

Case Study

Retail Banking

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



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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 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 sites manage 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 **56,599 views** of retail banking job advertisements across the sites, which resulted in **5,208 completed applications** for employers and a 9.2% 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

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, five 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 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.

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HSBC

United Kingdom

About HSBC

HSBC is one of the world's largest banking and financial services organisations. We serve around 46 million customers through four global businesses:

- Commercial Banking
- Retail Banking and Wealth Management
- Global Banking and Markets
- Global Private Banking

Our network covers 71 countries and territories in Europe, Asia, the Middle East and North Africa, North America and Latin America. With around 4,400 offices worldwide, we aim to be where the growth is, connecting customers to opportunities, enabling businesses to thrive and economies to prosper, and ultimately helping people to fulfil their hopes and realise their ambitions.

Why Work for HSBC in the UK:

HSBC employs around 46,000 people in the UK, including 8,500 in the bank's global headquarters in Canary Wharf in London. We serve our customers through an extensive nationwide network of branches, 24 hour call centres and offices in key cities.

With the creation of a new ring-fenced bank, HSBC UK, and the opening of its head office in Birmingham, we will be recruiting for over 1000 roles to be located at the new location. This will create opportunities for people to join us in Birmingham and be part of the new bank across a number of business areas. We are hiring now with our main recruitment programme starting in 2017.

The scale of our UK operations, together with HSBC's international network, means that we provide many ways for you to achieve your career ambitions. We offer roles across all of HSBC's major business areas, including retail, private, commercial and investment banking, as well as jobs in operational and support functions such as audit, compliance, risk management, legal, finance, human resources and technology.

2 jobs with HSBC

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 & 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

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

ZURICH

Audit Manager
Swindon, Wiltshire • Competitive

HSBC

Risk Quality Assurance Manager
Birmingham • Competitive

METRO BANK

Technology and Change Auditor
Holborn, London • Competitive

BARCLAYS

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%

Change Assurance Auditor

Are you an analytical genius? Do you love organising and making things right? Are you an expert in Change Assurance? If yes, then we may have the role for you!

As a Change Assurance Auditor, you will provide independent assurance over Change programme and project risks for the Bank. You will work collaboratively with colleagues, to make sure that the operational risk management framework is appropriate, policies and procedures are applied consistently and everyone is set up to deliver ongoing customer service across the Bank.

So what would you be doing?...

- Considering how specific change programmes and projects will affect the Bank, and whether risks are effectively managed
- Delivering against a risk based audit programme to provide assurance that significant business risks associated with Change programmes are identified and controlled
- Completing the audit programme and reporting findings, as well as calling out issues to make things better for our customers and colleagues
- Keeping up-to-date with industry developments and regulatory changes and assessing their impact on our assurance plan

You need to be this kind of person...

- Passionate about providing unparalleled levels of service and convenience for customers
- Prepared to stick at something – we get nervous if someone has jumped from job to job
- Able to work and learn quickly in a fast paced, fun and dynamic environment

And whilst we always aim to train for skill where possible, on this occasion we are looking for someone who is already able to do all these wonderful things...

- Exceptional stakeholder management, team working and interpersonal skills
- Experience of auditing and reviewing Change programmes or projects of UK Banks or Financial Services
- A good understanding of the role of Internal Audit
- Strong communication skills, both verbal and written
- Professional Accountancy Qualification
- Internal Audit Qualification

Please note that you must be legally authorised to live and work in the United Kingdom to be eligible for this role, as visa sponsorship is not provided.

Branded Job Posting

Featured Audit Employers

compare the market, NFI Mutual, RSM, Audit New Zealand, NAO, Metro Bank, AZETS, Solicitors Regulation Authority, HM Revenue & Customs, evelyn

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)

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 **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:



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