

# Using Storytelling to Influence a Difficult Candidate Group

## BACKGROUND

SRON Netherlands Institute for Space Research is a space science research institute that develops pioneering technology and advanced space instruments to pursue fundamental astrophysical research, Earth science and exoplanetary research.

SRON is well known among space researchers, but less so among instrument scientists and engineers who are essential to conducting space research. This expertise is highly desirable in industry too, meaning SRON faces higher competition for this type of talent. Like many other STEM employers, SRON experience difficulties attracting women.

## OBJECTIVE

Our goal was to create a story and campaign to promote SRON as an attractive place for international instrument scientists and engineers to work, especially for women.

# Our solution

Our Academic Story product, which combines content marketing and storytelling, provided SRON with a completely new way to reach out to candidates that could be interested in working as an instrument scientist at their institute.

## STORY

The story at was designed to appeal to instrument scientists by focusing on Lorenza Ferrari, a female instrument scientist working at SRON. The story explains what drew Lorenza to work at SRON, and what unique features make the institute an appealing employer for someone like her. Read SRON's story [here](#).

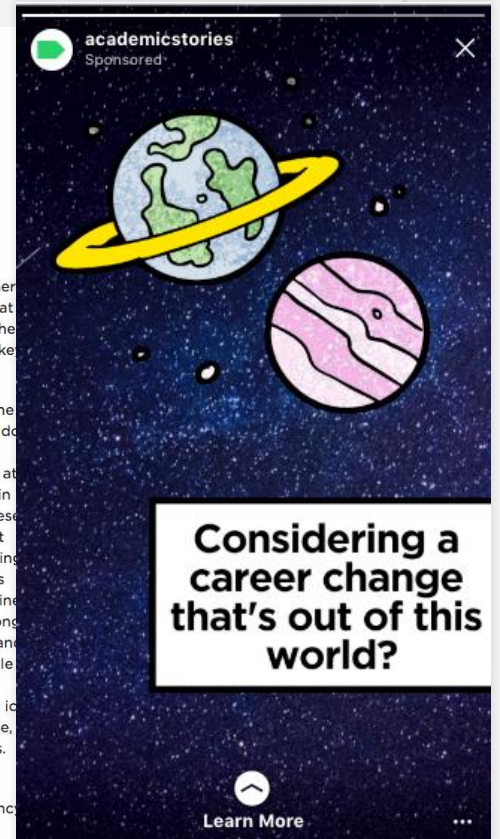
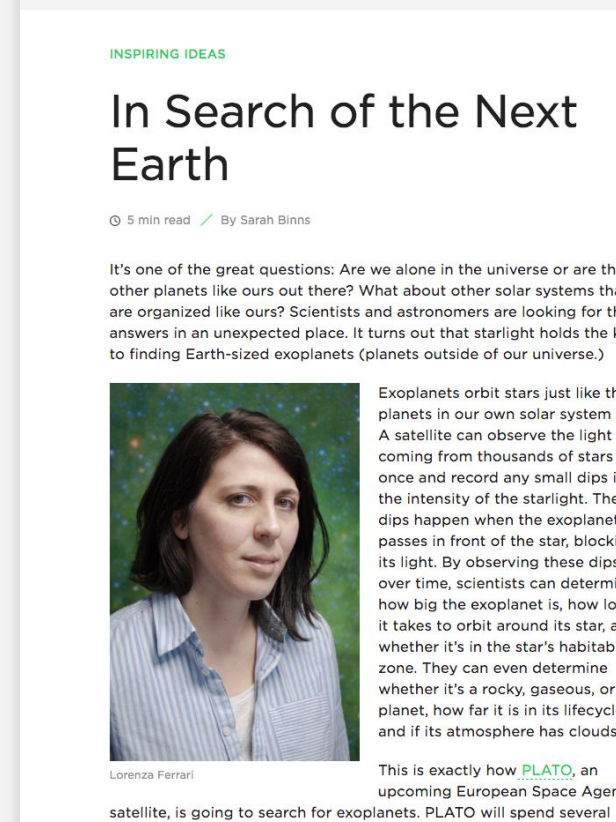
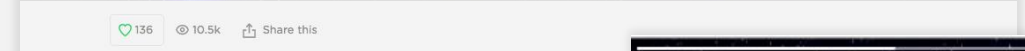
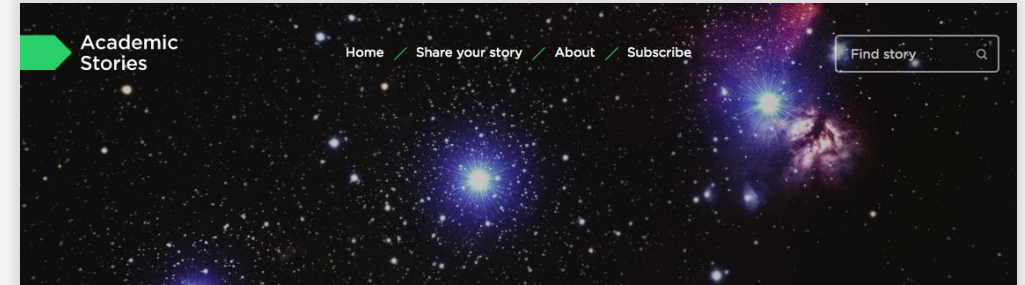
## CAMPAIGN

The story was promoted to SRON's desired audience across various digital channels. The campaign was tailored to target people in relevant interest groups within our unique academic audience.

Demographic targeting



Geographical targeting



# Results

The campaign achieved its goal and created positive awareness of SRON as a potential employer among instrument scientists. The campaign conversion data confirms that we presented the readers with inspiring content that motivated them to consider SRON as a potential employer.

*“Collaborating with Academic Media Group allowed us to share our story and reach relevant candidates around the world.”*



Sandra van Gessel  
HR Manager  
SRON



**623,000**  
People reached

**10,000+**  
People read the story

**220%**  
Increase in employer  
consideration<sup>1</sup>

**2.5x**  
More female than male  
conversions<sup>2</sup>

- 1) Visits to SRON's employer profile on Academic Positions increased by 220% during the campaign compared to the previous period. The increase was even more significant given that SRON is a small institute that posts comparatively few jobs a year.
- 2) One of the objectives of the story was to promote SRON as an attractive employer to women, which is why Lorenza was selected as the featured researcher. As a result, 70% of the people that clicked through to SRON's employer profile from the active campaign were women.

# Partner with us

Our partners include universities and institutes across the globe. To enquire about becoming a partner or to learn more about academic talent attraction, please get in touch with us using the contact details below.

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