

CAREERS IN AFRICA

A Global Career Company Initiative

Case Study



Eskom

Location: South Africa
Service: Recruitment Summit

Sector: Utilities
Recruitment Need: Engineering,
Finance, Logistics and HR

The Client

Eskom is a vertically integrated operation that generates, transmits and distributes approximately 95% of electricity used in South Africa. Eskom utilised five consecutive Careers in Africa Recruitment Summits in the UK and US to recruit Africans from around the world with the required technical skills to lead them through a rapid programme of expansion.

The Challenge

To meet a rising demand for electricity in South Africa, Eskom embarked on a capacity expansion programme in excess of R300 billion with a particular focus on re-building power stations throughout the country. This programme required individuals with the right experience and proven skills to lead development but as such expertise was in short supply in the local South African market the search had to be expanded internationally. Eskom were particularly keen to recruit Africans living overseas who had developed their skillset in an international market and had the potential to lead their increased operations in the future. There was a critical need for Engineers across all levels, Finance Professionals, Project Managers and HR Professionals.

The Solution

Between April 2006 and May 2008 Eskom participated in five Careers in Africa Recruitment Summits staged in London and Houston. These host cities represented ideal locations for Eskom to source South Africans based across Europe and North America with the skills and experience required for their vacancies and the desire to return home with their next career move.

Before each Summit, a dedicated recruitment team from Global Career Company pre-screened potential candidates who met Eskom's recruitment criteria before presenting a shortlist for Eskom to make the ultimate decision on who they wished to interview. At each event a mixture of HR managers and line managers from Eskom then conducted a full schedule of interviews over the course of one weekend.

As well as those candidates who were pre selected for interviews, company presence in the Summit's exhibition area provided the opportunity to network and cross sell with a section of people who may not have previously considered a career with Eskom, thus increasing brand recognition across a highly targeted audience.



The Result

As a direct result of attendance at Careers in Africa Summits, Eskom successfully hired for more than 80 positions across their business in South Africa. These roles included:

- Engineers (Civil, Mechanical, Electrical, Industrial)
- Project Planners
- Quantity Surveyors
- Procurement Managers
- Accountancy and Finance Managers
- Plant Operators
- Contracts Managers

Continued Summit participation year after year allowed Global Career Company to build a recruitment partnership with Eskom developing a full understanding of the type of candidate who would meet their specific requirements. This ensured a steady flow of the most relevant individuals were presented for interview and significantly increased offer ratios.

