



Actuaries  
Institute.

# Advertising your actuarial roles

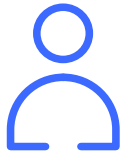
Finding your next star performer



# Speak to your talent where they are

Cut through the noise and connect directly with your ideal candidates.

Specialised talent. Unparalleled access:



5,600+ members, covering all Australian-certified actuaries.



Actuaries.asn.au – #1 Google-ranked website for 'actuary', with 1.4m page views per year



Actuaries Digital – our online magazine, with 280k+ page views per year



Exceptional email engagement rates – open and click-through rate 2x higher than industry average.



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# Career-motivated candidates across multiple sectors

- One of the key drivers for membership is support in achieving **their next role**.<sup>1</sup>
- **Job advertisements are the most clicked links** within our weekly news EDM, the Bulletin, receiving up to **760 clicks** per link.
- **51% of members are Fellows**, creating value and driving growth across organisations, ranging from data and technology to government and regulatory agencies, wealth management to climate and sustainability, general insurance to ecommerce.

	Members	%	Primary / Secondary %
General Insurance	1,650	29	43
Life Insurance	1,395	25	38
Data Science	443	8	34
Superannuation	337	6	17
Investment fund	292	5	21
Banking	248	4	15
Risk	141	2	21
Reinsurance	165	3	17
Health	171	3	14
Finance	100	2	15

# Key reasons to advertise



## Access

Utilise our channels for **direct, targeted access** to Australia's top actuarial talent.



## Leverage

Affiliate your brand with the Actuaries Institute, the **key resource** for actuaries looking to develop, connect and learn.



## Engagement

Through our EDMs, your job listing is shared with 4k+ subscribers, achieving **66% higher open rates and 139% higher click-through** than recruitment industry standard.



## Cost effectiveness

At a comparatively **lower price** than Seek and Indeed, you reach **your target market** and profile your organisation.



# Jobs Board listings

The screenshot shows the Actuarial Institute's Jobs Board. The header includes the Actuarial Institute logo, navigation links (Skip to content, social media icons, search), and a list of services: Daily News, CPD Dashboard, Actuarial Digital, and Login. A main navigation bar lists: Becoming an Actuary, Membership, Education Program, CPD & Knowledge, Events, Professional Development & Regulation, Practice Area, Public Policy & Media, and About Us. The page content features a sidebar with links like 'Why become an Actuary?' and 'How to become an Actuary?'. The main area is titled 'Jobs Board' and includes a 'Print This Page' button. A featured job listing is for 'Multiple Roles - Tutor/Assistant Lecturer, Lecturer, Senior Lecturer' at the University of Melbourne, with a description of the roles and a 'Show 20' dropdown.

Jobs Board hub

The screenshot shows an article on the Actuarial Digital website. The article title is 'Football Fan Fact-Finding: The Economics of Sporting Success'. The author is Andrew Mantion-Hall, dated 10 April 2024. The article text includes: 'The Wikipedia page titled 'Sports Economics' is less than 500 words long. You could read the entire thing in less time than it takes to watch the highlights from your team's latest match. Or, incidentally, in less time than it takes you to read this article.' It lists key points about sports economics and compares it to sports analytics. A small image of a man in a suit is visible in the bottom right corner of the article content.

Actuarial Digital med rec

The screenshot shows a bulletin article for a 'Senior Portfolio Manager' position. The headline is 'Senior Portfolio Manager'. The text describes the role at Savana Asset Management, a private investment management company. It states: 'Seeking a quantitative Senior Portfolio Manager to report to the CEO, this role will see the successful candidate maintain portfolios, manage the trading and rebalancing, and continue to evolve algorithms and applications to different client mandates and markets.' The ideal candidate requirements are: 'The ideal candidate will have a background in a quantitative discipline and a track record of at least 10 years of experience in equity funds management, stockbroking or investment banking.' A blue button at the bottom says 'Find out more and apply' with an external link icon.

Bulletin article

# Advertising matrix

Exposure	Tier 1	Tier 2
<b>Bulletin – weekly newsletter, 4k+ subscribers</b>		
Lead story and subject line mention	✓	✓
Additional ‘Career Opportunity’ listings, week 2 & 3	x	✓
<b>The Digest – fortnightly newsletter, 4.3k+ subscribers</b>		
Ad placement with logo	x	✓
<b>Jobs Board Hub</b>		
Ad with company logo - 4 weeks	✓	✓
<b>Actuaries Digital</b>	✓	
Home page listing	✓	✓
Sideboard med rec ads on high traffic pages	x	✓
	List price: \$1,200 ex GST	List price: \$1,500 ex GST

## Value packages

- 5 ad listings – save 20%
- 10 ad listings – save 50%

\*to be used in one calendar year

# Looking to get more value from your data? Find data scientists with us

Used together, **data science and actuarial skillsets can drive business innovation**, effectively manage future financial uncertainty, elevate customer experience, enhance automation, and inform better pricing, valuation and business decisions.

- **34% of our members list Data Science as their primary or secondary practice area.**
- The launch of the **Data Science Actuary** nomenclature in 2023 proved the passion of our members to showcase their advanced skills in Data Science paired with actuarial expertise.
- Actuaries are skilled data scientists:
  - All students within our Actuary program **study Data Science Principles.**
  - 58% of current Fellowship Application enrolments are **in Data Science Applications**

## Bonus add-on

To help you speak directly to this audience, list in our monthly Data Science newsletter, sent to 1700+ subscribers and with an open rate 2x higher than industry average. For a limited time, **this ad space is free** with our Tier 1 and Tier 2 packages.





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## Contact us

If your organisation is interested in listing your next role with us, we'd love to hear from you. Terms and Conditions apply.

For advertisement enquiries, please contact [memberservices@actuaries.asn.au](mailto:memberservices@actuaries.asn.au) or call us on +61 (2) 9239 6100.

[www.actuaries.asn.au/career-opportunities/advertise-with-us](http://www.actuaries.asn.au/career-opportunities/advertise-with-us)