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**Academic media group to address the urgency of employer branding in academia**

The company behind the career network Academic Positions and the academic storytelling platform Academic Stories, is now launching *Academic Media Group* to address the increasing demand for employer branding in academia.

The tradition of relying on reputation and university rankings is creating a gap in academia's communication with future employees, and many organizations are still in early stages of presenting themselves as not only great academic institutions but also great employers. Still, the range of strategic employer branding partners for academia is limited, which was the catalyst for Academic Media Group.

Leveraging nine years of experience of providing recruitment services to the academic institutions around the world, Academic Media Group is now creating a new segment in the employer branding industry by providing strategic employer branding solutions designed specifically for the academic sector.

Erik Björkander, the CEO of Academic Media Group, explains why employer branding is crucial for the academic sector in his introductory blog post. Visit the link to read full article: <https://bit.ly/2yyyXmB>

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**About Academic Media Group**

Academic Media Group is a digital media company and strategic partner that aims to support the internationalization of research and encourage people to pursue an academic career. By combining strategic communication, ingenuity, and cutting-edge technology, Academic Media Group delivers highly competitive employer branding services to the academic sector. Founded in 2009 and headquartered in Stockholm, we help universities and research organizations all over the world to not only be great academic institutions but also great employers.