



Fidelity Bank Plc

Location: Nigeria
Service: Recruitment Summit

Sector: Finance
Recruitment Need: Finance and HR

The Client

Fidelity Bank Plc began operations in 1988. In 2005 a merger with the former FSB International Bank and Manny Bank (under the Fidelity brand) saw Fidelity ranked amongst the top 10 in the Nigerian banking industry, with presence in the major cities and commercial centres of Nigeria.

The Challenge

As a result of internal restructuring and continued growth of the business they came to the Careers in Africa Recruitment Summit to recruit for Finance and HR roles across their Nigerian operations.

Our Approach

Our extensive knowledge of the Nigerian Banking sector acquired through working with other major regional and international brands, coupled with established networks in these markets meant that we were able to effectively source the best candidates for Fidelity.

Since the volume of positions was high and the required candidate demographic was early career professionals, the Careers in Africa Summit provided the most effective recruitment solution. It provided pre-scheduled candidate interviews, as well as the opportunity to spontaneously interview any of the 1,200 candidates in attendance. It also allowed Fidelity to strengthen its employer brand amongst a valuable pool of internationally based candidates.

The Outcome

The concentration of relevant and skilled candidates meant that Fidelity conducted a total of 31 pre-scheduled interviews during the summit weekend as well as numerous spontaneous interviews. From this they made 11 offers. This success prompted Fidelity Bank to return to Careers in Africa, London 2008 and continue recruiting for the operations in Nigeria.

Enabling Fidelity to see so many good candidates in one place at one time took a lot of work out of the hiring process. Working alongside GCC's recruitment team providing candidate and logistical input and support provided a swift, efficient and cost effective way for Fidelity to fill their open positions.