

Case Study: JM Finn

Apprenticeship Campaign 2024



ABOUT JM FINN

JM Finn, a renowned wealth management company, has been offering high-quality, personalised investment management services since its establishment in 1946 by John M Finn. Recognised for their excellence in employee branding, JM Finn was awarded "Best Employee Brand of the Year 2024" at the Brand Management and Reputation Awards. Their client-centric approach, commitment to diversity, and focus on quality have earned them an 8.8 customer satisfaction rating out of 10 according to its 2023 independent client survey.

CAMPAIGN BACKGROUND

Cohesion has successfully co-ordinated Early Careers campaigns for JM Finn since 2021 and we partnered again in 2024 to recruit 3 additional Investment Administration Apprentices.

The campaign's primary objective was to attract a diverse pool of candidates, with a particular focus on increasing female representation in this traditionally male-dominated field of wealth management. This initiative aligned with JM Finn's diversity, inclusion, and social mobility policies, showcasing their dedication to fostering opportunities for individuals from all backgrounds.

STRATEGIC APPROACH

Cohesion implemented a comprehensive recruitment strategy to achieve JM Finn's goals by collaborating with "Not Going to Uni", to reach a broader audience of young talent, particularly young women, with a focused direct approach.

- The recruitment process emphasised understanding candidates' motivations, strengths, skills, and personalities while assessing their fit for the role. A positive candidate experience was provided by Cohesion, who offered end-to-end support, which included screening application forms, conducting video interviews, preparing candidates for assessment centres, and maintaining continuous communication to keep applicants informed.

Additional candidate coaching was offered to candidates from under-represented groups, supporting them throughout the process and ensuring they had all the information needed around the many benefits of the JM Finn programme whilst obtaining a funded CISI Level 3 Investment Operations Certificate.



KEY ACHIEVEMENTS

The apprenticeship campaign delivered exceptional results, reinforcing JM Finn's commitment to diversity and excellence:

- Increased Female Representation: The targeted approach led to a notable rise in female applications, with more women receiving and accepting offers than ever before
- Unwavering Attendance: The campaign achieved a 100% attendance rate at the assessment centre, reflecting strong candidate engagement
- Positive Candidate Experience: Feedback from candidates highlighted the thoughtful organisation of the process and the supportive environment provided by Cohesion and JM Finn at all stages

CANDIDATE TESTIMONIALS:

"The application process was well balanced, allowing us to showcase both our skills and personalities"

"The preparation call was incredibly helpful, and the recruiter was ready to answer all questions without giving away the assessment content"

"Meeting current apprentices gave great insight into the role and the company culture"

CLIENT COMMENT:

"Our partnership with Cohesion has provided an exceptional candidate experience and a diverse cohort of new apprentices into the business. Thanks for all the help with our programmes, it makes a huge difference!"

CONCLUSION

Through strategic collaboration with Cohesion, JM Finn successfully expanded access to wealth management careers, particularly for women, while maintaining their commitment to quality and personalisation. This campaign underscores the importance of thoughtful recruitment practices in driving diversity and excellence in the workplace.

If you'd like to discuss how Cohesion can collaborate with you on a successful recruitment campaign, please don't hesitate to get in touch with:

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