multiple job ads into the naturejobs.com database free of charge.

The naturejobs.com business is now structured around an upsell model whereby added value options that increase visibility and impact are sold to customers taking a basic free listing. Advertisers placing a single or multiple job adverts on naturejobs.com for free will be contacted by a member of NPG's sales team to be upsold a range of services including contextual advertising, where job ads will be placed alongside relevant content across the nature.com platform. This means, for example, that a job in the neuroscience field would be placed alongside articles on the niche site for the Nature Neuroscience journal and next to neuroscience articles published across the nature.com platform including Nature itself. This has proved very popular with recruiters, as it increases the audience for the job ad and attracts passive jobseekers who would not necessarily have used the naturejobs.com site. Other added value offerings include job of the week placements, highlighted jobs, and the ability to add logos to a text ad. Advertisers placing multiple jobs online will be contacted by the sales team who will try to sell them a quarter or half page print ad to ensure that they achieve the maximum benefit. Print advertisers' job ads will still be placed online, with sales teams working to upsell the online services. Other services for print advertisers include lineage ads. This will enable Nature to target advertisers with lower budgets – previously, the only print options were to purchase a quarter or a half page.

Nature is one of the strongest science brands online, through its core Nature title and associated niche journals. The nature.com platform (which encompasses all of these titles) claims 35 million page impressions per month. Competition does exist. New Scientist is strong in Europe with a global print circulation of 170,000, while Science is a key player in the US (global circulation 130,000); at 60,000, Nature's print circulation is lower than either of these. However, online it is a different story, and Nature is a much stronger competitor. NewScientistJobs.com claims 1.4 million page impressions against Naturejobs.com's 1.5 million, for example. Recruitment services from all three publishers allow users to create a CV online and offer features such as e-mail alerts and careers advice. Price is now a key differentiator, with NewScientistJobs.com charging £850 to post a

single vacancy (£295 to NHS and academic advertisers) and ScienceCareers.com charging from \$425 for a single posting, to \$299 per posting for more than 50 ads. Upsells are, of course, also available from both players, with limited contextual placement available - recruiters with NewScientist.com can choose to place an ad alongside a specific upcoming feature, while Nature.com's contextual advertising option is automated across the platform.

Nature is already one of the premier titles which authors target when trying to publish a paper, and NPG intends that naturejobs.com should mirror this positioning, becoming one of the first places that science recruiters and jobseekers think of whatever their recruitment needs. NPG is also very aware of the challenges that B2B publishers and newspaper publishers have faced from services such as Monster and Craigslist, both of which already carry some science jobs, and sees this reversal of the traditional model as an early move against these potential challengers.

Naturejobs.com is not the only online service changing the way in which scientists look for work. InnoCentive, while not set up as a recruitment site, operates a web-based community matching scientists to R&D challenges. Companies can register as "Seekers", and are then able to post challenges to a confidential online forum; challenges must contain a description, a deadline and an award amount for the best solution. Awards range from \$10,000 to \$100,000. Scientists looking for problems to solve register as "Solvers": scientists from more than 170 countries have registered with the service to date. Both InnoCentive and Naturejobs.com demonstrate that, by focusing on the network as the core means of communication with an audience, radically different services can be created to serve the needs of advertiser/Seekers and jobseeker/Solvers.

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Nature: <http://www.nature.com>

Nature Neuroscience: <http://www.nature.com/neuro/index.html>

Science: <http://www.sciencemag.org/>

InnoCentive: <http://www.innocentive.com/>

FROM THE EPS ARCHIVE

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<http://www.epsltd.com/accessArticles.asp?articleType=1&updateNoteID=2001>

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