



**the  
right  
ethos**

# ADVERTISING WITH THE RIGHT ETHOS

TARGETED AND COST  
EFFECTIVE RECRUITMENT

**YOUR JOB ADVERTISEMENT COULD REACH 12,000  
LOOKING FOR RELEVANT NOT-FOR-PROFIT ROLES IN:**

Communications | Public Affairs | Campaigns | Policy | Parliamentary  
| Digital & Social Media | PR, Press & Media | Marketing

# 1

## PREMIUM JOB POSTING

Post your Job with logo on the first page of the themed\* section on our website and in the Premium jobs section of our enewsletter to 12k for 1 month for maximum visibility + targeted responses. The job advert will also get distributed regularly through the social media channels up until the deadline for the role.



**Email** your jobs to [advert@therightethos.co.uk](mailto:advert@therightethos.co.uk)

**Price: £245**

**Campaigns, Advocacy, Policy & Public Affairs OR Communications, Media, Marketing, PR and Digital**

# 2

## HIGHLIGHTED JOB POSTING

Jobs appear with logo placed on the themed\* section on our website and will feature in our enewsletter at least twice, then a weblink until your deadline



**Email** your jobs to [advert@therightethos.co.uk](mailto:advert@therightethos.co.uk)

**Price: £185**

# 3

## BASIC JOB POSTING

Jobs appear with logo placed on the themed section on our website. With a weblink within and our enewsletter at least twice



**Email** your jobs to [advert@therightethos.co.uk](mailto:advert@therightethos.co.uk)

**Price: £95**



## HOW TO ADVERTISE

 **Email** your copy and logo to [advert@therightethos.co.uk](mailto:advert@therightethos.co.uk)

We will aim to post your advert within 1 working hour and send it back to you to review

We will then invoice you.

# DISCOUNTS ON A BULK PURCHASE OF ADVERTS

## BASED ON PREMIUM JOB POSTINGS

ADVERTS	COST	PER ADVERT
1	£245	£245
3	£675	£225
5	£975	£195
10	£1,450	£145
20	£2,500	£125
25	£2,875	£115
50	£3,950	£79

Please ask for bulk prices for Highlighted or Basic job adverts

To contact The Right Ethos email [advert@therightethos.co.uk](mailto:advert@therightethos.co.uk) or call **01227 639768**

# WHO ADVERTISES WITH THE RIGHT ETHOS?

The most well known of the organisations who have include:

**Action For Children** Ambitious about Autism **Asthma UK** Bowel Cancer UK **Changing Faces** The Children's Society **Christian Aid** Diabetes UK **Friends of the Earth** Guide Dogs **Leonard Cheshire** Macmillan Cancer Support **Mencap** MS Trust **National Aids Trust** NHS Charities Together **NSPCC** Pancreatic Cancer UK **Parkinson's UK** PLAN International UK **The Salvation Army** Scope **Shelter** Sport England **Teenage Cancer Trust** The Health Foundation **Tate Gallery** Trade Union Congress (TUC) **UNICEF UK** Which? **World Animal Protection**

Some of the advertising agencies include:

- Point 13 Media
- Ad Seeker
- Cando Media
- CHM Recruit
- CJA Group
- WJP Floyd
- One Fix Media
- Rex Advertising
- Talos360



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## Strong evidence that The Right Ethos is the best place to advertise your external affairs roles

In Spring 2023, we undertook a straight test of the same advert for the same job across – The Right Ethos V Guardianjobs V Charityjob

The job was Assistant Director of Public Affairs & Communications – circa £70k

### The results:



	Page views
The Right Ethos	1,208
Charityjobs.co.uk	1,032
Guardianjobs.co.uk	851

The Right Ethos had 17% more views than charityjobs.co.uk  
The Right Ethos had 42% more views than guardianjobs.co.uk

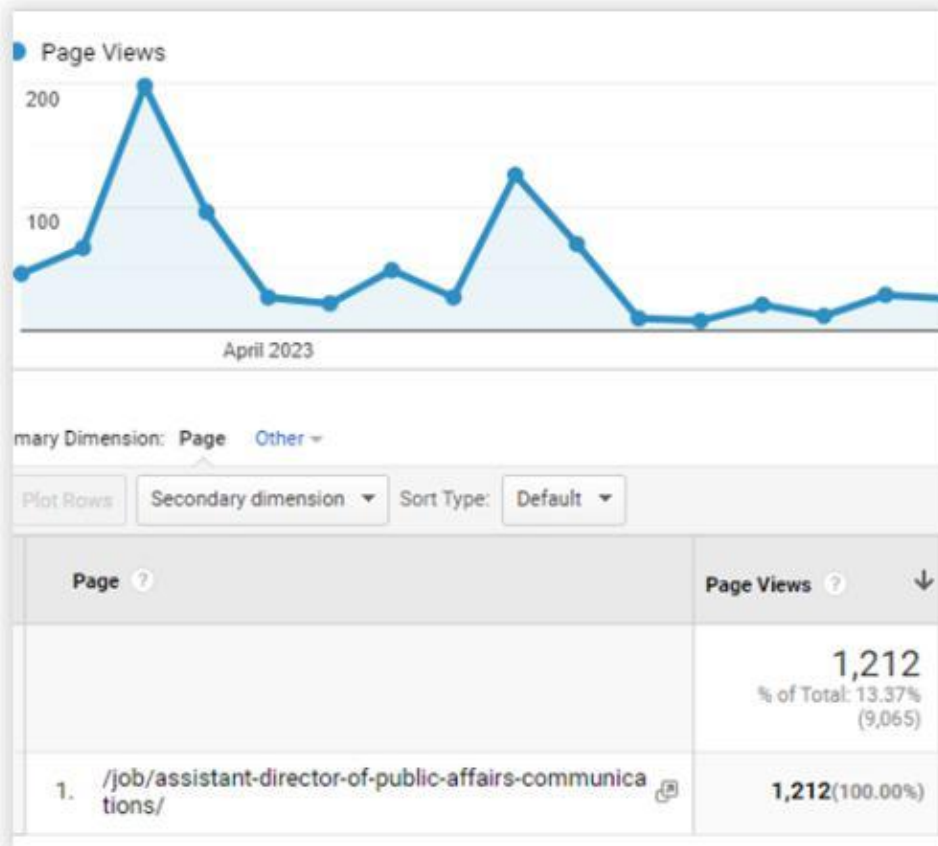
### There are also other places to advertise but their cost effectiveness is questionable

- A digital focused community in the not-for-profit sector goes to 3,800 but published views are very low
- A public affairs job board not specialising in our sector. An audience of 4k+ but probably lower e-newsletter recipients. The Right Ethos has a database of over 20k with 12k receiving the e-newsletter. Expensive - their lowest price of £300 compares to ours of £95
- A broad all-sector policy and think tank job board with mailing list of over 3k

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# THE RIGHT ETHOS V GUARDIANJOBS V CHARITYJOB THE EVIDENCE SHOWING THE RESULTS:

**1st Place: The Right Ethos – 1,212**



**2nd Place: Charityjob: 1,032**

**Assistant Director of Public Affairs & Communications**  
 a client of The Right Ethos  
 up to £70,000 London, Greater London On-site

Ad Type Standard Posted 26 March 2023 Closing 27 April 2023 Post as new Ad View

Views: 1032

Clicks on Apply: 51

Applications: 16

Unsorted: 16

# 3rd Place Guardianjobs: 851

The screenshot shows the 'Your jobs' section of The Guardian Jobs Recruiter services. The page includes a navigation bar with 'The Right Ethos', 'Jonathan Dearth', and 'Sign out'. Below the navigation bar, there are links for 'Basket', 'Credit balance', and 'Activity history'. The main header reads 'The Guardian Jobs Recruiter services' with the URL 'theguardian.com'. A secondary navigation bar contains 'Products', 'Your jobs', 'CV database', and 'Why post with us?'. The 'Your jobs' section features a search bar for 'Keywords', a 'Status' dropdown menu set to 'Expired', and a pink 'Filter' button. Below the search bar, there are options for 'Jobs selected: 0' and 'Filter by: All Jobs | My Jobs'. The 'Sort by' options are 'Created', 'Expiring', and 'Recent applications'. A table lists job postings with columns for 'Select All', 'Title', 'Location', 'Status', 'Period', 'Views', 'Applications/Conversions', and 'Actions'. One job is listed: 'Assistant Director of Public Affairs & Communic...' with a location of 'Hybrid - London', status of 'Expired', period from '28 Mar 2023' to '28 Apr 2023', 851 views, and 26 applications. An action button labeled 'Repost' is visible for this job.

Select All	Title	Location	Status	Period	Views	Applications/ Conversions	Actions
<input type="checkbox"/>	Assistant Director of Public Affairs & Communic...	Hybrid - London	Expired	28 Mar 2023 28 Apr 2023	851	26	Repost

# THE RIGHT ETHOS

The Right Ethos was founded in 2007 by Jonathan Dearth. He previously worked for campaigning organisations including Shelter, Save the Children, Amnesty International and Liberty from 1993 to 2007. He was a Councillor in Islington between 1998 and 2006, including being the Mayor of Islington

## The Right Ethos

- is a member of the Senior Job-sharing Network which works to promote the benefit of Job-sharing across the charity sector
- contributed to the NCVO's Trustee guide to campaigning and influencing
- was the only recruitment consultancy appointed to sit on the steering group to develop the National Occupational Standards for Campaigning
- sat on an expert panel run by Skills – Third Sector examining the possibility of an apprenticeship in campaigning
- has presented the Economic Justice Award at the Sheila McKechnie Campaigners Awards



# HOW ELSE THE RIGHT ETHOS CAN HELP YOU FIND THE BEST CANDIDATES FOR YOUR JOB?

As well as the 12k weekly recipients of our enewsletter, we have further candidates on our database making a total of over 20k candidates in working in:

**Communications | Public Affairs | Campaigns | Policy | Parliamentary | Digital & Social Media | PR, Press & Media | Marketing**

In all of our searches we usually present 5-8 candidates – CVs and detailed supporting statements.

## We have 3 ways of working

- **Shortlist Boost** - at 7.5% where we undertake the same full search as the 2 other ways, but we leave the setting up of interviews, candidate feedback and successful candidate negotiation to you. The fee is due when we present the candidates to you
- **Our retained service** - 13.5% of first year salary + vat. The fee payments are 1/3 at the start of the assignment, 1/3 when we present candidates and 1/3 when the appointed candidate starts work with you. We would expect that you would appoint after one round of the search. However, we would continue the assignment until you make an appointment
- **“No-appointment, no fee”** – fees depend on the role, so please contact us

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