

Careers In Group Retail Banking 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

Retail Banking 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 brands 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 Retail Banking Sector

The Careers In Group job boards are strongly affiliated with the Retail Banking sector and as the job boards of choice, the group manages on-going accounts and high-profile recruitment campaigns for many retail banks across the world. We also work closely with many investment banks, as well as insurance companies, accountancy firms, investment funds and government-sponsored enterprises.

Our retail banking clients include Barclays, Lloyds Banking Group, HSBC, Santander, NatWest Group, Virgin Money, Nationwide Building Society, Wells Fargo, Aldermore, Rabobank, The Co-operative Bank, Coventry Building Society and Metro Bank, among many others.

In the last 24 months, the Careers In Group job boards attracted **85,618 views** of retail banking job advertisements across the sites, which resulted in **10,348 completed applications** for employers and a 12.09% conversion rate. For the Financial Services sector in general, we provided a total of **36,537 applications** from **281,792 job views** and a conversion rate of 12.97%.

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

HSBC's objective was to recruit candidates for various difficult-to-fill positions, including Internal Audit, Risk, Compliance, Quality Assurance, Financial Crime and Anti-Money Laundering. Their previous recruitment efforts using LinkedIn and generalist job boards were not providing the quality of candidates required for their staffing growth, so they approached CareersinAudit.com to support their candidate attraction strategy.

Our recommendations

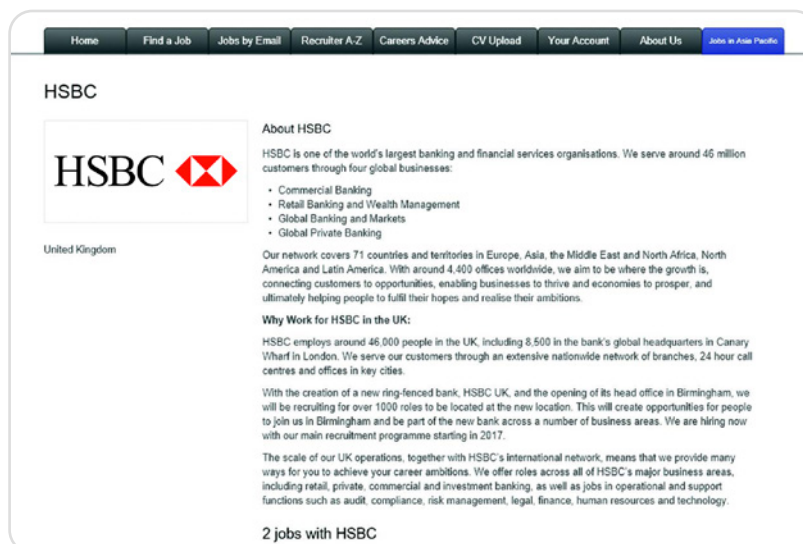
We compiled a candidate attraction package that included 15 Branded Job listings on CareersinAudit.com, 5 Premium Job upgrades and a homepage Featured Employer button for two months. The Internal Audit Manager job was promoted to Top Job on the site for one month.

The jobs were supported by a fully branded Corporate Profile Page and listing in the site's Recruiter Directory, as well as one month's access to the exclusive CV Database of over 45,000 searchable professionals. Together, both the job postings and database provided access to the full range of active and passive jobseekers across the CareersinAudit.com network. Recruiters from HSBC were also able to access the 10 LinkedIn networking groups managed by CareersinAudit.com to network with an additional 14,000 high-level professionals, included as part of the CV Database licence.

The results

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

After their first campaign on CareersinAudit.com, during which we provided them with 632 direct applications for their live job vacancies, HSBC signed up to the job board for a full year and continue to be very pleased with the on-going responses provided.



Branded Profile Page



Campaign objectives

Barclays used CareersinAudit.com to source several senior level professionals in the UK, with advertised roles including Audit Managers and Senior Managers, Risk Managers and Governance and Controls Managers.

Our recommendations

We recommended a package that included three Branded Job Postings for use over one month, a Homepage Featured Job upgrade, a high profile HTML Targeted Email campaign sent to over 4,000 exclusive professionals, a Corporate Profile Page and a listing in the site's Recruiter Directory.

The results

Job Postings & Targeted Email	
Job views	5,604
Applications	585
Application rate	11%

In total we provided Barclays with 585 candidates during the single month campaign. This was an outstanding result, made possible by the combining the job postings with site branding and a targeted email, sent to the best matching candidates for the roles.

Careers in Governance and Control at Barclays

High visibility, extensive influence and great rewards.
Governance and control roles for the ambitious.

Conduct and Controls Manager
Governance and Control Manager
Senior Governance and Control Manager
(with specialisms in Key Risk Assessment and Community Banking)

In these key managerial roles, you'll play a vital part in the development of one of the UK's most successful and innovative financial organisations - Barclays.

An expanding team where you'll thrive

These are highly visible positions where you'll gain exposure to, and work closely with, senior leaders throughout Barclays and beyond. Furthermore, there's huge scope for progression in our rapidly expanding Governance and Controls team. From the impressive bonus potential, to our flexible working practices and the excellent opportunities for networking, there are many reasons to develop your career with us.

Deliver a world-class control framework

We'll look to you to support the design and delivery of a world-class control framework that meets the needs of external regulators, whilst always keeping our customers best interests at heart.

We're looking for high-level, ambitious people from the world of financial risk, compliance, and audit to join us driving through innovative change.

An impressive array of benefits

Help our customers get the best that Barclays has to offer, and you'll get the same in return. We're not just talking about valuable benefits like great bonus potential, private healthcare, childcare savings, and a huge range of employee discounts. You'll also enjoy a unique company spirit that believes in giving people the freedom to do great things today, and the support to reach their biggest ambitions in the future.

Find out more and apply

To find out more about the roles on offer, and apply, [see our website](#).

Targeted Email

Featured Audit Jobs [View all jobs](#)

Audit Manager Swindon, Wiltshire • Competitive	Technology and Change Auditor Holborn, London • Competitive
Risk Quality Assurance Manager Birmingham • Competitive	Senior Governance and Control Manager London • Excellent + benefits

Homepage Featured Job



Campaign objectives

Metro Bank were looking to source a Change Assurance Auditor in their London office over a short time frame. They came to CareersinAudit.com 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 Metro Bank, we compiled a short-term advertising and CV search package that included 1 x Branded Job posting and 7 days of access to the CareersinAudit.com CV Database, along with a Branded Profile Page and a listing in the site's Recruiter Directory. We also featured the Metro Bank logo on the homepage of CareersinAudit.com as a Featured Employer to boost traffic to their job listing.

The results

Change Assurance Auditor	
Job views	388
Applications	29
Application rate	7.5%

Branded Job Posting

Homepage Featured Employer Button



Campaign objectives

Nationwide Building Society was recruiting for a high-level Cyber Security position in Wiltshire and contacted CareersinCyber.com to assist with attracting high quality, specialised candidates.

Our recommendations

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

The results

Head of Cyber Security	
Job views	356
Applications	32
Application rate	9.0%



Rabobank

Campaign objectives

Rabobank approached CareersinAudit.com to assist with a campaign to attract Auditors at senior and manager level in the Netherlands. Rabobank were looking for a job board with a strong candidate base across Europe to attract specialist candidates within their area.

Our recommendations

We recommended a high visibility advertising package including 2 x Premium Job listings for one month, 2 x Top Sector Sponsored Job upgrades, a Corporate Profile Page and listing in the site's Recruiter Directory, along with a 30-day Featured Employer button on the CareersinAudit.com homepage.

The results

Career Opportunities with Rabobank	
Job views	345
Applications	56
Application rate	16.2%



Campaign objectives

Along with job advertising campaigns for Audit and Risk roles, Yorkshire Building Society also use Careers In Group targeted HTML emails to support their recruitment drives. For this campaign, they were looking to attract UK-based specialists in Credit Risk and Model Risk across a 6-month period.

Our recommendations

We recommended 2 x targeted HTML emails to be used over 6 months, targeting candidates with experience in Credit and Model Risk within the geographical areas that the roles were based in. Having the option to send two emails allowed Yorkshire Building Society to send an initial email with the currently live roles at the beginning of the campaign, then tailor the second email to the roles that were still live or had been added since the beginning of the campaign.

The results

Yorkshire Building Society Email 1	
Sent to	3,352
Opens	1,700
Unique opens	1,175 (35.05% open rate)
Clicks	128
Unique clicks	73 (2.18% click-through rate)

Yorkshire Building Society Email 2	
Sent to	7,713
Opens	3,432
Unique opens	2,350 (30.5% open rate)
Clicks	123
Unique clicks	68 (0.9% click-through rate)

YORKSHIRE BUILDING SOCIETY

One of the UK's largest building societies, we've provided real help with real life for over 150 years.

At YBS we don't have shareholders, we have members. We care about people and that includes you. So here, you'll be respected for who you are, you'll be able to bring your whole self to work, and you'll have everything you need to build a long and rewarding career.

We're currently looking for people to join us in the below roles:

- [Model Risk Business Partner & Oversight Manager](#) - Leeds
- [Commercial Credit Risk Manager](#) - Leeds
- [Vulnerability Management Specialist](#) - Bradford

As well as a competitive salary, we offer lots of fantastic rewards that you can make the most of in and out of work.

We'd love to hear from you so why not apply today and be Your Brilliant Self!

[Find out more and apply](#)

Targeted Email

Conclusion

With over **260,000 registered professionals** and over **3,500 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 Banking and Financial Services Sectors.

Since 2005, companies within the Banking and Financial Services sectors 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, the Banking and Financial Services sectors have posted over 11,000 Audit, Risk, Compliance, Cyber Security, and Analytics roles on the sites, and received over 36,000 applications. There are over 110,000 professional candidates currently working within the Banking and Financial Services sectors 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** 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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