University of Edinburgh's Careers Service

Targeted Emailing Service: 2021/22

To book our targeted emailing service simply complete our booking form on MyCareerHub:

https://www.hub.ed.ac.uk/Employers/Booking_forms.chpx

Our targeted email service allows you to reach out to a specific group of students for whom your opportunity is particularly relevant. This service allows you to select very specific groups of students that you may be trying to reach.

To send a targeted email to a select group of students simply:

1. Upload your opportunity to MyCareerHub or complete an event publicity request form
2. Write a clear, concise email, maximum of 500 words, remember to include a subject line and save this as a word document
3. Complete a targeted email booking form:
- Provide your contact details
- Select your target discipline(s) - which subject areas you wish to target
- Within the chosen discipline(s), select your target level (year of study)
- Add any further comments about your target groups
- Upload your email wording as a word document
- If you would like to include a picture or a logo upload this
- Specify the date that you would prefer the email to be sent
- Provide your billing information

On receipt of your form, we will check your opportunity or event is on MyCareerHub, identify your target students, collate the email and send it out within three working days of your preferred date.

Following the sending of your email you will be sent an invoice or online payment instruction.

Top Tips for making your email effective:

1. Send more emails to few groups of students, so that you can tailor and be more specific in your messaging to those cohorts of students;
2. Get alumni from the University of Edinburgh or from that discipline to write the email, or include a case study,
3. Keep the message short and sweet – use the PASS model: Purpose – what is the desired outcome; Action – what action do you want the reader to take and what is the deadline or timeframe (consider subheadings), Supporting – have you given the reader all of the information they need to take the action; Subject – clarify and summarise the message and target audience in the subject

4. Add your logo; use your email as an opportunity to build your brand further with our students.

Cost and Selections

The cost for our targeted emailing service is £35 + VAT per subject area, per year group. The maximum number of selections is 15 for a paid targeted email and 5 for a free targeted email.

On the form, subject areas are split up by College and also have subtext to further explain the types of degrees offered within each School. You can see an example of this below.

College of Science and Engineering

Subject Area
Please select which subject areas you would like your email to be sent to

☐ Biological Sciences
At undergraduate level includes courses such as Biochemistry, Genetics, Immunology, Pharmacology, Plant Science, Zoology. At postgraduate level includes Drug Discovery and Translational Biology, Biotechnology.

☐ Chemistry
At undergraduate level includes courses such as Materials Chemistry, Chemical Physics, Medicinal and Biological Chemistry.

☐ Engineering
At undergraduate level includes courses such as Chemical, Civil & Environmental, Mechanical and Electronics & Electrical Engineering. At postgraduate level includes Structural & Fire Safety Engineering and Biomechanics.

☐ Geosciences
At undergraduate level includes courses such as Geography, Ecological & Environmental Sciences, Earth Science. At postgraduate level includes Carbon Capture & Storage, Ecological Economics.

☐ Informatics
At undergraduate level includes courses such as Computer Science, Artificial Intelligence, Software Engineering, Cognitive Science.

☐ Mathematics
At undergraduate level includes courses such as Pure and Applied Maths, Statistics. At postgraduate level includes Operational Research, Financial Mathematics.

☐ Physics and Astronomy
At undergraduate level includes courses such as Astrophysics, Chemical Physics, Computational Physics, Geophysics, Mathematical Physics. At postgraduate level includes High Performance Computing

For each of the subject areas, you can select from the below year groups:

Example=

Biological Sciences

- Students due to finish Summer 2025

1st year undergraduates, who have started with us in 2021

- Students due to finish Summer 2024

2nd year undergraduates

- Students due to finish in Summer 2023

Penultimate year undergraduates

- Students due to finish Summer 2022

Final year undergraduates due to finish in May 2022 and final year / 1 year taught masters students due to finish in August 2022

- Post graduate research students such as PhD students

Variable end dates

Some of our subject areas contain an extra year. This breakdown is included in the targeted email order form.

A message from SAMPLE COMPANY

If you include a logo, it will be uploaded above your message here.

Your message goes here.
On the booking form you can upload your text in a word document.
Emails can be submitted in plain text only.
Maximum word limit 500 words.

Tips for writing your email:

- Put the most important information at the top
- Include a clear, relevant subject line
- Keep text concise
- Use sub-headings or bullets to structure content
- Avoid using acronyms or business jargon

More information on this opportunity can be found on MyCareerHub.

Inspiring futures

Sample Email