

CASE STUDY



BACKGROUND

Our client company is an UGC ranked university in Northern India and ranks among the Top 2 in the Times Engineering Survey. They were expanding their students intake and required a large number of teaching and non-teaching staff to be recruited in a small window of time.

CHALLENGE

The University wanted to draw talent with specific expertise and from diverse cultural backgrounds. The university is located in Greater Noida and most of their employees were from the neighbouring areas. So, we had to inject diversity to their talent mix, especially when they were not known for the strategy of diversity.

Secondly, the time window was narrow given the schedules of academic session that universities follow. Professors do not move in the middle of an academic session. We had the challenge of mapping the talent pool, building awareness about the Employer Brand and attracting the target audience towards the brand.

Last but not the least, we had a very limited pool of talent available, especially for the senior roles. We had to cast the net wide open. And we did not have any particular strength behind the brand to draw the super-achievers towards it.

SOLUTION

CIEL met the Chancellor and the Director HR to understand the context and the vision well. We co-created the employee value proposition and developed a multi-pronged strategy for talent attraction.

One was to run an advertisement campaign in the target market. We built a special-purpose delivery team under a Project Manager. The team had resources to receive the response to the advertisements, acknowledge the applicants, screen the applications, interview the short-listed applicants over the phone, set up personal meetings, co-ordinate further with the client and update MIS on a regular basis.

Secondly, we built another team comprising senior recruiters who focused on sourcing experienced candidates. They held several open-ended conversations with potential candidates, networked with them, leveraged on the internet and social media to reach out to many more. Through the protracted efforts over a period of months, we were able to hand-pick talent from various universities in India and people of Indian origin working in foreign universities. These people were met by the Chancellor and a few others multiple times to set expectations clearly at both ends.

BUSINESS BENEFITS

All the applicants for the advert heard quickly from us. The phone screening carried out by CIEL was objective and deep. As a part of the conversation, CIEL communicated the vision of the university to each applicant. This process helped the University deliver a highly professional experience and build a strong employer brand.

The University was able to onboard the required staff as per the project plan. Moreover, a template for running an advertisement-based recruitment project got created for them to replicate in future.

Illustrative List of Full-Time Roles filled:

- Pro-Vice Chancellor
- Dean
- Professor
- Associate Professor
- Assistant Professor
- Production engineer
- Director - International Relations
- Head Placements
- Training and Placement Officer
- Student Counsellors
- Sr. Executive/AM- HR
- Chief Engineer
- Director - Administration