

Case Study

Investment Banking

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



Investment 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 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 Investment Banking Sector

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

Our investment banking clients include HSBC, Bank of America Merrill Lynch, Credit Suisse, Citigroup, GE Capital, the European Investment Bank, BNY Mellon, J.P. Morgan, KfW Bankengruppe, BNP Paribas, ICBC Standard Bank and Goldman Sachs, among many others.

In the last 24 months, the Careers In Group job boards attracted **91,948** views of investment banking job advertisements across the sites, which resulted in **8,657 completed applications** for employers and a 9.4% conversion rate. For the Financial Services sector in general, we provided a total of **21,079 applications** from **212,282 job views** and a conversion rate of 9.9%.

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

Bank of America Merrill Lynch came to us with a need to recruit for a varied group of Audit positions ranging from Audit Officer to Vice President level. They had tried generalist job boards and LinkedIn but could not find the quality of candidates that they needed. As some of the roles were of a high seniority level, they needed a specialist source of candidates.

Our recommendations

We recommended five Branded Job listings, a Corporate Profile Page and a listing in the site's Recruiter Directory. We also included a homepage Featured Employer button for one month and a high-profile HTML Targeted Email campaign, sent to 4,875 exclusive professionals.

The results

Job results	
Jobs posted	5
Job views	1,563
Applications	320
Application rate	20%

Targeted Email results	
Sent to	4,875
Opened	1,999 (41%)
Clicked	966 (20%)

The combination of job postings and a targeted email resulted in BAML receiving 1,286 candidate CVs and applications for their roles. A number of high seniority hires were made, saving the bank over £100,000 in recruitment agency fees.



Global Corporate Audit

In Bank of America Merrill Lynch's Corporate Audit team we recruit bright, intelligent individuals – and we listen to them. As one of the first departments to achieve full integration, more than fourteen months ago, our Corporate Audit group has been a leader throughout a time of global change.

Each member of our growing team – over six hundred associates worldwide, more than fifty of whom are based in the UK & Ireland – enjoys exceptional levels of engagement and influence within a business offering one of the most diverse and comprehensive platforms in the industry.

Our continuing growth means we are seeking outstanding people at every level:

- Senior Auditors
- Senior Audit Consultants
- Audit Managers

If you feel that it's time your expertise was given a real voice, we'd like to hear from you. Come and shape the future today.

For more information please visit our Corporate Audit site at www.baml.com/auditjobs

Or to apply online click on the job title above

**Influencing change.
It's time.**

Targeted Email

Featured Audit Employers

[View all](#)



Homepage Featured Employer Button



Campaign objectives

Credit Suisse were looking to source candidates for a number of Audit, Risk and Compliance positions in their London office, ranging from Compliance Officers through to Business Auditors and a Head of Audit and Risk.

Our recommendations

For Credit Suisse, we compiled an advertising and CV search package that included 6 Branded Job postings for use over 4 months, and 3 months of access to the Careers In Group CV Database. We also featured the Credit Suisse logo on the homepage of CareersinAudit.com for one month as a Featured Employer to boost traffic to their job listings.

The results

Career opportunities with Credit Suisse	
Job views	2,220
Applications	419
Application rate	19%

The combination of job postings and searching the Careers In Group CV Database provided Credit Suisse with 419 CVs from a range of qualified Audit, Risk and Compliance professionals. The additional branding included with the campaign ensured an impressive response rate was received.



Campaign objectives

Citigroup was recruiting for four different positions across Internal Audit within their Global Finance and Technology functions. They had no previous luck finding their candidates using other job boards and LinkedIn so approached CareersinAudit.com.

Our recommendations

We recommended an advertising package including 4 Branded Job listings on the site, a Corporate Profile Page and listing in the site's Recruiter Directory. We also included a Featured Job upgrade and a Premium Job upgrade for two of the listings.

The results

Internal Audit Global Finance & Technology functions	
Job posted	4
Job views	1,978
Applications	282
Application rate	14%

With just four jobs posted, plus a number of key job upgrades, Citigroup received a total of 282 applications for their vacancies and an impressive response rate. Several hires were made from this campaign alone and the client signed up for a long-term agreement to post more jobs over the course of the next 12 months.



Campaign objectives

GE Capital International were looking to source a Senior Audit Manager, to be situated within Europe and able to operate out of various GE Capital locations including Paris, Budapest, Barcelona or Milan.

Our recommendations

We recommended an advertising package including a Branded Job listing for one month, a Corporate Profile Page and listing in the site's recruiter directory with no upsells. The results were excellent.

The results

Global Internal Audit Senior Audit Manager in Finance

Job views	2,161
Applications	539
Application rate	24.9%

GE Capital's pan-European campaign was a huge success with 539 candidate applications received and an impressive application rate. International campaigns with various locations perform very well as the Careers In Group has candidates registered from over 180 countries.



Campaign objectives

ICBC urgently required a number of Internal Auditors for their London office. 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

We recommended a package that included a Branded Job posting with a Premium Job upgrade and a homepage Featured Employer button on CareersinAudit.com. This also included a free Corporate Profile Page and listing in the Recruiter Directory for additional branding.

The results

Internal Auditor, London

Job views	484
Applications	74
Application rate	15.3%



BNP PARIBAS

Campaign objectives

BNP Paribas was recruiting for Auditors in London and Paris, and contacted CareersinAudit.com to assist with attracting high quality, specialised candidates. They were looking to advertise two roles over a two month period, an Auditor – Inspection Générale in London or Paris, and a Global Markets and ALMT Auditor in London.

Our recommendations

The recommended package for BNP Paribas included 2 x Premium Job postings with Top Sector Sponsored Job upgrades, a Featured Employer homepage button, a Corporate Profile Page and listing in the Recruiter Directory.

The results

Career Opportunities with BNP Paribas

Job views	773
Applications	145
Application rate	19%



Campaign objectives

Mitsubishi UFJ Financial Group (MUFG) used CareersinAudit.com to source several senior level professionals London, with advertised roles including Vice President – Senior Audit Manager and Vice President – KYC (Global Financial Crimes Division).

Our recommendations

For MUFG, we compiled a short-term advertising and CV search package that included 5 x Branded Job postings and 7 days of access to the Careers In Group CV Database, along with a Branded Profile Page and a listing in the site's Recruiter Directory. We also featured the MUFG logo on the homepage of CareersinAudit.com as a Featured Employer to boost traffic to their job listing.

The results

Career Opportunities with MUFG

Job views	1,204
Applications	184
Application rate	15%

J.P.Morgan

Campaign objectives

J.P. Morgan approached CareersinAudit.com to assist with a campaign to attract a Corporate Auditor and Senior Associate/VP Auditor for their London office.

Our recommendations

We recommended a package that included 2 x Premium Job listings, 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

Career Opportunities with J.P. Morgan	
Job views	687
Applications	110
Application rate	16%

Senior Associate/VP Auditor - EMEA Equities

J.P.Morgan

Location: London
Salary: Excellent
Start Date: 01 Jul 2018
Contract Type: Permanent
Job Type: Senior Associate/VP Auditor
Employer Sector: Banking & Finance
Contact Type: Email
Phone: 020 7173 4000
Website: www.jp.morgan.com

Job Description and Key Responsibilities:

The Internal Audit Department provides the Board of Directors, senior management and regulators with an independent assessment of J.P. Morgan Chase's (JP) control environment. Audit works closely with the Lines of Business (LOBs) and risk support functions to achieve the objective through the execution of a comprehensive audit program designed to test the effectiveness of the controls in place to mitigate the risks inherent in each business. This department is responsible for the firm for the control of the staff and their ability to deliver beyond the audit office. Globally Internal Audit has in excess of 1000 Auditors.

Key Responsibilities and Key Responsibilities:

- We are looking for an auditor (Senior Associate/VP) within the Equities audit team based in London who will be responsible for executing audits across the EMEA Equities business. The role provides the opportunity to develop a detailed understanding of Equities business, as well as working with stakeholders and audit colleagues in developing a robust control environment. The position will be within the Equities team, however, the individual will have the opportunity to work on projects related to other Corporate and Investment Bank (CIB) functions as required. The individual must be an experienced professional who possesses good project management skills, strong relationship management capabilities and is knowledgeable of the sophisticated and complex risks inherent in Investment Banking businesses in general.

This person will be expected to:

- Be a motivated individual who can implement an audit program of coverage which involves effective risk assessment and design of a risk based coverage approach.
- Plan, execute and document audits with limited supervision and to a high standard in accordance with department and professional standards.
- Perform detailed test work efficiently within defined targets as part of an audit team.
- Partner with colleagues, clients and control community members to evaluate, test and report on the adequacy and effectiveness of the control environment. Analyze data and proactively identify the occurrence of issues with a view to providing recommendations for improvement where weaknesses are identified.
- Complete work efficiently, in a risk based manner within designated timeframes, with the ability to multitask.
- Provide audit findings and own judgment to provide an overall opinion on the control environment.
- Participate actively as a member of the Global Equities audit team, disseminating best practices globally as well as internally.
- Communicate audit results and issues in a clear and concise manner, both orally and in writing.
- Identify and follow up on specific audit issues and ensure appropriate involvement with significant management efforts in projects.
- Build and maintain key relationships with stakeholders and colleagues, establishing a culture of engagement while adding value.

Premium Job Listing

Featured Audit Employers

[View all](#)

Logos displayed: J.P. Morgan, BDO, sky, KPMG, HSBC, pwc, Deloitte, randstad, facebook careers, Michael Page Finance, Government Internal Audit Agency, EY.

Homepage Featured Employer Button

J.P.Morgan

Targeted Email campaigns

Along with job advertising campaigns, J.P. Morgan also use Careers In Group targeted HTML emails to support their recruitment drives. For this campaign, they were looking to attract Audit, Risk and Compliance professionals specifically in Frankfurt and Luxembourg.

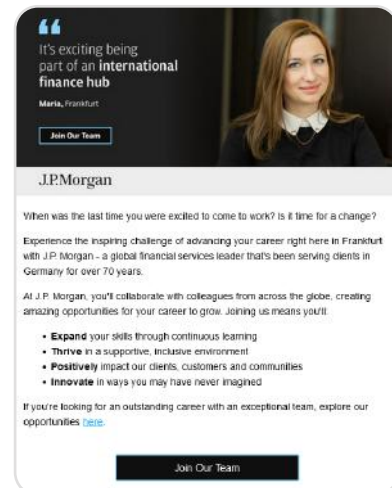
Our recommendations

We recommended 2 x HTML emails, targeting candidates with the required Audit, Risk and Compliance experience within the geographical areas that the roles were based in. Sending a separate email to each group of candidates allowed J.P. Morgan to tailor their messaging to those in each region for a more targeted approach.

The results

Audit, Risk & Compliance campaign – Frankfurt

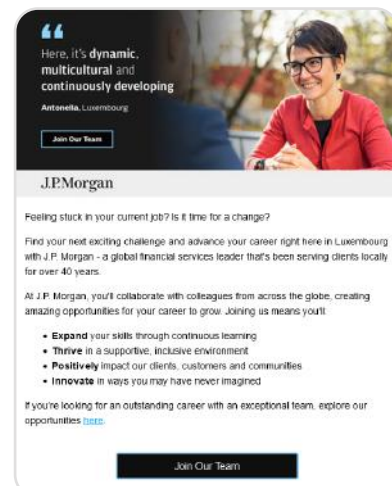
Sent to	5,843
Opens	1,471
Unique opens	878 (15.0% open rate)
Clicks	272
Unique clicks	209 (3.6% click through rate)



Targeted Email

Audit, Risk & Compliance campaign – Luxembourg

Sent to	5,858
Opens	1,319
Unique opens	806 (13.8% open rate)
Clicks	208
Unique clicks	181 (3.1% click through rate)



Targeted Email

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 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 4,600 Audit, Risk, Compliance, Cyber Security, and Analytics roles on the sites, and received over 21,000 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 and 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
www.CareersinRisk.com
www.CareersinCompliance.co.uk
www.CareersinCyber.com
www.CareersinAnalytics.com
www.CareersinESG.com



Other specialist job boards in the Careers In Group:

 CareersInAudit.com

 CareersInRisk.com

 CareersInCompliance

 CareersInCyber.com

 CareersInAnalytics.com

 CareersInESG.com

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