

RECRUITER'S GUIDE

How to Source, Engage, and Hire Top Finance Talent



Oleeo



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Your Finance Recruiting Playbook

To build a successful business and stay ahead of competitors, it's important to attract, source, and hire top talent. Finance recruiting can be difficult, because the field is competitive, and you need to stand out to attract and retain the best employees.

But have no fear! At Oleeo, we're experts in finance recruitment.

In our guide, you'll learn how to use best practices in finance recruitment to find and place the top talent — before your competitors do.



The Finance Recruitment Landscape

As in other industries, right now there are more financial jobs than there are people to fill them. **Finance had one of the lowest unemployment rates in 2021 at just 3.2%.** However, this sector is highly competitive, and you need to stand out to appeal to the best employees.

3.2%
unemployment
rate in finance
during 2021



In 2021, employees across the country quit their jobs in record numbers, and the financial sector was no exception. **The industry experienced higher turnover than it has seen in 20 years**, and even the most well-known companies are changing their hiring practices and benefits to stay competitive and appeal to more recruits.

Other factors impacting financial service recruiting in 2022 include:

- ✓ the desire for employees to have a **hybrid work environment**
- ✓ the emergence of **Gen Z** into the workforce
- ✓ a greater need for **diversity** in the workplace

Appealing to recruits with a generous compensation package isn't enough to retain them in the current financial services landscape. **In 2021, employees on Wall Street valued a flexible work environment more than a high base salary.** These candidates are in a job market where they can be choosy about which job offers they accept.

PRO TIP:

Financial recruiters need to find ways to appeal to employees in the new work landscape, emphasizing what recruits are most likely to value. As a new generation of candidates enters the workforce, you are more likely to face questions about your diversity, equity, and inclusion practices, flexible scheduling, and other factors that may not have come into the conversation 10 years ago.

Globally, the accounting candidate field continues to become more diverse. Like other sectors, financial recruiters should understand how to attract and retain recruits from many different backgrounds. Learning best finance recruitment practices will help you appeal to these candidates.



How to Find Qualified Finance Candidates

Finding the right candidates for each job is one of the most important aspects of finance recruiting. If you're sticking with the same job descriptions posted to the same job boards you've used for decades, you could be limiting your talent pool.

Post Your Jobs in the Right Places

If you've been recruiting for financial services for a while, you probably know which job boards bring in the best applicants. You can still advertise on those boards, but expand your reach by using them as a starting point.



Supplement your stand-by job boards by:

- ✓ **Working with smaller schools** and interviewing candidates beyond just business majors
- ✓ **Leveraging social media** like LinkedIn, Glassdoor, and Twitter to advertise job listings and find potential candidates
- ✓ **Regularly engaging your social networks** to connect with people who are genuinely interested in your company. Post consistently and engage with people who interact with your posts.

Attract a More Diverse Workforce

Using the old, tried-and-true job descriptions is easy and less time-consuming, but you could be missing out on a wide variety of candidates.

If your job descriptions are overly focused on mandatory qualifications, you could be discouraging women from applying. Women tend to apply to jobs when they think they're fully qualified. As a result, they typically **apply for 20% fewer jobs than their male counterparts**.

Look through your job descriptions to make sure they are inclusive, using gender-neutral language that appeals to a wide range of candidates.

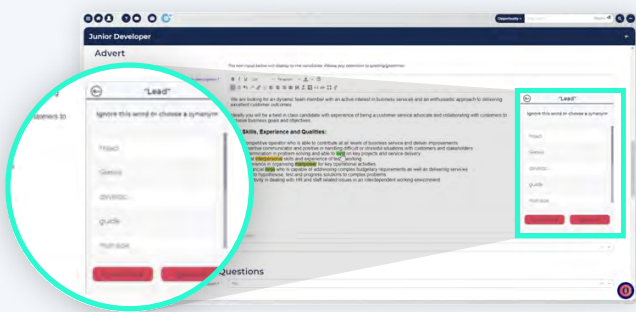
Words like **"dominant," "leader," "challenging,"** and others have a **masculine** connotation that could deter female candidates from applying.



Women typically apply for **20% fewer jobs** than men because they don't think they're fully qualified.



Words like **"supportive," "responsible," "cooperative,"** and others have a more **feminine** connotation.



Boost the diverse appeal of your job vacancies with **Oleeo's Intelligent Writing**. Our tech helps you to identify and remove overly masculine and feminine wording from your job adverts.

[LEARN MORE](#)

How to Attract Modern Finance Workers

Once you've cleaned up your job descriptions, it's time to assess your employer brand. With access to company reviews through sites including LinkedIn and Glassdoor, candidates can check you out before they apply.

If they can't find out anything about your company and its culture on the internet, they may pass over your job description and opt for another company that advertises its perks.

Follow these steps to develop your employer brand:

- ✓ **Evaluate your company culture** by speaking to your current employees.
- ✓ **Post content** on LinkedIn and other social media sites to share your culture with potential candidates.
- ✓ **Encourage your current employees** to advocate for your company.
- ✓ **Test your brand** by analyzing your reviews and ratings, your retention rate, and the channels you use to hire candidates.

Talk to your current employees and find out what they value about your company.

Knowing what attracted your top talent can help you market your company to potential recruits. It also helps you assess whether a recruit will fit into your culture.



Want a crash course in employer branding? Oleeo's detailed e-guide, '**A Recruiters' Guide to Employer Branding**', contains everything you need to know about employer branding to secure top talent!

[DOWNLOAD NOW](#)

Show a Genuine Commitment to Diversity

Over half of employees value diversity in the workplace. Customers also value companies who show a genuine commitment to diversity. Show recruits and potential customers alike that you are committed to providing opportunities to a wide range of people.



MORE THAN HALF
of employees value diversity
in the workplace.

It's not enough to say you value diversity.

These days, people can use LinkedIn and other social platforms to find current employees and ask them about your workplace. If you say you have a commitment to diversity but your C-Suite employees and boards are not very diverse, candidates probably won't be convinced that they'll have the chance to advance in your company. **You need to lead by example.**

Highlight Your Benefits

The top financial service professionals are **more likely to factor in benefits over salary** when they decide whether or not to accept a job. Since the pandemic forced everyone out of the office, many companies have adopted hybrid work models, and employees value this flexibility. If you offer flexible schedules or a hybrid workplace, showcase it as part of your employer brand.



Show Employees That They Can Grow With You

Many employees are interested in working for companies that will help them grow within their careers.

PRO TIP:

If you offer mentorships, employee development programs, or other initiatives that enhance growth and development, then shout about it! Show your talent pool that you intend to value them and help them hone their skills.

Keeping Financial Talent Engaged

When you nurture your talent pool, you end up with better-quality candidates you can tap to fill positions as they open. Whether you're talking to active job seekers or passive job seekers who are interested in learning more about your company, building and maintaining these relationships gives you a wider network of potential talent when vacancies arise.

Communicate With Your Talent Pool

Whether candidates are reaching out to you via email, messaging you on LinkedIn, or interacting with your social media, they are still taking the time to show they're interested in your company. **Keep in contact with people in your talent pool** by communicating with them throughout the recruitment process. If you choose not to hire a candidate, thank them for their time instead of ignoring them and leaving them in limbo.

You can use candidate relationship management (CRM) software to automate email communication, schedule interviews, send follow-up messages, and more. If you're talking to a passive job seeker who isn't interested in a job right now, use email communication or social media to keep in touch in case they eventually reach out to you for a job.

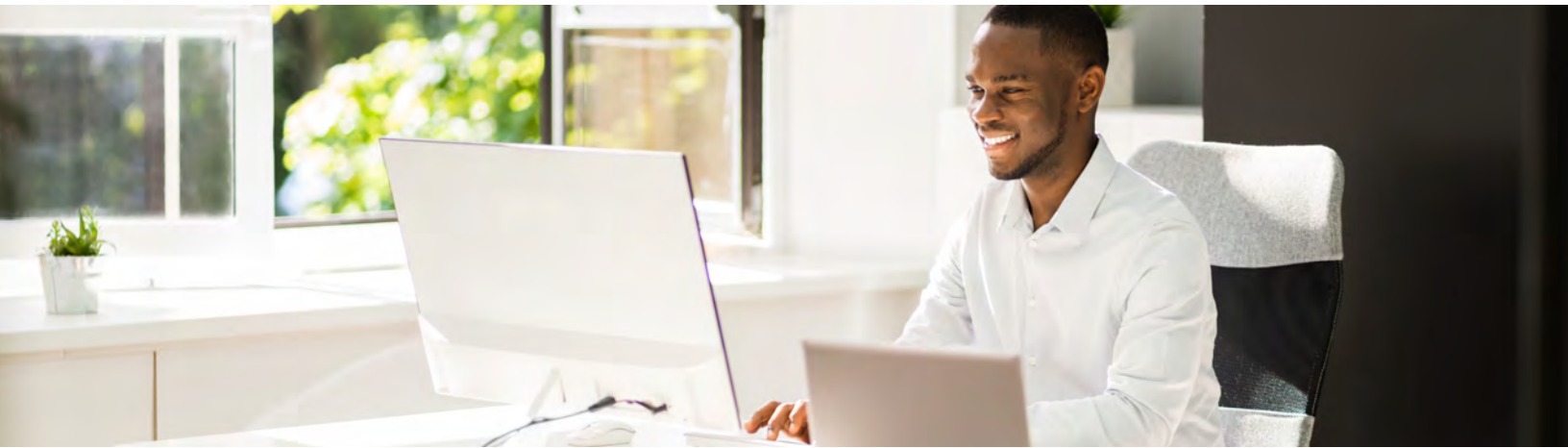


Nurture your talent pool with Oleeo Engage! With our CRM, you'll be able to automate workflows, create bespoke communications, and build unique landing pages.

[FIND OUT MORE](#)

Make Your Recruitment Emails Stand Out

Your recruits are probably sifting through a lot of emails. Make yours stand out by personalizing messages. Enhance your messages with bespoke touches, like an appeal to their interests or a mention of where they went to school. **Show your recruits that you did your homework.**



If you're sending bulk messages, segment your candidates so you can create personalized messages that appeal to a smaller group of people. You could target newer professionals with five years of experience or less with different messages than you send to senior professionals who've already reached mid-level and beyond.

Write compelling subject lines that grab a reader's attention using the following tips:

- ✓ Use actionable language.
- ✓ Ask the reader a question.
- ✓ Appeal to your reader's sense of urgency with time-sensitive subject lines.
- ✓ If possible, name the person who referred the candidate to the job.

PRO TIP:

Keep your emails short and to the point, and include a call to action outlining what you want them to do. Include relevant contact information and a link to your job description, and encourage your recruiters to follow up.

Reduce Your Time to Hire

In the competitive landscape of finance recruitment, reducing your time to hire can make the difference between landing a top-tier candidate and losing them to a competing firm. There are many ways you can reduce your time to hire.

Use an Applicant Tracking System (ATS)

Many ATS tools use AI and machine learning to sift through hundreds of resumes and filter out those who are most qualified. By using these systems to automate the tedious parts of recruiting, you can spend your time building and nurturing relationships with the best candidates.

You can also use an ATS to schedule interviews. Instead of playing phone tag with your recruits, they can use the ATS to tell you which times work best for them and schedule their own interviews.



Opportunity: Site Manager				
Status: LIVE				
Applicants				
Shortlisted candidates				
Eliza	James	★★★★★	👁️ 👤	🔴
Andrew	Beckles	★★★★★	👁️ 👤	🔵
LaToya	Lopez	★★★★★	👁️ 👤	🔵
Jose	Santos	★★★★★	👁️ 👤	🔵
Sophia	Ali	★★★★★	👁️ 👤	🔵
Hayley	White	★★★★★	👁️ 👤	🔵
Ibrahim	Umar	★★★★	👁️ 👤	🔵
		★★★	👁️ 👤	🔵

Halve your time to hire with Oleeo's cloud-based applicant tracking system, **Oleeo Recruit**. Our AI intelligent technology helps recruiters sift through thousands of applications in minutes.

[LEARN MORE](#)

Build a Quality Talent Pool

If you're already managing candidate relationships, you will likely have a high-quality talent pool. Building relationships with top talent makes it easier to find candidates for open positions. One of the best ways to do this is to create a strong employer brand and stay on top of candidate relationships.

Keep a database of top talent and interact with them regularly to maintain the relationship. Then post your jobs on boards and other locations where you know these candidates are likely to see them. Even if someone in your current talent pipeline can't take the job, you can be more confident that other qualified candidates will see it and apply.



Know What Your Hiring Managers Want

When you and your hiring manager have conflicting ideas on the best candidate for a job opening, you run the risk of wasting time. Collaborate with your hiring managers to source and review candidates. Make your job description as detailed as possible without deterring applicants.

PRO TIP:

Communicate regularly with your hiring manager, tracking interview feedback and streamlining other parts of the hiring process that aren't efficient.



Put it All Together

Because finance recruitment is so competitive right now, the most talented professionals have their choice of employers.

By building a great company culture and leveraging it to build your employer brand, you can create a solid talent pipeline and fill your jobs as soon as they become available.



About Oleeo

Oleeo helps enterprise businesses improve their recruitment strategy. Unlike other applicant tracking systems, companies don't need to change their processes to fit the software, Oleeo Recruit is completely customisable.

The system uses AI to help recruitment managers quickly sift through thousands of applications and automation nurtures candidates through the recruitment process. Oleeo Recruit enables companies to attract a more diverse workforce by de-biasing job postings and offering blind application screening. You can even benchmark your data to ensure you're moving diverse candidates through every step of the hiring process.

With clients such as the UK Police Force, Amazon Stores and Morgan Stanley, Oleeo guarantees to halve your time to hire. Recruit the best talent, your way with Oleeo.

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