

Case Study Baker Tilly Malaysia

THE REQUIREMENT:

Baker Tilly Malaysia had an ongoing need to recruit accountancy talent and were keen to utilise ACCA Careers as a source of candidates.

THE SOLUTION:

As an ACCA Approved Employer Baker Tilly Malaysia was able to post all their roles on ACCA Careers at zero cost. In order to remove any time/cost/resource implications for Baker Tilly we use the "Job mirror" process, where we automatically post all their accountancy/finance roles onto ACCA Careers, sending interested candidates back to the roles on the Baker Tilly careers pages to complete their applications.

THE RESULT:

During 2019 we posted 72 roles, generating a total of 9,094 job views and 2,649 apply clicks. This is an average per role of 126 views and 37 apply clicks, a very strong performance.



"We have been very impressed with how easy Job Mirror makes advertising our roles. And the response has been excellent – we have hired several ACCA candidates and we'd strongly recommend ACCA Careers for any firm looking to recruit accountancy talent."

Baker Tilly Malaysia

The screenshot shows the Baker Tilly Malaysia profile on the ACCA Careers website. At the top, there are navigation links for Home, Find a job, Job alerts, Search recruiters, Approved employers, Careers advice, and Recruiters. The profile header includes the Baker Tilly logo and the text "Baker Tilly Malaysia". Below this, there is an "About Baker Tilly Malaysia" section with a brief history and description. The profile also lists contact information for Baker Tilly Tower in Kuala Lumpur. Two job listings are displayed, both marked as "ACCA Approved Employer" roles. The first listing is for an "Associate (Audit / Tax / Advisory)" role, and the second is for a "Senior Associate, Audit & Assurance" role. Both listings include details such as location, salary, and a "View details" button.

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