

How to Identify, Pursue & Hire Top Banking Talent

 **Eastridge**
WORKFORCE SOLUTIONS



Contr...

It is a process...
and achieve the company's...
other competitors. It requires...
company's situation and...
ing and keeping customers...

A marketing strategy...
maintain your sales of...
should work. Marketing...
your target. This may help...
buying cycles will help...
improvement should be...
what is not. This will help...
greater opportunities to...
sales and increase the...
Lastly, improve...

CHOICE

Date: xx/xx/xx
Invoice No: 0003001
Customer ID: 221

Amount
246.55
58.75
14.87
74
10
0
12

%Growth

-11%
+37%
+42%
+78%
61
27
+18%

ing to sales from 2013 - 2016

May	June
24,766	45,556
354	1,076
133	190
135	134
47,756	47,756

107,812
89,918
123,939
189,128
10,283
47,029

Target

2016

2015

Marketing approaches th...

safest opportunities to...
use sales and achieve...
of marketing that has...
activities will be based o...

Apr	May
775	24,756
541	354
114	133



Ten years ago, only around 50% of financial services leaders saw skills shortages as a threat to their growth prospects. Now it's nearly 80%.*

With unemployment at a historic low, having a dynamic talent acquisition strategy is vital in a job market where candidates have the upper hand. The days of 'post & pray' are far behind us and attracting skilled, in-demand banking professionals require more proactive recruitment practices.

At Eastridge, our banking recruiters know it can be challenging to determine where to invest your talent acquisition resources in attracting the professionals you need for today and the future. From employer branding to leveraging your network to build a living candidate pipeline, our how-to eBook will provide some of our proven banking recruitment strategies your talent acquisition team can implement today.

*According to PwC



Employer Branding: How to Communicate with Candidates

Define your company culture

To attract and hire the in-demand banking professionals you're seeking, it's crucial to define your company culture. Practicing a confident employer brand voice will not only help you stand out from your competition but also attract candidates who align with your mission and values.

The hiring process is a two-way street. While you're interviewing a candidate to assess their cultural fit in your organization, they're simultaneously doing the same.

You can attract like-minded professionals by promoting what makes your company different. Between LinkedIn, Glassdoor, Facebook, and other social media platforms, there are a variety of

opportunities to practice your employer brand voice and promote your company's unique culture:

1. Consistently update your social media profiles with company news, event photos, open positions, and awards.
2. Answer "Why work for us?" with every job description you post. Provide company differentiators, examples of innovation, and employee benefits that candidates can't experience anywhere else.

After revamping our Indeed profile, Eastridge Workforce Solutions saw an 89% increase in engagement and a 10% increase in the number of applications we received in one quarter.

Determine the skills you need

With a job market driven by candidates, it's more critical than ever to provide a clear description of the required skills for each position you're hiring. When defining a job, begin by asking, "What would this person need to be successful in this role?"

Every job description you post should provide a confident answer, detailing the position's must-have hard and soft skills.

When defining a position's must-have hard skills, consider what technical and quantifiable knowledge a candidate should possess to make a measurable impact on your team. While hard skills are considered the foundation of a candidate, their soft skills are often equally as valuable. Notable soft skills include proactive communication, emotional intelligence, and resilience.


For example, if you're hiring a BSA Officer, a strong job description could look something like this:

BSA Officer

The Bank Secrecy Act (BSA) Officer is responsible for coordinating the development, implementation, and administration of all aspects of the corporate-wide Bank Secrecy Act (BSA) Compliance Program. This position monitors compliance with state and federal Bank Secrecy Act (BSA), USA PATRIOT Act, Anti-Money Laundering (AML), and OFAC laws and regulations.

The primary duties of the Bank Secrecy Act (BSA) Officer are:

1. Oversee all aspects of the corporate-wide Bank Secrecy Act (BSA), Anti-Money Laundering (AML) programs.
2. Coordinate and assist in the administration of independent, state and federal regulator and auditor examinations and reviews.
3. Make recommendations to the Compliance Officer and senior management when and where appropriate. Proactive communication is a must.
4. Use strong interpersonal skills; Responsible for performance management and overall development of staff within their assigned tasks of individual team members over time to evaluate performance, learning, and capability to identify special training needs to increase team efficiency.
5. Maintain proficient knowledge of the rules and regulations, including but not limited to, the Bank Secrecy Act (BSA), USA Patriot Act, and OFAC.



Leverage your Network: How to Connect with Talent in Person

Despite the initial stages of the talent acquisition process happening mostly online, there are still measurable benefits to expanding your strategy to the field. Determining how and where to recruit talent in-person, however, depends on the level of position you're looking to hire.

Lower-level positions: Host in-person job fairs & info sessions

Hosting job fairs may feel like a nostalgic practice, but putting a face to your organization's brand can yield immeasurable value. It's a reliable recruitment strategy that can help you develop relationships with entry-level talent.

Start tapping into your local talent pool by connecting with colleges and universities in your community. For a significant industry like banking, there are often recurring opportunities to participate in on-campus job fairs and speak at information sessions.


Executive & c-suite positions: Serve as a thought leader in your local community

To attract local talent for higher-level positions, such as executives and c-suite, it's essential that your organization establishes itself as an industry thought leader. Producing live networking events, whether it be a Q&A session or panel discussion on the industry's latest trends, will contribute to your company's reputation as an industry leader.

When sourcing talent for higher-level positions, you're often limited to recruiting passive talent (individuals who are comfortable in their current situation and are not actively looking for new opportunities). Hosting networking events can empower your company to connect with those candidates in person, develop enduring relationships, and ideally, attract those individuals to join your organization.

It's important to know that you don't need world-renowned speakers or destination venues to host a successful networking event - you just need to produce the kind of event you would be excited to attend as an experienced banking professional.





Meaningful Interactions: How to Build & Foster a Living Candidate Pipeline

From entry-level to c-suite professionals, today's candidates have high expectations for how companies should interact with them.

In 2018 alone, more than 40% of job seekers believed it's acceptable to cut off communication when they have decided they no longer want to pursue a new role. The days of mass messaging and hoping for a response are far behind us - a personalized approach is crucial to initiating meaningful candidate engagement.

Practice proactive communication

Between job board messaging, job fairs, and networking events, your talent acquisition team has initiated and developed a variety of professional relationships for their candidate pipeline. To grow your company's living candidate pipeline - viable professionals to connect with upon available job opportunities - it's crucial to practice consistent communication.

Create a steady practice by scheduling time blocks on your calendar dedicated to connecting with candidates in your pipeline. By establishing a cadence for candidate communication, you'll keep your pipeline alive and engaged while building trust in your employer brand.

"This is how we're able to place quality quickly. Because we've built and cared to a living candidate pipeline, we're able to present 3-4 strong candidates within 48 hours - and I mean \$100,000+ salary candidates," said Chris Diaz, Eastridge Finance & Accounting Recruiter.

Chris also noted, "Timing is a huge issue in headhunting and recruiting. Consistent follow-up and touchpoints with our talent are crucial - we pride ourselves in our network. Every single person has value."

Headhunt smarter, not harder

From leveraging local market insights to personalized inbound recruiting, targeted search strategies are the key to achieving a high level of candidate engagement.

Recruit smarter, not harder, by establishing specific job posting and salary guidelines for your most commonly placed positions. Creating a formulaic process informed by current market insights will allow scalability, empowering your company to grow and focus on the parts of your business that matter most. This practice will also ensure you're only attracting those individuals that are a best-fit, as vague job descriptions will quickly deter potential candidates.

It also pays to curate customized inbound messages for every candidate you interact with. When Eastridge recruiters established this recruitment best practice, for each unique candidate on LinkedIn, we saw an InMail acceptance rate* of 36% versus the industry average of 20%.

On Indeed, our recruiters received a candidate response rate of more than 30% with a total average of 45% (compared to the industry standard of 20%).

*LinkedIn suggests a benchmark standard of 27%

START HIRING THE TALENT YOU NEED.

Our recruiters understand the impact a company's team has on the bottom line. Through our proven process, we source and recruit only elite, technically competent finance & accounting professionals available in the market.

"The team at Eastridge delivered the talent we needed quickly and accurately for this unique combination of analytical and interpersonal skills. We only needed to meet with 2 candidates and made a successful hire within 17 days!"

- Malak Kazan, Vice President of Special Projects, Economic Research Institute

[Get Started with a Free Consultation](#)

About Eastridge Workforce Solutions

If your organization is struggling to keep pace with the rapidly evolving banking recruitment landscape, Eastridge can provide consultative support and guide you from 'post and pray' to proactively pursuing an in-demand candidate community. Contact one of our experts today to learn more about our banking recruitment practices and how partnering with Eastridge can simplify and accelerate your hiring process.

Since 1972, Eastridge Workforce Solutions has provided full-service talent acquisition and management solutions for Fortune 500 companies across North America. Ranked as a top professional recruiting firm by Forbes and in the top 1% of firms by Staffing Industry Analysts, we are proud to help over 20,000 associates find jobs across all major industries every single year. With strategic contingent workforce management programs and comprehensive staffing solutions powered by our proprietary technology platform, Eastridge Cloud™, we make it easy for our clients to attract and manage a skilled workforce.