

# Case Study

## Audit Offices

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



# Audit Offices – 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 site 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 **240,000 registered professionals** worldwide.

## The Careers In Group and Audit Offices

The Careers In Group job boards are strongly affiliated with Audit Offices, and as the job boards of choice, the sites manage on-going accounts and high-profile recruitment campaigns for many Audit Offices across the world. We also work closely with many other government and public sector entities as well as accountancy firms, insurance companies, and investment and retail banks.

Our Audit Office clients include the National Audit Office in the UK, the Northern Ireland Audit Office, Audit Wales, Audit Scotland, the Victorian Auditor General's Office in Australia, and many others.

In the last 24 months, the Careers In Group attracted **4,989 views** of job advertisements for Audit Office clients across the sites, which resulted in **547 completed applications** and an 11% conversion rate. For the Government and Public Sector industry in general, we provided a total of 6,227 applications from 62,388 job views and a conversion rate of 10%.

**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



National Audit Office

## Campaign objectives

The National Audit Office (NAO) in the UK have been using the Careers In Group job boards since 2008 to fulfil their staffing needs for Audit, IT Audit, and Analytics professionals in their main locations of London and Newcastle. The NAO recruit regularly throughout the year for senior-level roles, so require a job board partner that can deliver consistent results for the qualified candidates they need.

## Our recommendations

The NAO like to run targeted campaigns that perform quickly, so we create high visibility campaigns for them that include job listings and HTML emails. The most recent package included 10 x Sector Sponsored Job credits to use over a 12 month time-frame, a Corporate Profile Page and listing in the Recruiter Directory, and promotion of their roles across the Careers In Group social media network. Fully branded HTML emails are added to this package when the NAO have a role they would like to boost responses to quickly, and we also feature their logo on the homepage of CareersinAudit.com as a Featured Recruiter to boost traffic to their job listings.

## Recent results

Audit Principal	
Job views	416
Applications	63
Application rate	15.2%

Audit Manager	
Job views	214
Applications	41
Application rate	19.2%

Data Analytics Manager	
Job views	194
Applications	60
Application rate	30.9%

Targeted Email – Audit Principal campaign	
Sent to	6,801
Opens	4,358
Unique opens	2,580 (37.9% open rate)
Clicks	418
Unique clicks	284 (4.2% click-through rate)

**Audit Principal - London or Newcastle / Hybrid**

We are looking for **Audit Principals** (the equivalent of an Assistant Manager at most firms) who want to make a real difference – leading and motivating financial audit teams to deliver audit work that is both high quality and delivers insight to help improve public services.

**Who are we?**

We are the UK's independent public spending watchdog. We support Parliament in holding government to account and we help improve public services through our high-quality audits. We carry out external audit work on all central government bodies and other organisations such as the BBC.

**The Role**

Our Audit Principals lead our most complex engagements and manage our smaller engagements to deliver a portfolio of work which leads to the certification of our clients' annual reports and accounts.

You will deliver high quality and cutting-edge audit work to international auditing standards. Your insights and the value they add will not only benefit the bodies you audit directly but also inform our other work – including our value-for-money studies and investigations.

**Are you ready to make a real difference? Join our team and make your mark.**

*The closing date for applications is 5pm, 26 June 2022.*

[Find out more & apply here](#)

**NAO**  
National Audit Office

Targeted Email



## Campaign objectives

The Northern Ireland Audit Office (NIAO) approached CareersinAudit.com to assist with attracting Auditors, Senior Auditors and Audit Managers to join them in a number of hybrid working roles. They came to the Careers In Group to source qualified candidates quickly and cut down the amount of time spent sorting through irrelevant candidates that would have been attracted from advertising on more generalist job boards.

## Our recommendations

For this campaign we recommended a package consisting of 5 x Branded Job listings, 2 x Sector Sponsored Top Job Upgrades, a Corporate Profile Page and listing in the site's Recruiter Directory, along with a Featured Employer button on the CareersinAudit.com homepage. We also included a targeted HTML email with full NIAO branding to reach a tailored audience.

## The results

Career Opportunities with NIAO		Targeted Email – NIAO Audit Campaign	
Job views	679	Sent to	1,308
Applications	64	Opens	694
Application rate	9.4%	Unique opens	383 (29.28% open rate)
		Clicks	34
		Unique clicks	23 (2.6% click-through rate)

**Auditor roles with the Northern Ireland Audit Office**

Northern Ireland Audit Office (NIAO) strives to inspire confidence in public services through independent scrutiny, based on impartial and innovative reporting.

Our audit work covers 108 public organisations which spend over £25.7 billion of public money annually.

We are proud of that fact that we offer high quality, interesting and varied careers to our employees who come from a wide variety of backgrounds but all of us share one passion, to contribute and improve upon value for money across the public sector in Northern Ireland.

Due to a planned period of growth, we have permanent opportunities for an Auditor and Senior Auditor to join our team:

- **Auditor** (30-37 hours per week) - £36,554 to £39,549 + benefits
- **Senior Auditor** (full time) - £43,518 to £49,030 + benefits

At present these posts will be working from home. It is anticipated a hybrid working pattern consisting of working from home, at client sites and at headquarters in Belfast may be developed in future.

These roles also offer a range of attractive benefits including generous annual leave entitlement, generous pension package, flexible working, free car parking and an on-site gym.

Interested? Please apply by 23 July, 11am for the Senior Auditor role and 26 July, 9am for the Auditor role.

[View more & apply](#)

Targeted Email





## Campaign objectives

Audit Wales / Archwilio Cymru have been using the Careers In Group job boards since 2015 to hire Audit professionals at all seniorities, from Graduates and Trainees up to Audit Director and Executive Director level. Some campaigns are run with tight deadlines of up to 2 weeks, so they use CareersinAudit.com to get their roles in front of qualified candidates quickly to ensure a good response.

## Our recommendations

The latest package recommended for Audit Wales / Archwilio Cymru included 5 x Branded Job listings and a Large HTML Targeted Email, along with a Corporate Profile Page, listing in the Recruiter Directory, Featured Employer Homepage Button, and promotion of their roles across the Careers In Group social media network.

## Recent results

Audit Graduate/Trainee	
Job views	133
Applications	39
Application rate	29.3%

Executive Director of Audit Services	
Job views	235
Applications	32
Application rate	13.6%

Targeted Email – Audit Director roles	
Sent to	1,757
Opens	1,632
Unique opens	946 (53.8% open rate)
Clicks	160
Unique clicks	102 (5.8% click-through rate)

Are you passionate about driving change in the public sector?  
Or looking to use your skills and experience to make a difference to communities in Wales?

We're looking for an Audit Director (Performance Audit) and two Audit Directors (Accounts) to join our teams.

**About the roles**  
As a Performance Audit Director, you'd be contributing to the development and delivery of the wider audit services work programme. On top of this, you'd be expected to contribute to the development and delivery of our wider audit services work programme. Having lead responsibility for one of these performance audit teams and for research and development activity in a sector (currently local government, communities, housing and education).

We're also recruiting for two Audit Directors (Accounts) roles. As an Account Audit Director, you'd have primary responsibility for a portfolio of audit work, including the delivery of financial accounts and proper arrangements work. One of these roles is Welsh Language essential.

**Who are we looking for?**  
Accountable to the Executive Director for Audit Services and to the Auditor General for Wales, you'd be part of a collective Director Team which supports the Executive Leadership Team by providing strategic leadership and direction across the organisation.

We're looking for candidates who will model our values and behaviours that underpin the work we do and uphold our culture of coaching and development and use strategic leadership to motivate and help colleagues realise their potential as a driver of improvement in Welsh public services.

**Why Audit Wales?**  
As a Director at Audit Wales, you'll be part of a team whose work is positively contributing to inspiring and empowering public services in Wales to improve.

You'll also be part of an organisation that encourages and supports your learning and development, both professionally and personally, and promotes a healthy work/life balance.

We offer an impressive benefit and rewards package, including 33 days annual leave plus bank holidays, which you can find out more about on our [working for us pages](#).

If this opportunity sounds exciting to you, you can find out more and apply via our [website](#).

Closing date for applications is 26 January 2022.

[Click here and apply today](#)

Targeted Email



## Campaign objectives

Audit Scotland are regular advertisers on the CareersinAudit.com job board, having posted many job ads for Audit Trainees, Auditors, Senior Auditors, Audit Managers, Senior Audit Managers and Audit Directors on the site since 2013. Their roles require high quality, specialised candidates and they continue to use CareersinAudit.com for successful acquisition of these professionals.

## Our recommendations

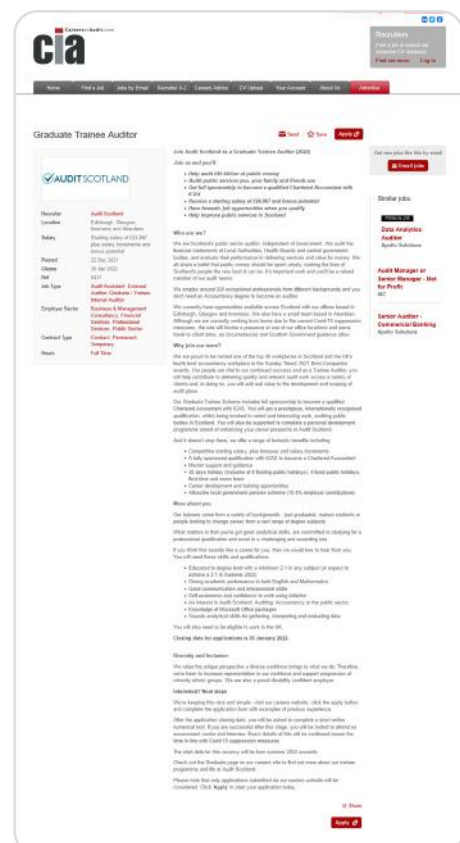
The most recent package for Audit Scotland included 5 x Branded Job listings with 2 x Sector Sponsored Top Job Upgrades, a listing in the Recruiter Directory, Corporate Profile Page, promotion of live jobs on the Careers In Group social media network and a homepage Featured Employer button on CareersinAudit.com.

## The results

Graduate Trainee Auditors	
Job views	238
Applications	35
Application rate	14.7%

Audit Manager	
Job views	165
Applications	24
Application rate	14.5%

Audit Director	
Job views	233
Applications	32
Application rate	13.7%



Branded Job Posting



## Campaign objectives

The Victorian Auditor General's Office were looking to recruit several Senior Auditor and Senior Manager level professionals in Melbourne, Australia. They were looking for candidates both in Australia and the United Kingdom to fill these roles, so came to CareersinAudit.com to reach an international audience of Audit professionals.

## Our recommendations

For this campaign, we recommended 2 x Premium Job listings with Homepage Featured Job upgrades, a Corporate Profile Page along with a listing the site's Recruiter Directory, and publication of the jobs across our social media network. We also included a Featured Employer button on the CareersinAudit.com homepage to increase exposure for the roles.

## The results

Senior Auditor / Audit Manager roles	
Job views	244
Applications	63
Application rate	25.8%

**Senior Auditors**

**VAGO**  
Victorian Auditor-General's Office

**Recruiter:** Victorian Auditor General's Office  
**Location:** Melbourne, Australia  
**Salary:** \$51,311 to \$84,836  
**Posted:** 18 Jan 2018  
**Closes:** 05 Feb 2018  
**Ref:** FAUKA161-6102  
**Job Type:** Assistant Audit Manager, External Auditor, External Audit Senior, External Audit Senior Manager  
**Employer Sector:** Government & Military, Public Sector  
**Contract Type:** Permanent  
**Hours:** Full Time, Part Time  
**Travel:** 25-50% Travel

The Victorian Auditor-General's Office plays a critical role in holding the public sector to account by reviewing how effectively State agencies deliver services and use public funds.

In order to secure top talent, we are seeking applications from international candidates from the United Kingdom. We may support such candidates via sponsorship and relocation assistance.

Candidates for all positions will be able to demonstrate:

- Sound experience (3 years minimum) in an external audit or investigations environment
- Effective verbal and written communication skills, including the ability to convey complex technical concepts
- Effective written and oral reporting skills, along with the ability to present evidence, conclusions and recommendations
- A history of using initiative and sound judgment while managing technical concepts
- An adaptive and professional approach when establishing and maintaining relationships
- Success in actively motivating and assisting junior team members using a coaching and mentoring approach
- Tertiary qualifications in Accounting, Commerce, Business, Finance or a related field
- Full professional membership of bodies similar to CPA or CA Australia such as CIPFA, ICAEW, ICAS, ICA, ACCA or CIMA

Assistant Managers will also possess an excellent working knowledge of Accounting Standards, Legislative and regulatory requirements equivalent or similar to those practiced in Australia.

In addition to the above, Managers and Senior Managers will:

- Have a history of success in pro-actively identifying improvement opportunities in managing stakeholder relationships
- Be able to identify emerging threats and opportunities to improve accountability
- Demonstrate success managing external audits, investigations or reviews
- Have proven achievements contributing to strategic initiatives at a business unit or organisational wide level

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Branded Job Posting

## Conclusion

With over **240,000 registered professionals** from over 180 countries, the Careers In Group job boards are the first choice of specialist job boards for Audit, Risk, Compliance, Cyber Security, Analytics and ESG & Sustainability professionals and employers across the Government and Public Sector.

Since 2005, organisations within the Government and Public Sector have continued to receive unrivalled results from the Careers In Group of specialist job boards when looking to fill highly-skilled specialist vacancies. In the last 24 months, Government and Public Sector organisations have posted over 1,000 Audit, Risk, Compliance, Cyber Security, and Analytics roles on the sites, and received over 6,200 applications. There are over 56,000 professional candidates currently working within the Public Sector across the world who are registered with the Careers In Group, who we can target on behalf of our clients.

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** comprises of six specialist market-leading job boards covering Audit, Risk, Compliance, Cyber Security, Data Analytics and ESG & Sustainability providing candidates across the world for the ever-growing global industry staffing requirements within these areas.

[www.CareersinAudit.com](http://www.CareersinAudit.com)  
[www.CareersinRisk.com](http://www.CareersinRisk.com)  
[www.CareersinCompliance.co.uk](http://www.CareersinCompliance.co.uk)  
[www.CareersinCyber.com](http://www.CareersinCyber.com)  
[www.CareersinAnalytics.com](http://www.CareersinAnalytics.com)  
[www.CareersinESG.com](http://www.CareersinESG.com)



Other specialist job boards in the Careers In Group:

 CareersInAudit.com

 CareersInRisk.com

 CareersInCompliance

 CareersInCyber.com

 CareersInAnalytics.com

 CareersInESG.com

## Contact Details

**T** +44 (0)20 7553 6350 (UK)  
+1 718 535 8892 (USA)  
+61 (0)2 8188 1767 (Australia)

**E** [info@careersingroup.com](mailto:info@careersingroup.com)  
[sales@careersingroup.com](mailto:sales@careersingroup.com)

**W** [www.CareersinAudit.com](http://www.CareersinAudit.com)  
[www.CareersinRisk.com](http://www.CareersinRisk.com)  
[www.CareersinCompliance.co.uk](http://www.CareersinCompliance.co.uk)  
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[www.CareersinAnalytics.com](http://www.CareersinAnalytics.com)  
[www.CareersinESG.com](http://www.CareersinESG.com)

**United Kingdom, Europe & Middle East (Head office)**  
Waverley House, 9 Noel Street,  
London, W1F 8GQ, UK

**North America & Canada**  
280 Madison Avenue, Room 912, 9th Floor,  
New York, NY 10016, USA

**Asia Pacific, Australia, New Zealand & China**  
Suite 4, Level 12, 115 Pitt Street, Sydney,  
NSW 2000, Australia