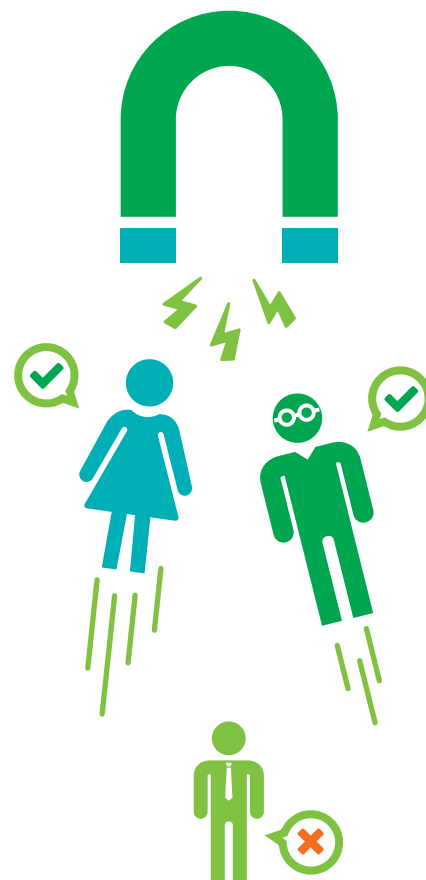


Just as the majority of the sales cycle now takes place primarily online, the recruitment process is increasingly digital first and candidate-driven. Sales and marketing teams are using a strategy known as inbound marketing to adapt to this shift.

Recruitment professionals can apply many of these same tactics to attract top talent with inbound recruiting.

Inbound recruiting uses a strategic approach to attract, nurture and ultimately hire top talent by providing them with the right information at the right time. (For more on inbound recruiting and why it works for financial services companies, refer to this helpful resource, [Closing the Financial Services Talent Gap](#).)

HubSpot, the master of inbound marketing, offers five simple steps for making the transition to inbound recruiting. We have adapted these steps for leaders and recruiters in financial services.



1

Set the stage: Identify ideal candidates

Recruiters must consider what to look for in an ideal candidate. They can do so by talking with current employees and key stakeholders to determine which competencies and characteristics are most important; where ideal candidates are most likely to be found based on what is known about them; and what the company has to offer that will entice them to accept an offer. Candidate personas are fictional representations of ideal candidates that financial services companies are trying to attract. These personas are not meant to discriminate or exclude candidates; rather, they are intended to serve as an internal guideline for devising the best strategies to attract them.

[Recruitment professionals can access a more detailed candidate persona document and a blank template here](#)



Persona Name: Oliver

Background:

Job title: Financial Analyst

Primary Responsibilities: Analyzing the firm's finances and providing recommendations

Demographics

Income: £50,000 to £75,000 (depending on company size and experience)

Location: London

Preferred channels: Forbes Europe, The Economist, Wall Street Journal, BBC

Hobbies/Interests: Enjoys spending time outdoors, hiking, traveling and spending time at restaurants

Career Goals

Primary Goal: Demonstrate high value to his company

Secondary Goals: Increase earnings to attain his desired lifestyle

Competencies

Certified by CFA

Authorized by the Financial Conduct Authority

2

Prepare:

Develop your employer brand story

As previously discussed, financial companies need to define key value propositions in terms that will resonate with job seekers. In today's world, most candidates truly care about the values of the company for which they work. They want to know what makes a company unique and how it adds value to society outside of generating profits for shareholders and creating jobs.

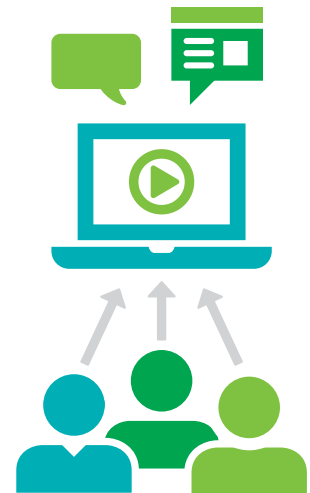
3

Attract:

Start prospecting

Those tasked with recruiting can work with the company's marketing department to develop key pieces of content (such as blogs, videos or career website pages) and begin promoting them through the appropriate channels.

Videos, webinars or even a series of social media images are all great ways companies can promote brand awareness and invite people to begin engaging with their brand even before they are seeking a new career opportunity.



4

Engage:

Create small opportunities to commit

The key is to simply plant the seed for further interaction. Encourage website visitors to fill out a form with a few basic details about themselves (name, email address and job title, for instance) and offer something in valuable exchange for the information. It could be a blog post ranking employers of choice in the financial services industry or perhaps a tip sheet on how to impress during interviews.

Companies should allow potential candidates to take small steps that move them closer to a potential interview without requiring too much upfront commitment. Once they have this information, companies can begin to “nurture” these prospects with additional relevant, valuable content. Most prospects won't see as intrusive monthly emails containing industry news, rankings and new job postings. Frequent intrusive emails and premature calls from recruiters will likely have the opposite effect.

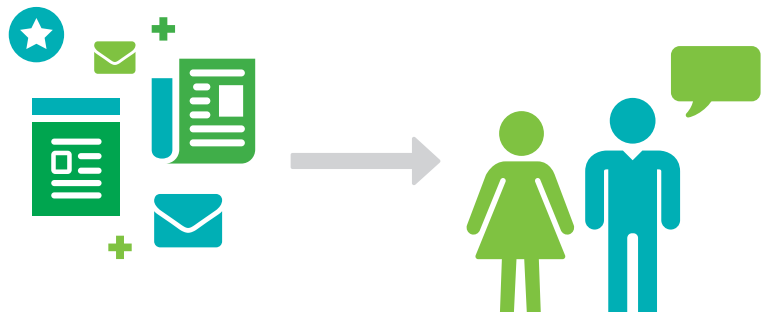
5

Hire:

Turn leads into candidates, candidates into employees

Once companies have developed this helpful relationship with potential candidates, and those candidates appear to be taking actions that indicate heightened interest (for example, visiting the careers page, downloading multiple resources and opening more than one email), it may be time to offer something more substantial, like an invitation to the next open house or scheduling a preliminary phone interview to answer questions.

As candidates apply, they should be vetted for cultural fit as well as competencies to increase the likelihood they will make positive contributions to the company for years to come.



6

Retain:

Optimize your strategy

Once companies have a steady stream of candidates moving through their talent pipeline and a strong succession plan in place to retain them, they should examine the results of their inbound recruiting efforts and make adjustments as needed.

Using talent relationship management software can provide important metrics, including:

- › Email open rate
- › Email click-through rate
- › Online form submission rate
- › Content performance
 - › Which resources are most popular?
 - › Which job descriptions are getting the most clicks?

Analysis of the data can guide you toward more successful inbound recruiting, but it's only part of the story. Recruiters should ask applicants how they found out about the company and what ultimately factored into their decision to apply and accept a position. This will offer companies additional insight, allowing them to continuously improve employer branding and close the talent gap.

Measuring the success of Employer Branding and Inbound Recruiting

The only way recruitment professionals can prove their efforts are successful (and continue to justify an inbound recruiting budget) is to track results through recruitment management systems.



Here are some of the most important metrics to measure:

Spending metrics

- › Cost-per-acquisition
- › Year-over-year change in recruitment spending
- › Spending allocations for all expenses
- › Spending allocations by source of hire

Productivity metrics

- › Time-to-fill for open positions ([according to Bersin](#), the current industry average is 52 days; 38 days for entry-level positions and up to 70 days for executive positions)
- › Time-to-fill for entry level, experienced and executive positions
- › Percentage of positions filled by source of hire

Quality metrics

- › Number of qualified applicants (as determined by hiring manager)
- › Percentage of candidates accepted for interviews by your hiring manager (a high percentage validates recruiters are attracting the right candidates)
- › Offer acceptance rate (typically ranges from 80 to 95%, depending on the industry)
- › Employee retention rate one year after hiring (should increase over time)

Staffing metrics

- › Internal staff members per 100 new hires
- › Number of contractors per 100 new hires
- › Year-over-year change in headcount
- › Year-over-year change in contractor usage

These metrics are much easier to measure when companies and recruitment professionals are using the right technology and have access to the most up-to-date industry information.

Employer branding and inbound recruiting can have a significant impact on closing the talent gap in the competitive, job seeker-empowered financial services sector. The ability to implement these modern-day recruiting strategies can mean the difference between attracting top talent with the potential to become future leaders and struggling to fill positions with second-choice candidates and losing candidates to other companies.

eFinancialCareers, a member of the global DHI Group, is the world's leading career site for financial services professionals and recruiters, with 1.5 million visitors every month.

We strive to connect busy recruitment professionals with the data and insights they need to make the best hiring decisions. In addition to managing thousands of global, industry-specific job postings daily, we help large and successful mid-sized financial services companies develop strong employer branding assets and manage talent using inbound recruiting tactics.

For more hiring insights and best practices, visit efinancialcareers.com.

Get off to a Good Start

Need a comprehensive overview of the strategies behind Employer Branding and Inbound Recruiting? Start with our ebook [Closing the Financial Services Talent Gap](#).

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