



eFinancialcareers

how-to guide

Recruiter's Hub Guide

All you need to know about posting a job on
eFinancialCareers

Welcome

The following guide provides a comprehensive overview and top tips for posting jobs and managing applications on eFinancialCareers.

Essentials:

1. Refresh your jobs every 3 days to ensure they receive maximum exposure
2. Ensure the job title and job summary are engaging and informative
3. Screen and rank applicants to make your recruitment process more efficient

Depending on where you are in the world, the optimum time to post jobs can vary.

Globally, most users visit eFinancialCareers between 10am and 2pm, on weekdays. Only 19% of traffic is over the weekend. Whereas visitors from Asia generally use the site after 9pm and outside of normal working hours.

Post your vacancy at the best possible time and improve the number of applications you get.

Country	Most Visits – day of the week	Most Visits – time of day
Australia	Monday	10.00
China	Wednesday	07.00
France	Monday	15.00
Germany	Tuesday	12.00
Gulf	Monday	10.00
Hong Kong	Monday	21.00
Singapore	Monday	21.00
United Kingdom	Tuesday	10.00
United States	Wednesday	10.00

Tip

Contrary to popular belief, the weekend is NOT the best time to post your job as traffic is highest within the working week.

How to post a job

Making sure your job advert is well written can determine not only the number of applications you receive but also the type of candidate you attract. A good advert should be easy to read, professional and attractive to your target audience.

The job title

Most candidates search for full words or phrases in their keyword searches so try to make sure your job title is clear and concise but without acronyms, abbreviations of words and phrases or asterisks.

The job summary

This is a vital part of any job advert. You have a maximum of 100 words to attract candidates to your role and encourage them to read on. Make the most of this important section and try not to repeat the job title in the first eight to ten words of the job summary section – it looks a lot like repetition to a candidate.

☆ Head of Compliance (Fintech)

Our Client Our client is a well-funded Fintech which has garnered a lot of attention for their proprietary technology and innovative applications. They have scaled considerably since their founding and are now at the right stage to build their compliance team and are looking to hire the right professional to head up their compliance

 Negotiable
 Singapore
 Permanent, Full time
 McGregor Boyall Asso...
 Updated on: 20 Jan 19

The job description

Make sure you give candidates as much detail as possible but don't overload them with too much data. Ensure you sell the key benefits of the role and the company but use bullet points and plenty of white space to make your advert as appealing and easy to read as possible.

In order to help your job appear more frequently in candidate keyword searches we suggest you repeat your key phrases or words a few times throughout the description section; but no more than 10 times per role – you want to keep the posting looking 'real' and coherent!

Important:

- Jobs posted to the eFC Singapore website must comply with the TAFEP Guidelines on Fair Employment Practices.
- For US Clients OFCCP fields are available, please contact your CS representative for more information.

Location

Select the location of where the role will be based. For instance, if you are looking for a candidate who will be based in Chicago, but you (the recruiter) are based in Hong Kong then you should select 'Chicago' and NOT Hong Kong.

TIP


For more information read our “how to write a successful job advert” document


Mandatory fields

It's worth noting that many section of the job posting process that contains a **red asterisk * is a mandatory field** and all of these sections will appear on the final job posting.

The tracking pixel

In addition to a job reference code, you might also like to add a tracking pixel. A tracking pixel is simply a code that enables you to track metrics such as the number of times your job advert has been viewed on our system. If you don't know what this is, or if you don't want to include one, then just leave this section blank.


Your Job Reference Code 

Add a Tracking Pixel 

Business sectors

You can choose up to three relevant sectors and sub-sectors for each posting to help reach maximum visibility across your target market and attract the most relevant candidates.

Business Sectors

 Choosing up to three sectors will increase your job visibility to candidates. [See all sectors](#)

Sector *



Check with your Customer Success representative for a full list of business sectors

The salary description

We know you can't always disclose a salary amount, but jobs with defined salaries have been shown to receive far better responses from candidates.

Salary Description *

Currency

Salary Band

Even if you have not entered a specific monetary amount in the Salary Description field, you can pick up a few more applications by using the **Salary Band** option that shows just below the **Salary Description** field, or by using words and phrases. In order to select the salary band you need to select first a **Currency** **n e r n e n u e**

This appears on both the job search results page and the live advert. In addition, candidates can also filter by salary band in their results.

Other tools

Email responses

You can send a personalised email to each candidate that applies to your role acknowledging receipt of their application.

Perhaps you don't have the resource to get back to every applicant or perhaps you need a few days grace before you reply to them; either way, using an automatic response to each applicant lets them know what communications they should expect from you and when.

This will certainly help reduce the number of unnecessary candidate communications outside of the application process.

We provide a template which will personalise each email with the candidates' name, job title and job reference number, and you can edit this template or create your own. You can even use the same response for all your adverts if it's easier.

Questionnaires

Screen and rank your applicants in advance using a Questionnaire of your own design. For example, you can ask candidates their visa status as well their current location. You have also the option to add up to 4 additional questions and prevent online applications from jobseekers that haven't answered your questions correctly or met your minimum criteria.

You can do this with every new job advert you post, and applications can be directed to your email address or stored in your eFinancialCareers account.

Adding a questionnaire can really help pre-qualify candidates when you're anticipating high responses to your postings or have pre-defined criteria candidates must meet. Setting them up in advance will help save you time later on.

Important:

Applications sent to an external URL or jobs that have already received applications will not have the ability to use this feature.

TIP

You can store up to 50 Questionnaires in your library, so create a few that can be used for all your roles

The company brand

Making your job advert stand out and promoting your company brand is important, so adding a logo to your advert is vital. If your organisation works with more than one brand or has more than one logo you can ask your Customer Success representative to add them to your account.

TIP

Once you have filled out all of the fields on this page, tick 'Remember my preferences' at the bottom of the page so you don't have to type it all out again the next time you post a job advert

What company information would you like to display?


This is an anonymous job
I don't want to display my company name or contact details.

This is a branded job
I want my company information to be displayed.

Select all

Brand Test account

Logo



Website

First Name

Surname

Email Address

If you wish to display the company name and logo on your postings, be sure to tick both the Brand and Logo boxes shown above.

You can also add additional information about yourself and your company; website, physical address, phone numbers.

However, if you wish to remain anonymous you can always choose to **hide all company information** on the final page of the posting process. Choosing the 'anonymous' option will display your company name as 'Not Disclosed' and will hide any logos.

IMPORTANT

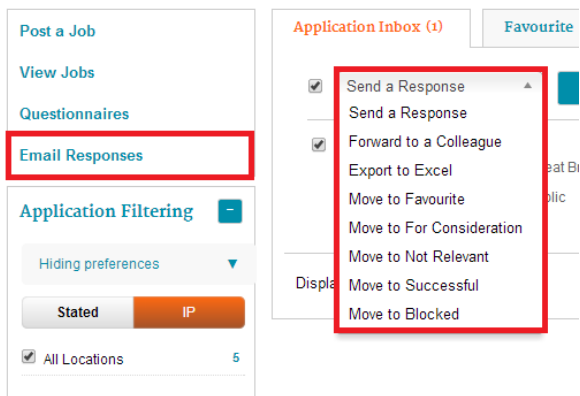
Make sure you've checked your advert before it's live. Not all fields can be amended once it's live, including questionnaires.

If you do need to change something, then please contact your Customer Success representative.

Application management

If you are posting a job advert for which you **expect to receive a high volume of applications**, you might prefer not to have each application delivered to your email inbox.

You can always access all of your applications in the eFinancialCareers 'Recruiter's Office' (unless you choose to direct applicants to a particular website) and then you have the benefit of being able to filter them into folders and bulk reply to all your candidates in one go.



The bulk reply

When you have filtered your applicants, you can reply to all candidates in each of your folders directly from the eFinancialCareers Recruiter's Office.

This is particularly handy for applicants who are not suitable and means you don't have to reply from your own email address. We have even provided an email template you can use and personalise, or you can even create your own templates and store up to 50 of them in your Email Response Library.

In addition, you can easily access and filter your applicants into folders (Favourite, For Consideration, Not Relevant, Successful and Blocked) and once filtered you have the option to bulk respond to all in each folder



Important:

If you choose to move applicants to the 'blocked' folder, you will be blocking the candidate from applying to any future roles that your company posts.

The filtering function

Say you are recruiting for a role in a particular location such as Singapore or London, and you only want to see candidates who are already based there. You can filter your apps by the stated location of the applicant (where they have said they are based) or their actual IP address (where they have applied from). Saving you both time and effort.

Projects

You might be working on multiple “projects” at any one time, sourcing candidates from the CV database and from job applications. To make this easier, you can create “Project” folders to store applications to your jobs as well as the CVs you find in searches into one “Project” folder.

These “projects” are personal and cannot be seen by other team members.



Performance

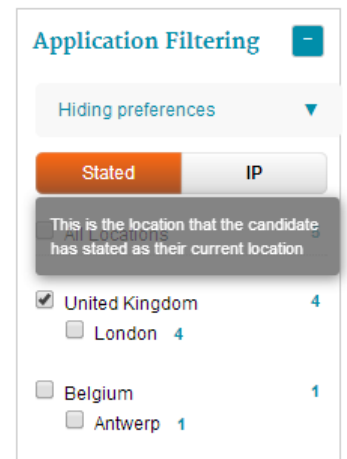
Once your job adverts are live on the site, you'll want to check how they're performing. From your 'Overview' page you can see how many jobs you have live, how many candidates have viewed your jobs and, most importantly, how many applications your vacancies have received to date.

Reporting	
Live Jobs	Applications
0	0
	Job Views
	0

On each individual job you can track the applications and page views on the 'View Jobs' page.

Financial Controller - TEST JOB Expired	
Posted by katarina Repkova lidsbu job posting Tue, 01 Apr 2014 • Job Template: Default eFC Template	
Your Job Ref: n/a	Applications: 5
	Views: 70

From this page you can also manage your applications if you have chosen to direct applicants to apply via eFinancialCareers rather than through another website.



The extras

The refresh function

Refreshing job adverts takes no more than 10 seconds and gives them today's date, simultaneously bringing your roles back to the top of candidate search results - helping to boost candidate attraction and application numbers. We advise you to do this every 3 days (at no extra cost).



Important:

If you are using an ATS system (such as Broadbean or eQuest), 'Refresh' might be termed differently so please check with your supplier.

Matching CVs

When posting a new job, you now benefit from a generated list of matched and suggested CVs, allowing you to identify and short list the right candidate more efficiently.

These CVs will be matched to your job title and the sector selections you made when you posted the role. If you have a CV database licence, you'll also benefit from being able to view these matching profiles immediately and save, forward, download or print them as you wish.

If you don't have a CV licence you'll still see the list of matching CVs, but you'll need to speak to your Account Manager to gain access to view them in full.

Thank you for posting a job

Your job **Financial Analyst** has been successfully posted

Matching CVs

We have found **2694 CVs** in our CV database that match your job posting and here is a selection:

Senior **Financial Analyst** / Financial Advisory /SAP/Asset Management / Financial I

Support

We want to ensure you have all the help and support you need when using eFinancialCareers. So, in addition to our user guides and top tips, we also provide online training and can even come to your offices for one-to-one or group training sessions with your team.

Our dedicated Customer Success team are available during office hours and can be contacted via phone or email.

Contact us

Email: help@efinancialcareers.com

www.efinancialcareers.com

Belgium	+44 (0) 20 7997 7900
China	+86 130 5215 6026
France	+44 (0) 20 7997 7900
Germany	+49 (0) 69 6677 4600
Gulf	+971 4 433 2384
Hong Kong	+852 3702 5748
Luxembourg	+44 (0) 20 7997 7900
Singapore	+65 6579 8000
Switzerland	+49 (0) 69 6677 4600
UK	+44 (0) 20 7997 7900
US	1-866-333-4095

Searching for specialist talent?

Our database contains the CVs of over 914k financial services professionals and attracts over 50,000 new searchable profiles every month, making it the most powerful tool for recruiters sourcing Financial Services talent.

- Find highly qualified and specialised professionals
- Target passive candidates
- Stay ahead of the competition

Contact us today to find out more

