2021

Connecting University Student Talent with Top Singapore Employers

GradConnection

About us

At GradConnection we help you build and deliver your digital attraction strategy by connecting you with the most relevant students and graduates for your programs.

GradConnection was created in 2008 when three young graduates experienced firsthand just how hard it was to find a good platform linking students and graduates to employment opportunities. Today GradConnection is a market leading graduate careers site - connecting top students and graduates to employers like you!

On GradConnection post your job ad once, be shown to unlimited talent from universities in the Asia pacific region including Singapore, Hong Kong, Australia and countries across South East Asia.

High Traffic

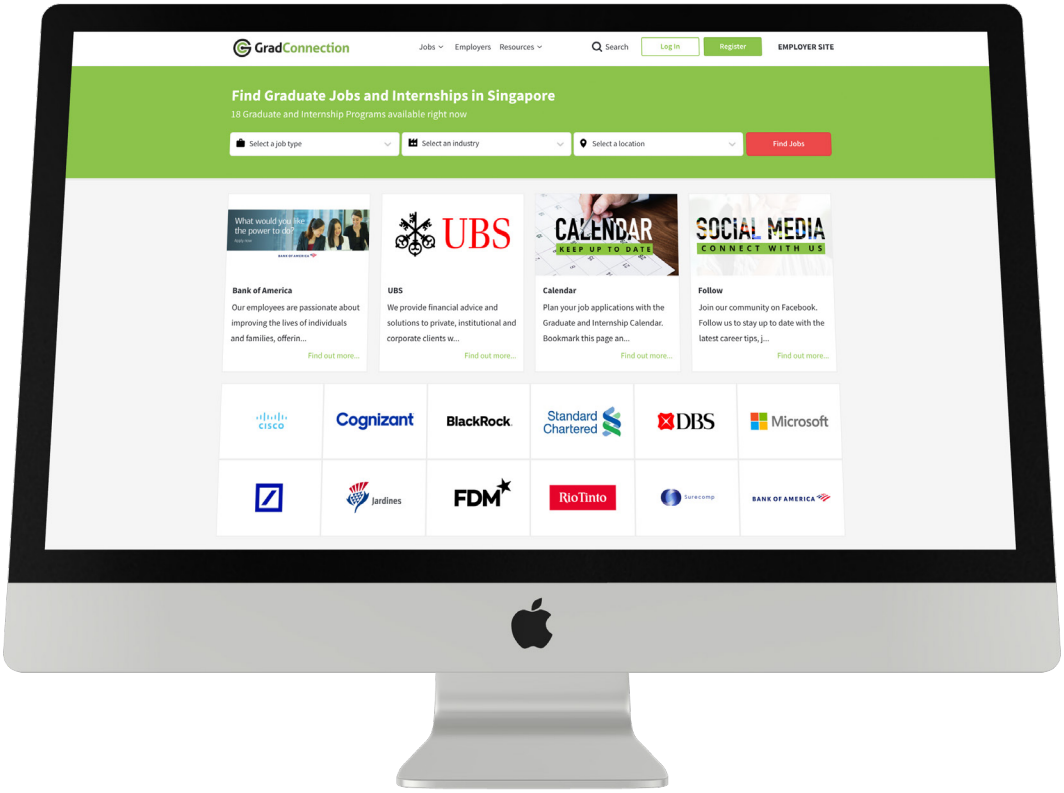
Over 138,998 page views annually, Singapore's largest university students/graduates job platform connecting university talent with top Singapore employers since 2014.

Diverse Networks

Relationships with hundreds of top employer organisations, universities and industry associations.

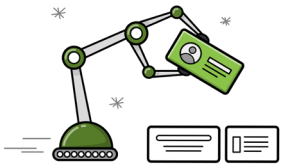
Global Reach

We work with universities across the globe to help returnee students in Asia secure jobs after completing their overseas study.



Your Early Talent Attraction Strategy

Work with your dedicated Account Manager in a detailed strategy session to determine your targets, pain points and goals, and we'll tailor your package to meet your specific needs.



Brand

Build your brand in the student and graduate market and be in front of relevant talent when they are looking for opportunities, including Singapore returnee students.

Amplify

Ensure maximum reach and visibility with additional services, including banners, boosters, social media amplification, blogs, and premium site placements.

Target

Utilise detailed targeting to attract the talent you need, including those students and graduates you traditionally struggle to capture.

Key Stats

Traffic	Database	Returnee Students
Over 138,998	**Over 15,192**	**1,867**
Page views in the past 12 months	Contactable students	SG Returnee Students in our database

Gender Split			Mobile vs. Desktop		Student Newsletter
57.26%	**42.55%**	**0.19%**	**75.89%**	**24.11%**	**23.37%**
Male	Female	Other	Desktop	Mobile	Open Rate

Grad Market Timeline

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Winter internships											
	2nd peak grad/intern program applications open					Returnee careers fairs					
						Summer internships					
								Local careers fairs			
								Peak grad/intern program applications open			
										Grad assessment	
											Winter internships

A GradConnection Employer Profile gives your brand a year long presence on our site.

Top 20 Disciplines

of registered users on GradConnection

1	Banking and Finance	9.86%
2	Mathematics	5.67%
3	Engineering	5.52%
4	Information Technology	3.45%
5	Accounting	3.34%
6	Business and Commerce	3.07%
7	Science	2.69%
8	Investment Banking	2.47%
9	Arts and Humanities	2.43%
10	Administration	2.42%
11	Computer Science	2.26%
12	Engineering Mechanical	2.23%
13	Human Resources	2.20%
14	Engineering Software	2.07%
15	Engineering Electrical	2.00%
16	Management	1.79%
17	Marketing and Sales	1.74%
18	Law	1.61%
19	Psychology and Counselling	1.59%
20	Consulting	1.59%

Top Universities

of registered users on GradConnection

1	National University of Singapore	27.55%
2	Nanyang Technological University	24.48%
3	SIM University	22.51%
4	Singapore Management University	19.80%
5	James Cook University Singapore	2.46%
6	Singapore University of Technology and Design	1.85%
7	Nanyang Polytechnic	0.74%
8	Ngee Ann Polytechnic	0.62%

Our Benefits

GradConnection is used by most successfully hired grads. Advertising with us means reaching these students at the right time. We're more than a jobs board, we're your recruitment partner.

Year-round Presence

Your GradConnection profile gives your employer brand year-round presence.

Unlimited Ads

Post unlimited ads to a tailored audience to meet your needs.

Talent Pipeline

Share your talent pipeline activities; ie. Virtual programs, webinars, meet & greet sessions.

Alert Emails

Send two email alerts to your target student audience for every role you post.

Be Visible

Be found when students research industries and pathways, not just opportunities.

Events & Experiences

Be part of more with GradConnection events and experiences, and engage early talent sooner

Packages

Select the right option for your needs.

Starter

1 *Target 1 Discipline*

Best suited to employers who hire one single type of degree discipline holder or want to try out our service. For instance, hiring only IT for a software company.

$1,995 USD

Bronze

3 *Target 3 Disciplines*

Best suited to employers with a generalist graduate program but want to target a very specific range of degree discipline sectors of students.

$2,995 USD

Silver

5 *Target 5 Disciplines*

Best suited to employers with a generalist graduate program that want to target some technical degree streams.

$3,995 USD

Gold

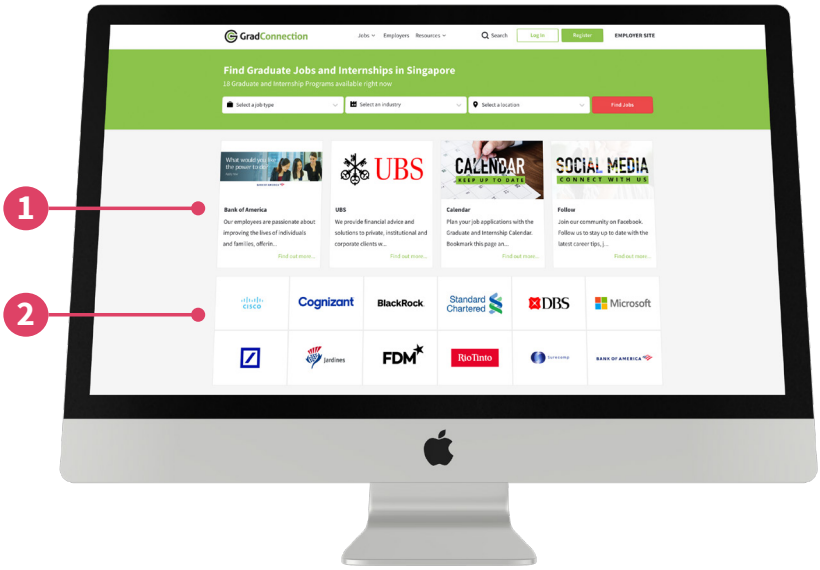
∞ *Unlimited Disciplines*

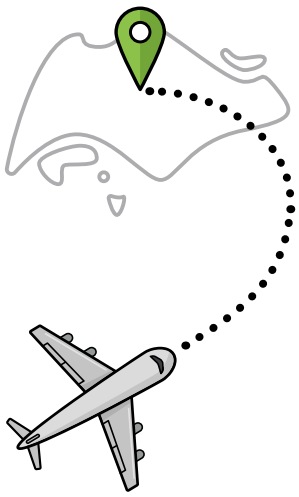
Best suited to employers with multiple stream and multiple discipline graduate program, who want to cover any majors.

$4,995 USD

Add Ons

Gain more exposure with the optional extra options below. Available with any package.





Front Page Banner (1)

$1,600 USD

Your banner (500 x 281 pixels) will appear at the top of the front page with up to 4 other sponsors. On average a front page tile will increase traffic to your profile by 20% for the month of the booking.

Front Page Logo (2)

$600 USD

On average a front page logo (200 x 200 px) will increase traffic to your profile by 10% for the month of the booking.

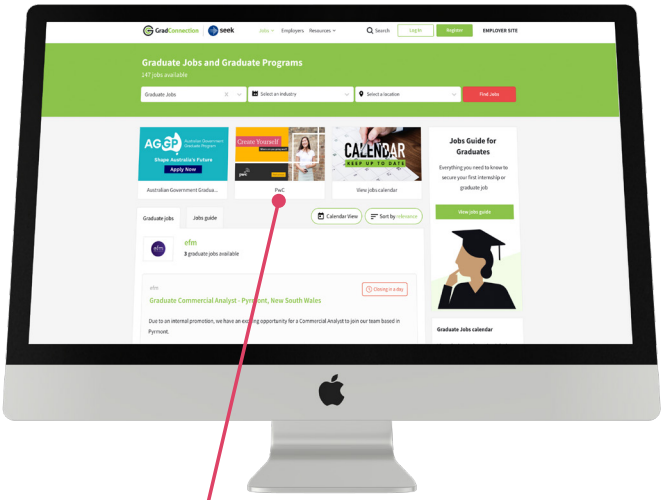
Returnee Campaign

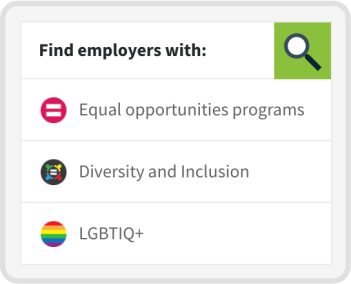
$1,100 USD

We've partnered with top universities in the UK, US, and Australia to bring you the best returnee graduates.

Boosters

A banner that sits at the top of search results ensuring your brand is seen by potential applicants.





Discipline Boosters
$800 USD

A maximum of 8 boosters are sold per discipline (tile size 500 x 281 px). Increases applications by approximately 50%.

STEM Booster
$2,000 USD

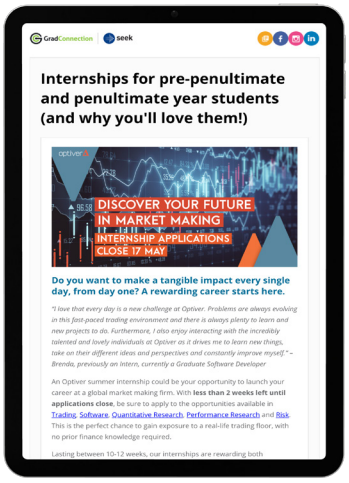
Target students from Science, Technology, Engineering and Mathematics disciplines.

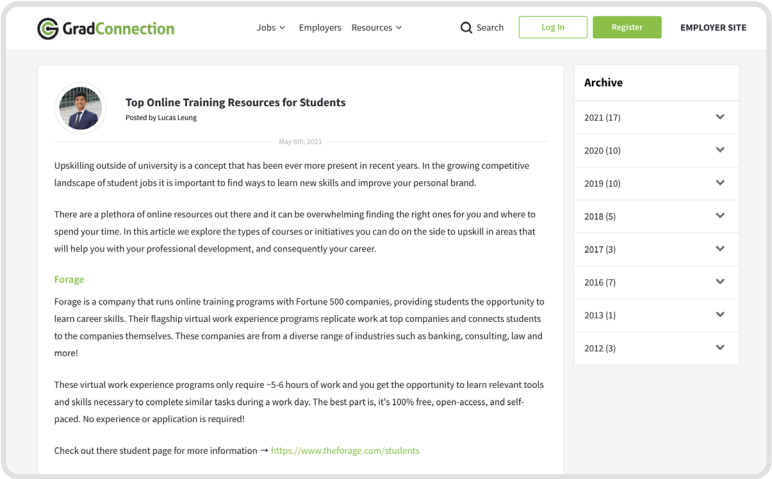
Diversity Booster
$1,100 USD

Students are able to search employers by the support they provide for a variety of diversity groups. This allows you to advertise diversity specific information directly to these students.

Content

Stand out and connect directly with our student database.





Custom Emails
$2,200 USD

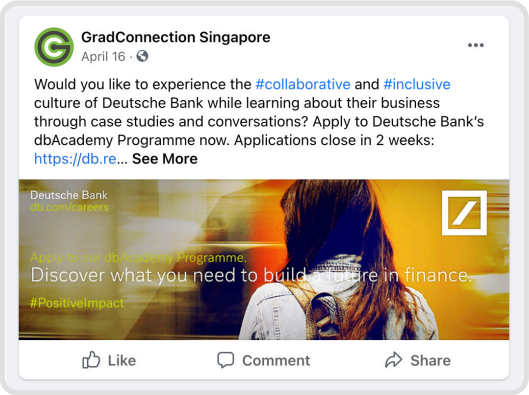
Our custom emails allow you to target the students most relevant to you from our database with your own exclusive email content.

Student Blog Sponsorship
$500 USD

Contribute/Co-author a sponsored article on GradConnection SG's blog to reach engaged students and increase brand awareness. All articles will be featured on the GradConnection SG Facebook & Instagram pages and in the monthly student newsletter. Articles will also feature on the new Jobs Guide. Articles will include your logo and direct links to your employer profile.

Engagement

Extend your reach to our student audience.



Facebook/Instagram Post

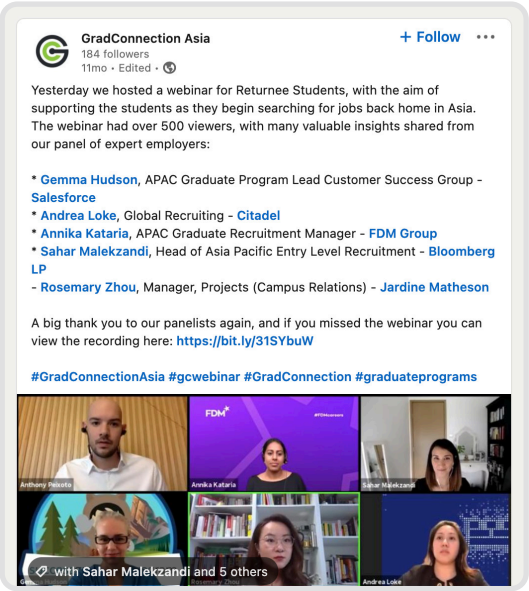
$500 USD

Include a Sponsored Post package to significantly increase the reach of your post across Facebook and Instagram. All Sponsored Posts will be boosted to GradConnection's active website users (targeted across social media) and lookalike audiences built from our database.

Student Newsletter

$500 USD/month | $5000 USD/year

Book a logo or interstitial banner advert to appear in our monthly student newsletter, The Cram. This newsletter has an average open rate of 23.37%.



Student Webinar with live Q&A session

$1,000 USD

Webinars include the following:

- Employer specific content
- Live Q&A session with students
- Practice session & question briefing with GradConnection AM
- Email invitation to target audience with link to your Employer Profile
- Social post promotion of webinar
- Session reports, transcript and all Qs asked by attendees
- Social post linking to recording of webinar
- Webinar permanently presented on GradConnection website