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Internship Report On

Recruitment & Selection Process of

Top of Mind

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on

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Top of Mind

Submitted To:

Gouranga Chandra Debnath, PhD
Associate Professor
School of Business & Economics

Submitted By:

Md. Golam Kibria Fahim
111 192 028
Human Resource Management.

Date of Submission: 29th September, 2024

United International University

Letter of Transmittal

September 29th, 2024

Gouranga Chandra Debnath, PhD

Associate Professor

School of Business & Economics

United International University

Subject: **Internship Report on Recruitment & Selection Process of Top of Mind**

Dear Sir,

Finally, I get a chance to submit my internship report on **"Recruitment & Selection Process of Top of Mind"** which is one of the mandatory requirements in order to complete BBA (Bachelor Business Administration) in Human Resource Management.

In my internship era, I was allotted with HR & Admin at Top of Mind where it feels like a practical exposure on all facets of HR functions especially Recruitment and Selection process. This report will take you through what I had been exploring, some of the things that shocked me as well as how I attempted to add value during my time in internship. Thanking you ahead of time for always staying along with me. I also want to recognize my parents who have shown me endless love and support, and the constant encouragement of my friends through this journey.

I trust this meets with satisfaction and welcome additional discussion. As always, thank you for reading and consider it.

Sincerely,

Md. Golam Kibria Fahim

ID: 111 192 028

BBA in Human Resources Management

Student Declaration

I, Md. Golam Kibria Fahim, a student of BBA (Major in Human Resource Management), United International University (UIU) hereby declare that the Internship Report on **"Recruitment & Selection Process of Top of Mind"** is a record of original work carried out by me during my Internship at Top of Mind under the supervision Gouranga Chandra Debnath, PhD, Associate Professor School Business & Economics, UIU.

I also state that this report is my own independent work and was not submitted to another university or institution for any Academic credit. I am solely responsible for any errors or inaccuracies in the text presented here to prepare this report, following all guidelines given by my university.

I also affirm that this report breaches no confidentiality or intellectual property rights of Top of Mind.

Md. Golam Kibria Fahim

ID: 111 192 028

BBA Human Resource Management

United International University (UIU)

Acknowledgement

First of all, Thanks to almighty Allah who equipped me with tape patience and patience to do this internship let alone report Successfully.

I owe special thanks to my academic supervisor, Gouranga Chandra Debnath, PhD, Associate Professor, School of Business & Economics, United International University for his guidance and support Heartiest encouragements on the report. His wise criticism assisted me to enhance my work & reach a superior quality.

Big thanks to the team at Top of Mind, where I was an intern as well. A huge thanks to my supervisor, Md. Tangib Haque, all my co-workers, seniors for their support in imparting practical knowledge on HR and Administration. What I learned over the past several weeks was priceless and invaluable thanks to their support.

My parents, whose love, prayers and encouragement have been the greatest motivation in my life. They have been my strongest source of support, and have held my hands at every stage of this academic process.

Finally, I want to thank my friends whose reminders and jokes have always kept me on my feet.

Thanks all of you for the endless support and creativity.

Executive Summary

A comprehensive report on the recruitment and selection process of Top of Mind Advertising agency, one of the leading advertising agencies in Bangladesh. The research looks at each phase from identification of the vacancy to the eventual approval and examines how well and what obstacles HR faced when it came to attracting, screening, and choosing for talent. The main report purpose is to measure how efficient and effective Top of Mind's recruitment has been, and the secondary objective is problem resolution in improving. Top of Mind follow a systematic hiring process with clear stages including posting jobs, viewing applications, shortlisting, screening, interviews to reference checking. The company uses an assorted blend of recruitment channels like internal job postings, employee referrals, job portals, and social media which leads to a varied pool of potential candidates. The whole process is very manual however, which can make the experience inefficient especially in how long it may take to review applications and pair candidates with open roles. The report emphasizes a number of gremlins in the current works, such as the sheer quantity for some vacancies trying to fill niche roles not suited to mainstream advertising eggers and the fact that escalating time pressures can make these dollar decisions just too hasty. It also found other areas of promise in the interview process and a need for more sophisticated recruitment practice. Efforts include suggestions for simplifying the hiring process by using innovative techniques, strengthening future leader development, further engraving bridging duty to permanent programs and reducing the risk of unconscious bias with objective assessments. Solving these problems will help Top of Mind to fine-tune its recruitment and selection process, shorten time-to-hire, and ensure the highest quality hires going forward. Top of Mind has an excellent foundation upon which to improve its recruitment and selection practices, this will help the agency as a whole remain robust in terms of staffing resources and therefore, guarantee a brighter long-term future amid fierce competition for key talent.

Table of Contents

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Chapter: 1

Introduction

1.1 Introduction of the topic:

Recruitment and selection are part of the human resource management, through which it wants to enter a workforce for its business that will be useful in achieving objectives. First, we need to identify that the company has job vacancies If such positions are available, then based on these roles detailed Job Descriptions alone should be prepared where clearly the desired qualifications & requirements along with Job Descriptions must be mentioned. Combined, recruitment channels like online job portals, social media or recruitment agencies. After finding prospective candidates, the process of selection starts. Take applications and shortlist those meeting the job requirements The applications of these candidates are then processed through the interviews, testing their abilities as well as experience and how they would be best suitable for the job opening. Reference checks and sometimes background checks are also done to confirm whether the candidates are perfect for the organization or not. Choosing not to do so can hinder an organization, the performances, environment and even its success down the road. Hiring and recruiting are two of the most important processes to ensure talent and diversity in the workforce at one of the largest advertising agencies, Top of Mind. With the company growing, an efficient hiring system is crucial to ensuring the company remains competitive in a rapidly changing industry. Much of the success at Top of Mind has come from hiring not just a decent candidate, but someone with a level-headedness and vision for the company. As a result, these processes are engineered with extreme caution to satisfy the offloading of both immediate and long-term resource insecurity. Recruitment and selection process, however, is not free of challenges. This research seeks to identify these issues and make the hiring process more practical for Top of Mind through an analysis of their current recruitment and selection processes. This report focuses on the hiring strategy and policies of Top of Mind. This study will examine how job requirements are translated into vacancy notices, how job seekers are lured as well as the many steps involved in assessing and selecting candidates. This report will also highlight the challenges encountered in the recruitment and selection process and provide suggestions to overcome them.

1.2 Scope:

Recruitment and Selection at Top of Mind is the area upon which this study has been focused upon. It involves all key phases from defining a job vacancy, writing a position description, choosing recruitment channels, application screening through interviews and finally selecting the right candidates. Moreover, specific issues encountered during recruitment and selection process are reflected within the study along with suggestions for enhancement. This report has been done to understand both theoretical and practical perspectives of human recourse management in Top of Mind.

1.3 Objective of the study:

Here is a formal version with Broad Objective and Specific Objective-

1.3.1 Broad Objective:

The main purpose of this report is to entail a process analysis of the recruitment and selection system followed by Top of Mind (ToM), an advertising company in Bangladesh. This report seeks to assess the extent and effectiveness of these policies during each stage of the recruitment and selection process, from vacancy identification through onboarding. The report will also include some of the hurdles met during recruitment and selection, together with an evaluation of the steps made to navigate confidentially and protection of data through the entire recruitment procedures.

1.3.2 Specific Objectives:

- To understand the recruitment and selection process at Top of Mind.
- To identify the different steps involved in the recruitment and selection process at Top of Mind.
- To analyze the recruitment and selection process at Top of Mind.
- To evaluate the recruitment and selection process at Top of Mind
- To find the problems associated with the specific objectives.
- To make some recommendations to address the identified problems.

1.4 Methodology:

In this dissertation, secondary resources will be combined with new primary information in order to gain a complete picture of the recruitment and selection processes at Top of Mind. The method obtained information with the involvement of the direct in obtaining data, semi-structuring interviews and survey regarding literature on human resource management for review.

1.4.1 Primary Resources:

- Checking the recruitment process and selection process during internship period including vacancy identification, job postings, candidates calling for interview etc.
- learnings and experiences while selection for the HR & Admin function in Top of Mind.

1.4.2 Secondary Resources:

- Examining the internal documents of Top of Mind like job descriptions, hiring protocols, and forms for candidate evaluation.
- Visiting academic books, journals, and articles about recruitment and selection practices to check the processes followed in Top of Mind.
- Researching websites and reports that provide valid sources for insight into industry recruitment and selection trends as well as best practices.

1.5 Limitations:

This study about the recruitment and selection processes Top of Mind, some limitations that may have changed the findings were faced.

- The time duration of internship period was limited to gain proper knowledge.
- There are rule and policies that some confidential data cannot be share.
- Interviews and observations may be contaminated by personal biases of the respondents or researcher.

Chapter: 2

Literature review

Literature review:

Armstrong, also calls attention to the strategic management of HRM which is defined as integration of organizational goals with practices adopted by HRM. He foregoes the traditional methods of hiring and managing performance in favor of being more effective at reviewing prospective employees until pursuing performance management, suggesting employee development, and listening even more closely. He also talks about the way technology is affecting the HR process suggesting digital tools for recruitment and performance tracking and more. This piece reveals vital concepts which HR professionals can use to improve organizational effectiveness. (Armstrong, 2014)

The author highlights the need for more empirical research in areas such as the impact of social media on recruitment and the effectiveness of different selection techniques. He argues that understanding these dynamics is crucial for organizations aiming to enhance their recruitment practices. Overall, Breaugh's work serves as a foundational resource for HR professionals and researchers, pointing to gaps in current knowledge and suggesting directions for future inquiry. (Breaugh, 2008)

 In "Recruiting Talent in the Age of AI," explores how artificial intelligence is transforming recruitment processes. The article discusses the benefits of AI, such as improved efficiency and enhanced candidate matching, while also addressing potential challenges like bias in algorithms and the need for human oversight. Cappelli emphasizes the importance of balancing technology with a human touch, ensuring that recruitment remains an engaging and fair experience for candidates. The author advocates for organizations to embrace AI while being mindful of its implications, ultimately suggesting that a hybrid approach can optimize recruitment outcomes. (Cappelli, 2019)

In "Screening-Oriented Recruitment Messages: Antecedents and Relationships with Applicant Pool Quality," Dineen and Williamson investigate how recruitment messaging influences the quality of applicant pools. The authors identify various antecedents that shape these messages, including organizational characteristics and job requirements. Their findings reveal that well-crafted screening-oriented messages attract higher-quality candidates, ultimately benefiting

organizational performance. The study underscores the significance of strategic communication in recruitment, suggesting that organizations must carefully design their messaging to effectively reach and engage potential applicants. (Dineen, 2012)

The literature on recruitment and selection emphasizes the need for structured, efficient, and unbiased processes. From the predictive validity of structured interviews to the importance of employer branding, organizations must adopt best practices that align with their goals while ensuring fairness and inclusivity in the hiring process. By doing so, companies can improve the quality of their hires and ensure long-term success. (Campion, 1997)

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Chapter: 3

Recruitment Process of Top of Mind

3.1 Vacancy Identify:

Outbound Recruiter is an Important HR role This is an essential HR function that Top of Mind calls vacancy identification, the process of systematically identifying and appraising the costs associated with new talent to fill workforce gaps as a firm adapts to its constantly changing business future. In this advertising agency, the demand for trained professionals can vary according to ongoing projects and client needs as well as marketing trends.

Top of Mind vacancies can come from a number of different paths: employee resignation, internal transfer/promotion/etc. or through strategic business moves. For instance, if an employee quits job, then the place has to be filled at once so that backend processes go smooth. When your employees move up the ladder to new responsibilities, those roles must be filled in order for the workflow to go on. Taking a preemptive stance in identifying these vacancies, Top of Mind can continue to be agile and adaptable and fill the right people with the right talent when its needed most. This ensures the agency has sufficient staffing to meet immediate operational needs, while enabling the HR department to direct its recruitment efforts in line with business goals.

3.2 Employee Requisition:

At Top of Mind, the request for employee is submitted by a department from which the necessity arose for additional manpower to meet its operational needs. This need can manifest from a number of places, some examples may include increased workload as new client projects come in, turnover on the team or growth in your organization stemming from expansion into a new market. A request for new employees is generated by the department with a standardized Employee Requisition Form. These are required documents in the recruitment process, as it has all the details which HR will be needful going forward from here. It contains details such as the Position Title, Department where the role is needed and why.

The Employee Requisition Form will also include the date of hire, so that HR and programs can coordinate staffing with project timelines or departmental needs. A second major component of the requisition form is many lists specific skills or qualifications needed for the open position. It is essential, particularly at Top of Mind, where demonstrated subject matter expertise is often a key factor to ensure our high outputs, that brings us into this section.

Employee Requisition Form

BUSINESS NAME

EMPLOYEE REQUSITION FORM

REQUISITION DETAILS

Job Title	:	_____
Requisition for Department	:	_____
Total Number of Approved Employee	:	_____
Number of Current Employee	:	_____
Number of Vacancies	:	_____
Reporting To	:	_____
Expected Date of Joining	:	_____
Reason for Requirement	:	☐ New Position ☐ Resignation ☐ Termination ☐ Replacement
Type of Engagement	:	☐ Full-Time ☐ Part-Time ☐ Intern ☐ Contractual

JOB DESCRIPTION

Write down the Job Description in Details:

POSITION REQUIREMENT

Educational Qualification	:	_____
Professional Qualification	:	_____
Computer Literacy	:	_____
Training & Others	:	_____
Age Limit	:	_____
Related Job Experience	:	☐ Fresh ☐ 1-2 yrs ☐ 2-3 yrs ☐ 3-5 yrs ☐ 5-above

_____   _____
Team Lead   CBO

SALARY & OTHERS (HRD)

Salary Range	:	Tk. [ ] Per Month
Other Benefits	:	_____
Source of Recruitment		☐ Advertisement ☐ Internal ☐ Tranfer ☐ CV Bank ☐ Others

_____
Manager - HR & Admin

APPROVAL

Approved by CEO/CFO	☐ Yes ☐ NO ☐ Withheld

_____
Signature

3.3 Job Descriptions:

Creating a clear and concise job description is critical to Top of Mind, and here's how the hiring system goes. They provide the groundwork for both attracting the best suited candidates and helping organizations determine what they should be looking for in candidates in way of needs, expectations from role to role. The job description helps us know what one is supposed to do, and also gives an idea of the kind of skill set to look for while hiring so that both sides are clear in terms of their expectations from the other.

The start of each job description clearly defines the position title and associated department, placing interested candidates into immediate context. This is followed by the body of the job description, which lists out the main responsibilities of the position explaining exactly what it is that you expect of an employee in this role and what they are likely to need to do. This would be followed by a section on the qualifications and educational background for the job position. For more complex jobs it may mean industry specific certifications, or a history of working similar roles. With roles where technical ability or creative knowledge is it will list certain qualifications that are necessary to ensure a candidate knows how to do the job properly. The next important part of the job description is Skills. These are both hard skills, such as knowledge in specific software or tools for advertising but also soft skills such as communication, problem-solving, and teamwork abilities.

Top of Mind keeps its hiring process transparent by using detailed, well-structured job descriptions that make clear the responsibilities candidates will be expected to handle. Being clear on this avoids misalignment in hiring and better odds of fit individuals for the role.

3.4 Job Posting:

When it comes to job postings at Top of Mind, they take advantage of a mixture or internal and external strategies that work together to attract an array of different candidates. This is typically made publicly known to employees via company emails and internal platforms. they provide a way to support career development and better the odds of retaining employees by giving them a path to grow within an organization.

Job postings are shared externally on various online job sites like LinkedIn, sector-specific platforms and company website etc. Moreover, job postings are promoted across the channels of social media platforms as Facebook and here at LinkedIn just to beef up their visibility. These platforms allow Top of Mind to tap a blend of experienced professionals and fresh faces. Posting jobs internally and externally in this way ensures inclusivity in the recruitment process with visibility to both the current workforce and a wide range of available outside talent.

3.5 Recruitment Channels:

Top of Mind uses multiple recruitment channels to attract a wide range of candidates. Combining a combination of traditional and online platforms, the company focuses on reaching individuals who are competent in different areas. The primary source of hiring has been the most impactful for them with employee referrals and words of mouth from their network. On a written declaration, and this persists in full transparency that he or she had referred the employee based on the specific recommendation of an applicant. In addition to this, various industries require specific skill sets so job portals like LinkedIn and other websites are being widely used for these specified skills. These platforms enable Top of Mind to reach a wide variety of users, particularly including those who are actively searching for advertising and media-related job offers. Additionally, social media is a crucial element in the recruitment strategy since sites like Facebook and LinkedIn offer a channel to interact with younger tech-savvy demographic. In addition to increasing visibility, these channels also allow for a higher level of interactive and targeted recruitment methods. When using more traditional channels, newspaper ads are sometimes employed to attract a wider audience and for roles that necessitate more local or urgent recruitment.

Top of Mind uses a mix of employee referrals, online portals, social media and newspapers to ensure its recruitment activities reach broad-ranging, well-diverse audiences – optimized for secure placement of the right talent in every role.

Chapter: 4

Selection Process of Top of Mind

4.1 Application Review:

The vote-to-review aspect of job applications at Top of Mind plays an enormous part in pushing only the most deserving applicants through the cycle. Applications are more thoroughly reviewed one-at-a-time to double check that all positions in the job description are met. For example, checking if the person has the right experience or educational background, technical skills or other relevant things that are required for the position. The first stage of review usually involves an initial screening to eliminate candidates who do not qualify based on the minimum required criteria. This will sometimes include running through various red flags. The applications that pass this initial screening are then moved one step further for more detailed evaluation where professionals from the HR department evaluate if the candidate has potential based on certain factors like specific industry experience, relevant projects and whether they align with company's values and culture.

In the review especially care is taken to avoid missing any qualified candidates at the same time reviewing a potentially enormous number of applications swiftly. This way only those type of people who can fulfil the required criteria and also shows some potential to serve the company effectively will be listed for next round in recruitment process.

4.2 Shortlisting:

After an in-depth review, Top of Mind creates a shortlist of candidates based on their qualification and how well their applications meet the requirements for the open position. The next step is looking through that list for the most promising profiles with relevant skills, experience and alignment to the organization. The shortlisting emphasizes on finding those applicants who can distinguish themselves through their applications as well as cultural match and impact within a team. Candidates then have to clear this process and only cleared applicants become eligible for the next recruitment stage which can be an interview or any further tests, assessments or screening.

Having a properly structured shortlist guarantees that hiring process remains lean and candidate focused so the company can spend time or resources only on most probable candidates to be eligible for the job.

4.3 Screening:

Top of Mind does a preliminary screen to choose candidates after which Top of Mind briefs and screens all the shortlisted ones for further assessment if they will be suitable for the job or not. The screening phase could consist of any number of techniques based on the job itself. More often than not, however, written assessments in product hiring exist to test a job candidate on their level of technical knowledge, ability to solve problems or think creatively usually on roles where specializations are paramount or creative thinking is necessary. Another possibility is that candidates are interviewed over the phone before they get too far into the hiring process so an employer can determine if the candidate would be a good match for the position. This also helps in eliminating the candidates who might not be suitable for further interviews, as a result of which it saves time of HR team and also the time of a candidate.

Roles that require a higher level of expertise or creative finesse will likely involve compulsory presentation and production tasks related directly to the job role. As a result, hiring teams can see either how potential employees will work in the real world or for specific jobs. The screen process helps to identify the right blend of academic credentials, experience and potential so that only relevant candidates make it to the next level of hiring cycle.

4.4 Assessment:

Candidates at Top of Mind may be asked to participate in a skills test or required to practice an assignment relevant to the role during the hiring phase. These are validated assessments that measure the competencies required to do the job well, so as to ascertain that an individual indeed has that expertise. Technically they are given practical projects, tests which let them show if they can actually use software, tools or some method in their area. Likewise, for more programming/creative/strategic positions candidates will be asked to complete a project or assignment.

With these assessments, the idea is to not only filter those who meet the bare minimum criteria of an applicant but also to weed out candidates who aren't knowledgeable enough or don't have strong enough technical background to actually contribute towards your company's success.

Interview Assessment Form

BUSINESS NAME

INTERVIEW ASSESMENT FORM										Date:

Name of Interviewee:							Position:			

Competencies - Rating	1		2		3		4		5	
Education	Basic		Relevant to Job		Satisfactory		Suitable for The Job		Ideally suited	
Career Planning	Not Convincing		Little Scattered		Good		Well Set		Optimistic	
Interest in the Field	Not Interested		For Time Being		Good Interest		Interest fits Job Well		Strongly Interested	
Ability to Conceive Questions	Ambiguous		Conceived Some Questions		Satisfactory		Well Conceived		Outstanding	
General Presence	Unpleasant		Appears Lack Energy		Good Physical Condition		Appears Fit & Alert		Excellent Condition	
Confidence	Not Confident		Inadequate		Convincing		Suitable for The Job		Strongly Confident	
Attitude & Integrity	Not Convincing		Fair		Convincing		Professional Attitude		Ideally Suited	
Aptitude towards Learning	Not Convincing		Fair		Strives to Learn		Self Motivated		Ideally Suited	
Team Work	Individual Approach		Part of Team		Positive Member		Committed Member		Excellent Team Player	
Communication Skills:	Ambiguous		Not Convincing		Expresses Ideas Clearly		Suitable for The Job		Ideally Suited	
Sub Total										

Total score =										

Recommendation According to Score:

Score: 46 - 50 = Excellent		Score: 41 - 45 = Good
Score: 36 - 40 = Fair	Score: 30 - 35 = Conservative	Score: Below 30 = Rejected

Ready to Join	

Recommendation ➔	Recommended	Hold for Comparison	Rejected

Comments (if any):

Interviewed by: Name & Designation	1.	Signature	1.
	2.		2.
	3.		3.
	4.		4.

HR Department	CGO/CBO/Director	Approved by CEO/CFO

4.5 Interviews:

The interview process at Top of Mind is intended to be structured and thorough so as to enable thoughtful evaluation of each candidate in a fair manner across the board. Interviews are done by respective department heads; team leads and a culture-fitment test is also conducted. The interview will assess competence with a series of behavioral and competency-based questions. The truth is behavioral questions in the job interview are to measure how job candidates cope up with similar past situations and more importantly demonstrate problem-solving skills, teamwork, and leadership. Competency-based questions on the other hand are used to assess whether or not the customer has certain skills and qualifications that meet all their demands.

An Associate from the Human Resources department attends all interviews to make sure they respect company policy and are unprejudiced. This individual is also responsible for determining if the candidate fits within Top of Mind's values and culture. This is only possible through a structured interview process with an extensive panel of diverse individuals, who will ensure every candidate has been reviewed from as many relevant viewpoints as possible before taking the final call on such strategic hiring decisions.

4.6 Evaluation:

For Top of Mind, the assessment is one method to identify who could be the perfect person in this role. Candidates will be evaluated by the hiring panel based on the performance at all levels like interview, assessment, written test and reference checks. Here the panel meticulously goes through the feedback collected on basis of various structured interviews and looks for an evidential backing to establish that whether or not a candidate has shown qualities, skills experience needed for job role and their alignment with company culture. The outcomes of skills assessments and questionnaires are reviewed to ascertain whether the individual has these required technical, or creative aptitudes based on the results of performance, and written exams with it.

It helps in verifying that the information provided in the resume by that candidate is correct and hence making him a genuine, reliable candidate for the company. This allows the hiring

committee to make an objective, well-informed decision for the short and long term needs of Top of Mind.

4.7 Reference Checks:

For Top of Mind, reference checks take place when they run a little closer to the final stages in our interview process. This may be done by the hiring team when the candidate is contacted for reference checks that can validate their work history, qualifications and their fitment to the position applied. This step is used to validate that the candidate experience mentioned in the cv and in interview.

References also specific experience on the job, how well they work with a team and were able to give insight into their performance, reliability at following through on tasks and responsibilities. The insight from references regarding how closely the candidate has executed similar duties in the past is also a good indicator of their potential culture fit.

4.8 Approval

Here at Top of Mind, candidate selection in the end has to be approved by either the CEO or CFO. The Hiring panel completes evaluations and reference checks then passes the hiring recommendation onto final approval. This allows the company to ensure that selection satisfies its broader strategic goals and budget constraints.

Chapter: 5

Challenges & SWOT Analysis

5.1 Challenges:

During Top of Minds recruiting, I figured out a lot of difficulties that can influence hiring efficacy and efficiency.

- **A Large Number of Applicants:** It is quite a common issue for the HR team to get heaps of applications. Too many applications and it often becomes very tough to shortlist and screen only relevant candidates when there are numerous applications on hand. This may delay recruitment and make the risk of missing out on top talent inevitable.

- **Shortage of Qualified Talent:** As an advertising agency, Top of Mind regularly needs team members with specialist skills such as digital marketing, graphic design and media buying. It can be difficult to find candidates that have these niche skill sets due to the competitive nature of the industry. Specialized roles that require this level of expertise are in high demand and hard to fill as the limited talent pool results in high competition.

- **Cultural Fit:** An ongoing struggle is ensuring candidates truly have the right technical skills and culture fit with Top of Mind and their creative, fast-paced environment. The advertising industry is driven by change, variability and cooperation.

- **Time Constraints**: In case of multiple, ongoing projects and stringent deadlines, a recruitment process might be hurried and concessions are made. This generally requires a more superficial review of the applicants, which can in turn lead to hiring decisions that are not well aligned with long-term capabilities. Recruitment can be difficult to balance with the demands of a busy agency project schedule, at times leading to pressure to quickly and immediately begin seeking candidates for open positions.

- **Bias in Selection:** A great effort is being made in terms of fairness and objectivity yet even with the best intentions unconscious bias may slip through the cracks. This can affect diversity and inclusiveness at work, as certain candidates would be favored depending upon personal likings or biases. This calls for consistent vigilance and practice to ensure the bias-free hiring process always stays that way.

- **Limited Tools or Resources:** The agency lacks access to recruitment tools such as Applicant Tracking Systems (ATSs) or AI-Driven Recruitment Platforms. So quite a large aspect of the work is being done manually which means the recruitment process of selecting the valid candidate for the job takes time. Not having these tools can cause

limitations on all the work done by the HR team in handling huge number of applications and data.

5.2 SWOT Analysis:

Strengths:

- **Brand:** Being a top advertising agency, Top of Mind already has access to the best talent on the market who strive to work for another well-known organization, a great example of brand as employer power.
- **Innovative Agency**: Its innovative approach makes the agency attractive for a dynamic, talented workforce which in turn brings attention to potential creative profits.
- **HR Team with Experience:** The HR team are well versed with appraising creativity in the resources and mapping them to job roles of similarity.
- **Modern Recruitment Platforms:** The agency is likely to use online job boards, social media or specialized platforms that speed up the process and make it more efficient.

Weaknesses:

- **High Workload for HR:** Given that there are a number of projects happening, it is difficult for the HR team to give adequate time to each interview.
- **Low Use of Modern Screening Technologies**: It still uses basic and manual approaches to along with not data-driven tools for shortlisting the candidates as a result, takes more time overall.
- **Long Hiring Process:** The long hiring times due to interviewer scheduling and decision making is resulting in loss of candidates to other companies.
- **Shortlisting Bias:** Unconscious biases in candidate selection might lower the diverse talent hired.

Opportunities:

- **Digital Media Utilization:** A large portion of the population in the country consists of millennials and Gen-Z which means social media, especially platforms like LinkedIn, Instagram & Facebook would help the agency reach out to target this majority young creative talent.

- **Diversifying Talent Pools:** Collaborating with universities or creative institutions can bring in a wide range of entry level employees to your company who have new, fresh ideas.

- **Screening Automation:** They can bring in AI driven tools to automate the resume screening process and pre adult interviews can save a lot of time, be precise with selecting candidates.

- **Diversity and Inclusion:** By focusing on diverse hiring strategies, the agency can appeal to more talent with different perspectives.

Threats:

- **Competition for Creative Talent:** The reality is that there are plenty of other agencies and industries competing for the top of creative talent.

- **Demanding candidates:** Many candidates have a high expectation of salary and benefits, which makes it difficult to fit any compensation package within the agency budget.

- **Advertising Industry Turnover Rates:** This industry generally experiences lower-than-average rates of turnover, meaning that those seeking talent for advertising roles will require an ongoing recruitment effort.

- **Change in Technology:** Advancements in recruitment technology may force the update of the agency's current hiring process more often than not, which can mean higher costs.

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Chapter: 6

Findings, Recommendations & Conclusion.

6.1 Findings:

- Recruiting at Top of Mind is good either way, but a bit slow and thus might lead to hiring the best fit in time.

- Screening and shortlisting the candidates is a manual process that not only consumes lot of time, money and resource, but also results in inefficiencies all over.

- As job postings are essentially limited to a handful of online platforms, it makes this it harder for the company to attract a wider range of potential candidates.

- There is lack of consistency in keeping the applicants informed, many do not know in which stage their processing status is going on.

- In general, feedback from candidates is not taken until after they have moved through the application process, and by then it is too late to make real-time changes in order to improve processes.

- The training and development area is an opportunity for the recruitment team, which keeps them from being efficient and effective.

6.2 Recommendations:

- Make the recruitment process faster by using automated tools to handle tasks like tracking applications and giving status updates. This will help reduce the time it takes to hire new employees.
- Use a digital platform to screen and shortlist candidates is the best way because it curtails manual work and also brings in efficiency during selection.
- Utilize a spectrum of available channels like social media and job boards to extend the outreach of job postings, so that organizations can cast the widest net yet to find more candidates representing remote diversity.
- Maintain an open lines of communication with candidates throughout the recruitment process so that they remain informed and do not feel left in dark.
- Build a survey for candidates to rate their overall experience of the recruitment process. This will give the team insight into where they can do better.
- Implement regular training programs for the recruitment team to improve their talent so they can handle recruitment in a more efficient way to have better results.

6.3 Conclusion:

The recruitment and selection process at Top of Mind has a good base, descriptive steps that help not to miss anything when identifying and hiring the right candidates. This includes all major steps from vacancy identification and job descriptions in the initial stages to the final evaluation at the end. These stages are partly there to cater for both fundamental technical competencies and whether a new employee's culture will be a fit, enabling them to help your startup succeed. But there are things that may be improved. While it is working for now, they can always make the process less time-consuming with modern hiring methods that would reduce manual labor while expediting decision making on who to hire. Improving cultural fit assessments and targeting unconscious bias will also bring a more comprehensive, constructive pool of applicants to the table. With the help of intern-to-permanent hiring programs and better succession planning, they can enhance our program to assist internal talent transitions lessening immediate reliance on external recruitment for critical roles. This approach allows Top of Mind to streamline its recruitment processes making recruitment time quicker and improving the candidate experience in general. In the end, a data-driven, streamlined recruitment process will benefit Top of Mind in its ongoing commitment to attracting top-tier talent that keeps the agency thriving and profitable in a fast-moving environment.

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Chapter: 7

Appendix

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