



ResearchGate

SUCCESS STORY

## Enabling the University of Nottingham to expand its global footprint

How their recruitment team used ResearchGate to expand international hiring in the wake of a post-Brexit slump in applications.

## They needed a partner to scale their reach and service hard-to-fill roles.

The University of Nottingham is a top 20 UK university and sits in the top 100 internationally. In the UK, it is ranked 8th for its research power, and has a gold standard in the Teaching Excellence Framework. With more than 50 schools, departments, institutions, and research centers, it serves over 45,000 students and employs over 7,500 staff. The university needed a partner which could cater to this scale and reach those hard-to-fill niches, especially with political uncertainty affecting hiring.



University of Nottingham's  
Bioenergy and Brewing  
Science Building

## How they succeeded with ResearchGate

### APPLICATIONS FROM THE EU

**25%**

Pre-Brexit

**16%**

Post-Brexit

### ROLES RE-ADVERTISED

**160**

Pre-ResearchGate

**126**

With ResearchGate

*Now, with ResearchGate, there is a spike in applications for the first time since the referendum.*

*With ResearchGate, jobs have a 21% performance increase, saving time and money.*

## ResearchGate improved their post performance by 21%

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### Before ResearchGate — the challenge

The University of Nottingham uses several methods to recruit talent. This includes advertising in journals (which is costly), on its website and academic-specific job boards, and via word of mouth – which remains a highly successful method. However, following the outcome of the Brexit referendum which saw the UK vote to leave the EU, the university began to see a dramatic reduction.

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### With ResearchGate — the new partner

The university needed to extend its scope geographically and reach qualified individuals inside and out of the EU, as its current recruitment methods could not provide this. When looking for a solution which could enable this, Mark Williams [discovered ResearchGate](#), which had the user base to do just that. He had already heard of ResearchGate, as individual academics were using it.

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### After ResearchGate — great results

Since [working with ResearchGate](#), the University of Nottingham has seen clear results. It has increased the number of international applicants to counter the EU drop, with a good conversion rate to full faculty members. In six months, it posted 130 jobs, with 450-500 applicants for senior, niche roles. Mark has furthermore been delighted with the brand benefits.

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### The go-to STEM recruitment tool

Mark admits that with the gloomy post-Brexit outlook, he initially went into partnership with ResearchGate with low expectations — as no other recruitment tactic had made an impact. However, he was delighted with the results and now sees it as [the go-to STEM recruitment tool](#).



"Since we started working together, we're re-posting less and application numbers have increased, leading to better time-to-hire results. The benefits are clear – for any institution looking to reach a more global STEM talent pool – ResearchGate is *the go-to.*"

**Mark Williams**

Recruitment Specialist — Talent Attraction  
University of Nottingham