

CAREERS IN AFRICA

A Global Career Company Initiative

Case Study



Zain

Location: Across Africa
Service: Recruitment Summit & Search & Selection

Sector: ICT
Recruitment Need: Engineering, Marketing, Logistics and Sales

The Client

Zain (formerly known as Celtel) is a pioneer of telecommunications in Africa, operating in 15 countries which serve more than half of Africa's population. Since 2004 Global Career Company has helped Zain to recruit high calibre talent for their business across Africa through a range of Careers in Africa recruitment initiatives.

The Challenge

A key element of Zain's recruitment strategy is to find Africans to run their business in Africa rather than relying on expatriates from the US and Europe. With the expansion of operations across the continent Zain identified a need for African professionals with overseas experience to fill management roles across the company. This exposure to foreign markets combined with local knowledge was seen as highly desirable for future business leaders who could help to take the company to the next level.

The Solution

As a leading specialist in recruitment for Africa, Global Career Company were perfectly placed to deliver high calibre candidates to Zain and over the last five years have helped to significantly develop their human capital.

Recruitment Summits held in London, Brussels and Houston gave Zain the opportunity to meet face to face with large numbers of internationally orientated Africans in key locations around the world. These events provided excellent networking opportunities with a highly targeted audience and the chance to interview pre-screened candidates. Multiple hires were made from every Summit Zain attended delivering significant ROI for their business.

Search and Selection assignments were also undertaken to assist Zain in recruiting for more specific positions across their business. These provided an integrated recruitment service with research and mapping, headhunting and search, telephone pre-screen and competency based interviewing, short listing, candidate management and interview scheduling and negotiation of offer to acceptance.



The Result

Since beginning their recruitment partnership with Global Career Company, Zain have successfully hired for over 50 positions across all markets in Africa and in particular for their corporate headquarters in Nigeria. These roles have ranged from early-mid career through to senior level and include:

- Country Managers
- HR Directors
- Technical Project Managers
- Regional Technical Officers
- Sales Directors
- Marketing Directors
- Operations Directors
- Senior Technical Training Specialists

In 2009 Zain strengthen this partnership with Global Career Company as Gold Sponsors of the Careers in Africa Recruitment Summits in Brussels and London. They will also sponsor the inaugural Careers in Middle East Summit in London, building their brand with a new and highly targeted audience.

