

Careers In Group Big Four Accountancy & Public Practice Case Study

The world's leading job board group for Audit, Risk,
Compliance, Cyber Security, Data, Analytics,
ESG & Sustainability professionals

Celebrating
19 years
as the industry's
leading job
board group

Big Four Accountancy & Public Practice – Case Study

Introduction

The Careers In Group is the world’s leading job board group for Audit, Risk, Compliance, Cyber Security, Data Analytics and ESG & Sustainability recruitment across the UK, Europe, Middle East, Asia and the US.

Established in 2005, the Careers In Group launched its first specialist job board, [CareersinAudit.com](https://careersinaudit.com), which fast became the career brands and industry resource of choice for the global Audit, Risk and Compliance communities. The other sites have joined the group over the following years and together they continue to lead the way in online recruitment for Corporate Governance globally, with a loyal following of over **260,000 registered professionals** worldwide.

The Careers In Group and the Accountancy & Public Practice Sector

The Accountancy and Public Practice sectors are significant players on the world stage. The Big Four accounting firms, EY, PwC, Deloitte and KPMG comprise over 1.5 million staff members globally and each firm’s network extends to over 150 countries.

The Careers In Group job boards are strongly affiliated with the Accountancy and Public Practice sectors. All of the Big Four accounting firms are regular advertisers on the site and each year we support the Big Four with recruitment campaigns and online talent attraction strategies in many locations around the world. In the last 24 months, [CareersinAudit.com](https://careersinaudit.com) attracted over **186,000 candidate views** of Accountancy and Public Practice job advertisements alone. These views resulted in **over 250,000 completed applications** for the Big Four and hundreds, if not thousands, of successful hires.

Internal Audit IT Audit **Risk Analysis** Fraud Assurance
 AML Governance Forensics **External Audit** Advisory Data Science
Heads of Compliance Sarbanes-Oxley **Cyber Security**
 Operational Risk **Risk Management** Regulations Change
Technology Risk Actuarial Financial Crime Business Intelligence
 InfoSec IT Compliance **Financial Risk** Machine Learning
 Internal Controls **Data Analytics** Compliance Officers **GRC**
Security Engineers Data Engineers **Cyber Crime**
 Ethics Environmental, Social & Governance
Corporate Social Responsibility Sustainability



Campaign objectives

EY's objective was to recruit candidates for various Assurance positions, including External Audit, Fraud Investigation and Dispute Services, Capital Markets, and Extended Assurance throughout the UK.

Our recommendations

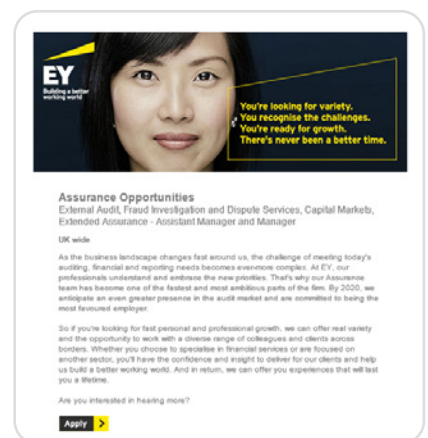
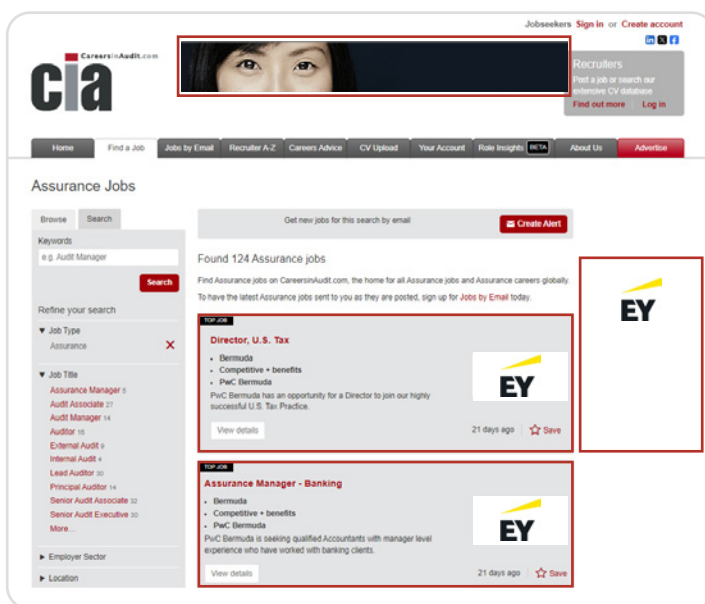
For EY, we compiled an advertising package that included 20 Branded Job listings on CareersinAudit.com, a Homepage Featured Job upgrade, 5 Premium Job upgrades and a Top Job position, to provide the very best visibility among the professionals on the site.

The jobs were supported by a Corporate Profile Page and listing in the site's Recruiter Directory. We also distributed a bespoke Targeted Email to over 12,000 professional jobseekers in the UK and hosted a Leaderboard Banner on the homepage for one month.

The results

Career opportunities with EY Assurance	
Job views	4,293
Applications	935
Application rate	21.2%

The talent attraction campaign for EY performed extremely well, with 935 quality candidates applying directly to their live jobs on the EY career site. Multiple direct hires were made from this campaign alone, saving EY a huge amount on recruitment agency fees.



Targeted Email

Leaderboard Banner, Top Job, Premium Job, Branded Listing



Campaign objectives

PwC used CareersinAudit.com to source and hire an Internal Audit Manager/Senior Manager to be based in Singapore.

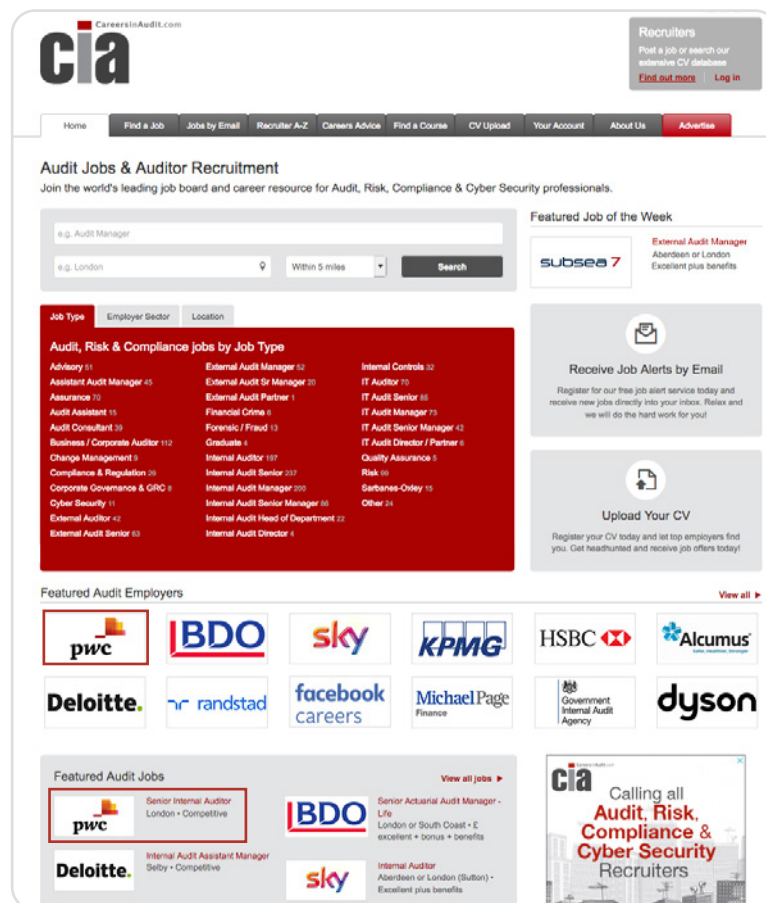
Our recommendations

We recommended a job package including a Branded Job listing, a Corporate Profile Page, and a listing in the site's Recruiter Directory. The package also contained a Premium Job upgrade and a Homepage Featured Job, upgrade which was featured on the CareersinAudit.com homepage for a full month.

The results

Internal Audit Manager/ Senior Manager	
Job views	1,103
Applications	139
Application rate	12.6%

The month-long campaign performed very well, with 139 applicants provided for PwC Singapore. The addition of the Premium Job upgrade, ensured that the job was seen by the maximum number of top matching candidates via the daily job alert emails.



Featured Recruiter, Featured Job

Deloitte.

Campaign objectives

Deloitte's objective was to recruit for Audit Managers and Senior Managers to be based in New Zealand's major cities; Auckland, Wellington, and Christchurch.

Our recommendations

We recommended an advertising package that included a Branded Job listing, a Corporate Profile Page, and listing in the site's Recruiter Directory. We also included two Homepage Featured Job upgrades, two Premium Job upgrades and a Homepage Featured Employer button for one month.

We sent out a fully branded Targeted Email to over 5,000 highly targeted registered professionals in Australia and New Zealand, and Deloitte was the Featured Employer on the CareersinAudit.com monthly candidate e-newsletter, sent to over 90,000 candidates.

The results

Career opportunities with HSBC two month campaign	
Job views	3,739
Applications	632
Application rate	17%

Deloitte received an excellent response to their fully branded targeted email and job posting campaign. Utilising the strength of their brand, this resulted in receiving 201 applications for their various vacancies across New Zealand.

The screenshot shows a grid of employer logos including Deloitte, BDO, newlon HOUSING TRUST, KRESTON REEVES, Crowe, Borough Council of King's Lynn & West Norfolk, Ellacotts, Government Internal Audit Agency, BUCK ROTHENBERG, 10|AfID, Buzzacott, and KPMG. Below the logos, there are featured job listings for Taylor Root (Internal Auditor), Deloitte (Graduate Programme Audit), PwC (Audit Manager), and Kreston Reeves (Audit Senior). A 'View all employers' link is present. On the right, there is a 'cia' banner for 'Calling all Audit, Risk, Compliance & Cyber Security Recruiters'.

Featured Recruiter, Featured Job

The screenshot shows a search results page for 'External Audit Manager Jobs'. It includes a search bar with 'Audit Manager' entered, a 'Search' button, and a 'Create Alert' button. The results show 'Found 48 External Audit Manager jobs'. A specific job listing for 'Audit Manager' at Deloitte is highlighted, with details: 'Birmingham or Cheltenham (Hybrid)', '£52,000 - £62,000 + benefits', and 'Auslin Rose'. The listing also mentions 'Our client is a global Top 15 practice...' and includes a 'View details' link and a '4 days left' indicator.

Top Job, Premium Job



Campaign objectives

KPMG advertised on CareersinAudit.com to recruit for an Audit Senior to be located in Bermuda.

Our recommendations

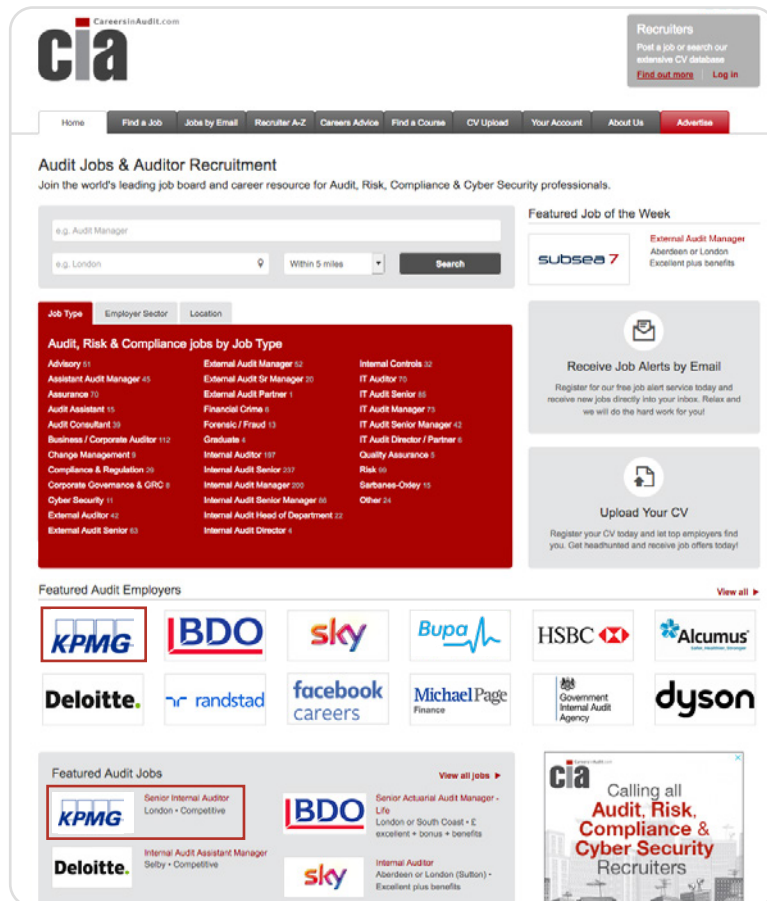
We compiled a candidate attraction package that included a Branded Job listing, a Homepage Featured Job upgrade, a Corporate Profile Page and a listing in the site's Recruiter Directory.

The package also included a Leaderboard Banner featured on every page of the site for two weeks and a Targeted Email sent to 4,200 highly targeted professionals in the USA, Europe and Caribbean.

The results

Audit Senior	
Job views	1,032
Applications	334
Application rate	32.3%

The results from this highly targeted talent attraction campaign were outstanding. The combination of using targeted website banners, a targeted email and job posting resulted in 334 quality applications being received and multiple job offers being made.



Featured Recruiter, Featured Job

Conclusion

With over **260,000 registered professionals** and new professionals joining the site every month, the Careers In Group are the first choice of specialist job boards for Audit, Risk, Compliance, Cyber Security, Analytics and ESG & Sustainability professionals and employers across the Accountancy and Public Practice sectors

The Big Four across the world have continued to receive unrivalled results from the Careers In Group of specialist job boards for their internal recruitment and annual candidate attraction drives after years of successful campaigns in every continent. CareersinAudit.com has also worked with the majority of the top 100 accountancy firms across the world providing the very best candidates the industry has to offer.

If you are looking for Audit or Governance professionals at any level and in any location, please get in touch today and we will be able to provide you with the very best candidates for your vacancies from across our group of specialist job boards.



The **Careers In Group** market-leading specialist job boards cover the global Audit, Risk, Compliance, Data Analytics, ESG and Sustainability and Cyber Security sectors, providing talent across the world for the ever-growing global industry staffing requirements within Governance.

Audit
Risk
Compliance & Regulation
Data & Analytics
ESG & Sustainability
Cyber Security



Careers In Group job platforms:



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