

# Case Study Government & Public Sector

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



# Government & Public Sector – 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](http://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 the Government and Public Sectors

The Careers In Group job boards are strongly affiliated with the Government and Public Sectors. With many Government and Public Sector organisations choosing to source their candidates from these sites each year, Careers In Group has become the job boards of choice for advertising Audit, Risk, Compliance, Cyber Security, Data, Analytics, ESG and Sustainability roles within the Public Sector.

Our latest Government and Public Sector clients include HMRC, The FCA, Ministry of Defence, Ministry of Justice, The Office for National Statistics, The Charity Commission, Department for Education, Transport for London, The Office for Students, GCHQ, MI5, MI6, Audit Scotland, European Patent Office, HM Treasury, Government Internal Audit Agency (GIAA), The Home Office, The Mayor’s Office for Policing and Crime, House of Commons, HM Land Registry, The Information Commissioner’s Office (ICO), The Royal Household, Foreign and Commonwealth Office, The Australian Tax Office (ATO), Highways England, National Rail, HS2, National Audit Office, MIAA, Bank of England, various NHS Foundation Trusts, The Welsh Government, G4S, AECI, Ofgem, various police authorities and the majority of city, county and borough councils across the UK, among many others.

Last year, the Careers In Group job boards attracted **140,000 views** of Government and Public Sector job advertisements across the site. This resulted in over **30,000 completed applications** and an average conversion rate of 17%.

**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



**Government  
Internal Audit  
Agency**

## Campaign objectives

GIAA approached CareersinAudit.com to source several Audit Seniors, Managers and Senior Managers from across the UK.

## Our recommendations

We recommended a package that included Branded Job Listings, a Corporate Profile Page, and a highly targeted bespoke HTML Targeted Email, as well as a homepage Featured Employer button.

## The results

GIAA – Senior Internal Auditor		Targeted Email results	
Job views	302	Sent to	3,985
Applications	77	Opened	2,143 (54%)
Application rate	25.5%	Clicked	892 (72%)

The initial campaign provided a total of 969 candidates for GIAA. This was an outstanding result and off the back of this campaign, GIAA signed a 12 month package for job postings, CV Database access, 6 Targeted Emails and key banner branding across the site. A very successful campaign.



Targeted Email



Homepage Featured Employer Button



## Campaign objectives

Transport for London regularly recruit Auditors and CareersinAudit.com has been at the forefront of their campaign each time. The most recent campaign targeted Internal Auditors and Senior Auditors near London. TfL required a campaign that would target relevant candidates in areas commutable to London.

## Our recommendations

We recommended Branded Job listings, as well as a Featured Employer button. We also distributed a bespoke HTML Targeted Email for TfL, which was sent to 3,449 close matching Internal Auditors and Senior Auditors. The results were excellent and a number of successful hires were made from this campaign alone.

## The results

Project & Contract Assurance, Audit		Internal Auditor – HSE & Technical	
Job views	337	Sent to	186
Applications	60	Opened	35
Application rate	17.8%	Clicked	18.8%

The combination of job postings and a Targeted Email provided TfL with a total of 95 unique, quality candidates who they had not previously seen. A number of good hires were made from this campaign.

**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

**MAYOR OF LONDON**

### Internal Auditor – HSE & Technical

Payband: Grade: 3  
 Salary: c£50,000  
 Location: St James Park- Victoria

**ABOUT US:**  
 When it comes to locations, London is one of the most desirable places to live in, work in, and play in. Which means it needs a transport system that is capable of ferrying millions of people around, every day, both day and night. It's down to us to make sure it all runs smoothly. Join us and it will be your job to make sure the business side of the organisation is run just as effectively.

**THE ROLE**  
 As an Internal Auditor you'll be responsible for providing assurance on a range of subjects regarding our systems and assets that ensure TfL delivers a safe and reliable transport network. You will provide independent assurance to the Transport for London Board and Audit and Assurance Commission. Working with key stakeholders, it will be up to you to develop, carry out and report internal audits to achieve our objective of providing advice and assistance to Directors and Senior Managers in carrying out their risk control responsibilities.

Your success will depend on your ability to build effective relationships with the teams you are auditing whilst maintaining independence and high levels of professionalism at all times. This will require exceptional written and verbal communication skills, site visits, and the ability to assess risk and identify the required mitigation.

**OUR REQUIREMENTS**  
 To be successful in this role you'll need to bring a range of qualities and attributes to the role. In particular we'll be looking for candidates with an occupational safety, railway or quality engineering background. Previous audit experience would be desirable.

You'll also be expected to have a Degree level of education or equivalent, a professional qualification relevant to the technical specialisms listed above, relevant post-qualification experience, and knowledge of management systems e.g. ISO standards, OHSAS 18001.

On top of this you'll also need to have a variety of skills, including: planning and time management; identification, analysis & development of issues; exceptional written presentation skills, and even better interpersonal skills.

In return, you will enjoy broad scope to make a visible impact, working with a variety of teams and develop both personally and professionally. You will also have the advantage of excellent Transport for London benefits.

**Closing date: 15th June 2015.**

Click [here](#) for further details.

Targeted Email



## Department for Education

### Campaign objectives

The Department for Education needed to find a large number of Audit professionals for their London and Coventry offices. Positions included Senior Audit Managers, Audit Managers and Senior Internal Auditors.

### Our recommendations

We recommended a package that included three Branded Job listings, a Corporate Profile Page and a homepage Leaderboard Banner.

### The results

Senior Audit Manager	
Job views	312
Applications	64
Application rate	20.5%

Audit Manager	
Job views	180
Applications	52
Application rate	28.9%

Senior Internal Manager	
Job views	164
Applications	49
Application rate	29.9%

The Department for Education received a total of 165 CVs from their three job postings on CareersinAudit.com and were very pleased with the quality of candidates received. The addition of the banner meant more candidates saw the job postings and went on to apply.

Audit Manager

[Send](#)
[Save](#)
[Apply](#)

**Department for Education**

Recruiter	Department for Education
Location	London or Coventry
Salary	£49,957 to £58,373 (London) or £46,482 to £54,293 (Coventry)
Posted	05 Mar 2019
Closes	05 Apr 2019
Ref	1428797
Job Type	Internal Audit Manager, Internal Controls, Risk, Risk Management
Employer Sector	Education, Training & Recruitment, Public Sector
Contract Type	Permanent
Hours	Full Time
Travel	None

The Department for Education is responsible for education and children's services in England. We work to achieve a highly educated society in which opportunity is equal for children and young people, no matter what their background or family circumstances. We are looking for a self-motivated Audit Manager to join us in a fascinating and varied role.

The Internal Audit team provides rigorous and constructive independent challenge to management on the effectiveness of governance, risk management and control, helping them to drive improvement in these areas. Audit at DfE is not a tick box exercise. It's much bigger than that. It's about providing insightful views on the key risks the department faces and how they are managed, being a catalyst for change and improvement.

We're looking for talented, flexible people who can meet this challenge. For us, internal audit is about talking to people, empathising and engaging with them so you have to enjoy interacting with people and want to make things work better. You'll need to be able to ask questions, spot things that others don't see, and deliver at pace.

Our internal audit team is part of the Cross Departmental Internal Audit Service (CDIAS), which works with eight government departments.

CDIAS will be established as an Executive Agency of HM Treasury and by April 2016 Internal Audit staff of the DfE and the other Departments within CDIAS will transfer to become employees of the Agency. Thereafter the Internal Audit service of other government departments will be consolidated into the Agency to create an Internal Audit Service for Government. This is an exciting chance to work across a variety of government departments with opportunities for structured career progression.

For more details about the posts or to apply, please click 'Apply now' and search for jobs in Department for Education. Ref:1428797 - Audit Manager

Civil Service Nationality Rules allow us to only accept applications from UK, Commonwealth, EEA, Swiss and Turkish nationals who have the right to live and work in the United Kingdom.

Closing date: 31 October 2014

Similar jobs

- IT & Change Audit Manager**  
Barclay Stapsen
- Internal Audit Manager**  
Hays Senior Finance UK
- IT Audit Manager (SOx)**  
Hays Senior Finance UK

Share  
[Apply](#)

Branded Job Listing



## HM Revenue & Customs

### Campaign objectives

HMRC came to us with an urgent need to recruit for a number of specialist Audit positions after exhausting their own searches through their own databases, internal recruitment processes using LinkedIn and recruitment agencies. We were tasked with finding HMRC an Audit Manager, a Head of Internal Audit Operations, as well as both Senior and Chief Internal Auditors.

### Our recommendations

For HMRC, we compiled an advertising package that included a homepage Featured Job (for the Head of Audit role), Premium Jobs and a Featured Employer button for one month. The results were very strong with a number of high-profile hires directly attributed to their campaign with CareersinAudit.com.

### The results

Audit Manager	
Job views	189
Applications	52
Application rate	27.5%

Head of Internal Audit Operations	
Job views	249
Applications	38
Application rate	15.3%

Senior Internal Manager	
Job views	223
Applications	55
Application rate	24.7%

Chief Internal Auditor	
Job views	264
Applications	47
Application rate	17.8%

After receiving 192 strong candidate applications for their four initial job roles posted on CareersinAudit.com, HMRC signed a 12 month talent attraction with CareersinAudit.com for another 500 job postings, full CV Database access and a 10 page branded Mini-Site.

As with many key Government departments, HMRC received candidates from CareersinAudit.com who were not on any other job boards, making this the site of choice for professionals across Audit, Risk and Compliance.

**Featured Audit Jobs** [View all jobs ▶](#)

	<p><b>Senior Internal Auditor</b> London • Competitive</p>		<p><b>Senior Actuarial Audit Manager - Life</b> London or South Coast • £ excellent + bonus + benefits</p>
	<p><b>Internal Audit Assistant Manager</b> Selby • Competitive</p>		<p><b>Internal Auditor</b> Aberdeen or London (Sutton) • Excellent plus benefits</p>

Homepage Featured Job

**MAYOR OF LONDON**  
OFFICE FOR POLICING AND CRIME

### Campaign objectives

MOPAC's objective was to recruit both an Audit Panel Member and a Risk and Assurance Auditor to join their London offices. Both were specialist roles that MOPAC has been unable to fill by using recruitment agencies, LinkedIn and other generic job boards.

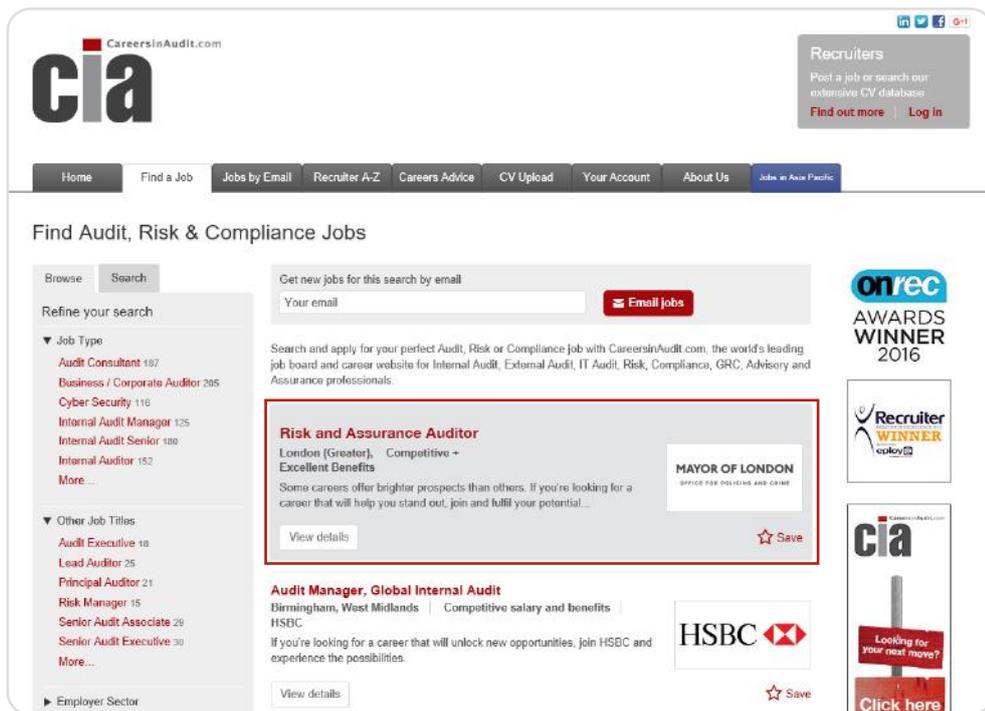
### Our recommendations

We recommended a package that included two highly visible Premium Job postings for one month, plus a homepage Featured Employer button to drive additional specialist candidates to their position on the site.

### The results

Audit Panel Member		Risk & Assurance Auditor	
Job views	400	Job views	142
Applications	76	Applications	54
Application rate	19.0%	Application rate	38.0%

The combination of two Premium Job postings and a homepage Featured Employer button resulted in MOPAC receiving 130 quality candidate CVs and making a number of job offers.



Premium Job



### Campaign objectives

London Borough of Camden used CareersinAudit.com to source a Principal Auditor.

### Our recommendations

We recommended an advertising package including a Branded Job listing and a Corporate Profile Page. We also included a homepage Featured Job and a small HTML Targeted Email.

### The results

Principal Auditor	
Job views	209
Applications	44
Application rate	21.1%



### Campaign objectives

Castle Point Borough Council required a Senior Auditor, to be situated in their borough in south Essex.

### Our recommendations

We recommended a Branded Job listing for one month and a homepage Job of the Week upgrade, to ensure a fast turnaround and the best candidates would apply.

### The results

Senior Auditor	
Job views	209
Applications	57
Application rate	27.3%



### Campaign objectives

Brighton & Hove City Council's objective was to find a highly skilled Head of Internal Audit.

### Our recommendations

We recommended a Homepage Featured Job for one month, a Corporate Profile Page and a branded listing in the site's Recruiter Directory. The council was very pleased with the calibre of candidates from this campaign.

### The results

Head of Internal Audit	
Job views	227
Applications	39
Application rate	17.2%



### Campaign objectives

Nottinghamshire County Council needed to recruit a number of Fixed Term Senior Auditors to be located in their West Bridgford office.

### Our recommendations

We recommended an advertising package that included a Premium Job listing for one month, a homepage Featured Employer button, a Corporate Profile Page and listing in the site's Recruiter Directory. The response was excellent.

### The results

Senior Auditor	
Job views	204
Applications	43
Application rate	21.1%

## Conclusion

With over **240,000 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 Government and Public Sectors.

The Government and Public Sectors have continued to fully utilise CareersinAudit.com since 2015, receiving unrivalled results and higher response rates than any other job board, including LinkedIn, for the specialist roles that we cover. The Careers In Group has continued to manage successful campaigns for Government and Public Sector organisations across the UK and internationally.

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  
**cia**

CareersinRisk.com  
**cir**

CareersinCompliance  
**cic**

CareersinCyber.com  
**cics**

CareersinAnalytics.com  
**cia<sub>n</sub>**

CareersinESG.com  
**cie**

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[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)

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