

Report on
An Analysis on the Recruitment and Hiring Process of X Integrated Marketing Agency

By
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An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. I wrote the internship report independently and submitted it when I finished my degree at BRAC University.
2. The report does not include anything already published or written by a third party unless it is properly cited in the form of complete and correct referencing.
3. Nothing in the report has been approved or submitted for any other degree or diploma at a university or other institution.
4. I have credited my primary sources of assistance.

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Istiak MD. Anam Arnob

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Letter of Transmittal

Mr. Feihan Ahsan
Lecturer, BRAC Business School
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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on An Analysis on the Recruitment and Hiring Process of X Integrated Marketing Agency

Dear Sir,

This is my pleasure to display my entry-level position details regarding the Recruitment and Hiring Practices of X Integrated Marketing Agency, for which I was appointed by your direction.

I've put in my utmost effort to complete the report, condensing and presenting the required information in a meaningful, concise, and thorough manner.

I genuinely hope that the report will meet your expectations.

Sincerely yours,

Istiak MD. Anam Arnob

Student ID: 18304047

BRAC Business School

BRAC University

Date: 13th October, 2023

Non-Disclosure Agreement

This agreement is being created and mutually accepted by X Integrated Marketing Agency and Istiak MD. Anam Arnob, a student enrolled at BRAC University, to ensure that the student does not disclose any confidential company information without the appropriate authorization.

Acknowledgment

I'd like to extend my heartfelt gratitude to my supervisor, co-supervisor, and the field supervisors at my workplace for their unwavering support throughout the process of completing this report on the analysis of Recruitment and Hiring practices at X Integrated Marketing Agency. Whenever I needed guidance, my co-supervisor and supervisor were there to assist me, ensuring the accuracy of this report.

I'd like to begin by expressing my gratitude for the opportunity to intern at X Integrated Marketing Agency, one of the leading marketing agencies in Bangladesh. During my internship, I received invaluable guidance, cooperation, and supervision from my academic supervisor, Mr. Feihan Ahsan, and my co-supervisor, Mr. Zaheed Husein Mohammad Al-Din, both from BRAC Business School, BRAC University. I would like to thank Mohammad Obidur Rahman (Head of the QMT Department) for all his support, necessary tips, and guidelines during the activation period, and the entire team for being very helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance. Additionally, I want to convey my thanks to Mr. Asif Ali, the Account Manager at X Integrated Marketing Agency, who generously dedicated their time to supervise me.

Lastly, I want to offer my heartfelt thanks to all my colleagues at X, particularly those in the role of Junior Engagement Officer, for their invaluable support during this memorable period.

Executive Summary

The recruiting and recruitment process at X Integrated Marketing Agency is a well-honed approach that is intended to draw in and choose the best individuals in the sector. A complex strategy is used by the firm, which deliberately distributes job postings across a number of internet channels and makes use of its wide network of contacts in the marketing industry. Every job posting is carefully written to give a thorough perspective of the duties, requirements, and unique culture of the organization, ensuring that potential applicants have a clear knowledge of the expectations. With competency-based interviews, skills evaluations, and a careful analysis of each applicant's connection with the agency's basic principles and collaborative dynamics, the screening process is noticeably demanding. Diversity and cultural fit are of utmost importance, enhancing the agency's working environment with a diverse range of viewpoints and concepts. X Integrated Marketing Agency doesn't just concentrate on hiring; it also gives onboarding and continuing training a lot of attention. This comprehensive approach ensures that new team members swiftly adapt to the agency's culture and seamlessly integrate into their respective roles. Through its commitment to excellence in hiring, X Integrated Marketing Agency continues to be a pioneer in the dynamic field of marketing. This carefully cultivated talent pool enables the agency to consistently deliver innovative and impactful marketing solutions, further solidifying its position as a prominent industry leader, and driving continued success and recognition.

Keywords:

Social Media; Query Management; Confidential; Customer Service; Hiring; Campaigns;

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List of Acronym

XIMA - X Integrated Marketing Agency

QMT - Query Management Team

XBS - X Business Solution

HR - Human Resource

JEO - Junior Engagement Officer

Chapter - 01: Overview of Internship

1.1. Student Information

I am Istiak MD. Anam Arnob, is a Bachelor of Business Administration (BBA) student at BRAC Business School (BBS), BRAC University, with the Student ID: 18304047. I started my undergraduate studies in the Summer of 2018, and I hope to complete my undergraduate degree this year. I will be graduating in 2023 with a major in Human Resource Management (HRM) and a minor in Financial Management (FIN).

1.2. Internship Information

1.2.1. Period, Company Name, Department/Division, Address

I have been given the opportunity to work as a Junior Engagement Officer at X Integrated Marketing Agency for Six months, beginning on July 19th, 2022, and ending on February 2nd, 2023. I work in Customer Service, in the Community Management department. The Office of X Integrated Marketing Agency is located at House 40, Road 20, New DOHS, Mohakhali, Dhaka 1206, Bangladesh.

1.2.2. Organization's Supervisor's Information

As a Junior Engagement Officer, I worked under the direct supervision of and reported to Asif Ali, who is currently working as an Account Manager at X Integrated Marketing Agency. In addition, I also worked with Farzana Yeasmin, Senior Executive at X Integrated Marketing Agency in terms of employee payroll.

1.2.3. Job Scope

In this role, which had a roster-based schedule that was flexible enough for me to change according to my needs and workload, I worked an average of 40 hours per week at X Integrated Marketing Agency. My main goal as a Query Management Officer was to provide excellent customer service. My responsibilities included responding to client inquiries via email, chat, and our integrated tool, Zerocium, which was perfectly integrated with Facebook. I took delight in responding to inquiries from clients in a prompt and courteous manner, collaborating closely with internal departments like account managers and creative teams to find workable solutions. I also gave a lot of thought to keeping thorough records of our communications and customer comments since they were useful for future research and development. My success in this position was largely due to my ability to develop trusting connections with my clients, adhere to deadlines for responses, and maintain a high standard of professionalism. I was excited about my part in helping X Integrated Marketing Agency maintain its prestigious name in the market because of my strong dedication to client satisfaction and the clear route for my professional growth.

1.2.4. Responsibilities as a Junior Engagement Officer

✧ **Timely Response:** Prioritize and manage a high volume of customer inquiries, ensuring response times meet or exceed established expectations.

✧ **Query Resolution:** Analyze and assess customer inquiries, ensuring accurate and timely resolutions while collaborating with internal teams when necessary.

✧ **Quality Assurance:** Ensure that all customer interactions and responses align with the agency's professionalism and service standards.

1.3. Internship Outcome

1.3.1. Contribution to the Company

I've had the pleasure of witnessing how intricately my duties are entwined with our HRM Hiring and Recruitment Policy in my position as a Junior Engagement Officer at X Marketing Agency. Every day, I've grown to understand how my abilities and attributes perfectly match those we look for in potential team members.

In my everyday activities, the need of clear communication, problem-solving skills, and a customer-centric approach became glaringly obvious. Not only are these characteristics essential to my job, but they are also important criteria we actively consider when hiring new employees. I have effectively demonstrated the value of these qualities inside our business via my job.

Additionally, the value of fostering strong client relationships has been highlighted by my role. This value is deeply ingrained in the fundamental ideas of our HRM policy and is important for understanding clients' needs as well as ensuring their satisfaction. Whether it be through client engagements or team collaborations, effective communication has been at the core of my position, reflecting the same quality in communication that we seek in potential employees.

Furthermore, our corporate culture of continual development and open receptivity to input - both of which are heavily stressed in our HRM policy - immediately corresponds with my active engagement in gathering and communicating client feedback.

Last but not least, our HRM policy's guiding principles have been inspired by my constant dedication to preserving the highest levels of professionalism and service excellence throughout customer encounters. In essence, my experience as a Junior Engagement Officer has allowed me to personally observe how flawlessly my job corresponds with our HRM Hiring and Recruitment Policy. Because of this alignment, our hiring process finds people that not only have the requisite

talents but also share our culture and values, which ultimately promotes a positive and productive team dynamic.

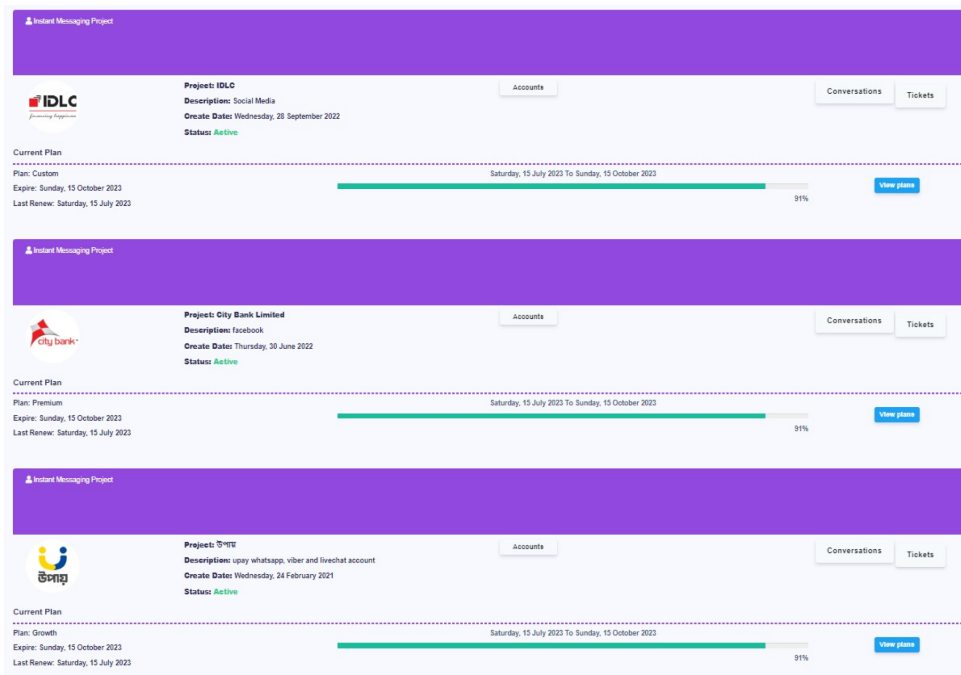


Figure 1: Some of my assigned clients

1.3.2. Benefits to the Student

The role of a Junior Engagement Officer during my internship at X Marketing Agency has proven to be immensely beneficial for my growth as a student. Here's how:

1. **Practical Skill Development:** I've been able to apply my academic expertise in this position. My in-class knowledge of effective communication, problem-solving, and a customer-centric approach has been refined via practical implementation. These abilities are crucial for both my position and my future career.
2. **Real-World Exposure:** I now have a personal grasp of the wants and expectations of clients thanks to my interactions with them and my management of relationships. For a

student like myself, this experience is priceless since it gives me knowledge of the complexity of customer service and relationship management that I can use in my studies and future careers.

3. **Feedback and Growth Mindset:** I've developed a growth-oriented mentality as a result of actively engaging in feedback gathering and the process of continuous improvement. I've discovered how crucial it is to be open to criticism and actively look for ways to improve procedures and services. This way of thinking will be very helpful for both my academic and future professional endeavors.
4. **Professionalism and Quality Standards:** Maintaining professionalism and providing high-quality service when interacting with clients has been an essential component of this work. It has helped me understand the value of upholding high standards, which I plan to apply to both my academic and future professional undertakings.

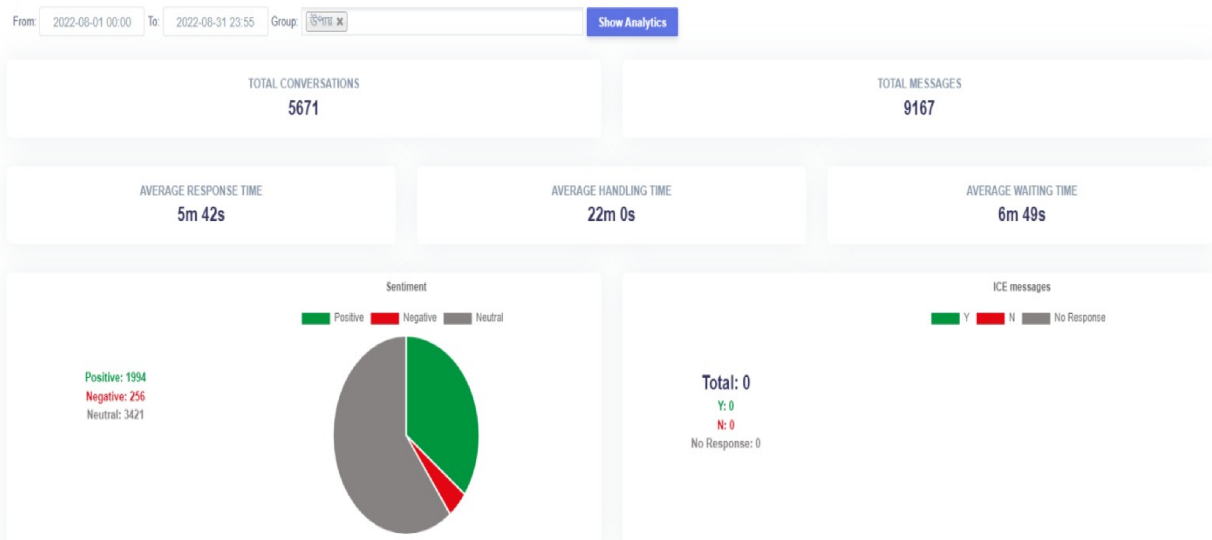


Figure 2: Approximate Monthly handlings of a specific client

In essence, my time spent as a Junior Engagement Officer during my internship helped the firm while simultaneously preparing me with real-world experience, transferable skills, a growth mindset, and a dedication to excellence. These advantages are priceless for my growth as a student and will unquestionably improve my preparation for any future professional chances.

1.3.3. Problems/Difficulties Faced during the Internship Period

The responsibilities of a Junior Engagement Officer involve an array of problems, such as handling feedback skillfully, resolving issues compassionately, and continually upholding professionalism. Other challenges include managing fluctuating workloads and fulfilling high client expectations. It might be difficult to balance the requirements of several clients, remain current with industry developments, and reach performance goals.

Overcoming these obstacles, however, presents chances for both professional and personal development, as well as proficiency in customer service and relationship management.

1.3.4. Recommendation to the company on future Internship

As a Junior Engagement Officer, I wholeheartedly endorse a number of strategic plans for the development of X Integrated Marketing Agency. First and foremost, the organization has to fund continual training and development initiatives to make sure that everyone on its team—including Junior Engagement Officers—remains knowledgeable about market developments and best practices. The firm will be able to fulfill changing customer demands more quickly and effectively thanks to this dedication to ongoing learning. Additionally, strengthening customer connections and increasing efficiency may be achieved by adopting cutting-edge communication technologies and improving client feedback methods. Offering more services in line with client needs and core capabilities can increase income streams and strengthen the agency's position in the market. Additionally, data security and privacy should be of the utmost importance, calling for strong safeguards and personnel training to secure customer information. Long-term viability depends on fostering an innovative culture, growing strategically, encouraging work-life balance, and remaining flexible to market changes. The agency's reputation may be improved and clients who support its beliefs can be drawn in by participating in corporate social responsibility and community participation programs. By following these suggestions, X Integrated Marketing Agency will be able to successfully traverse the dynamic marketing environment.

Chapter - 02: Organization Part

2.1. Overview of the Company

X Integrated Marketing Agency, an innovative marketing agency, embarked on its journey in 2017 through a strategic amalgamation of two industry pioneers: MADLY and Strategic Digital. This groundbreaking merger marked the first-ever union of its kind within the digital marketing realm. X Integrated Marketing Agency, although relatively new to the field, has been effectively turned into a fully-fledged integrated marketing agency because of the combined depth of knowledge and expertise from MADLY and Strategic Digital.

- Creative Assistance
- Use of social media
- Campaigns for Digital Marketing
- Analysis of Activations and Campaigns
- Social Media Query Management
- Data Analytics
- Advertising

These offerings demonstrate the agency's approach to providing excellent solutions throughout the marketing spectrum, that is, making them an innovative and crucial player in the industry.

2.2. Organization's Structure Chart:

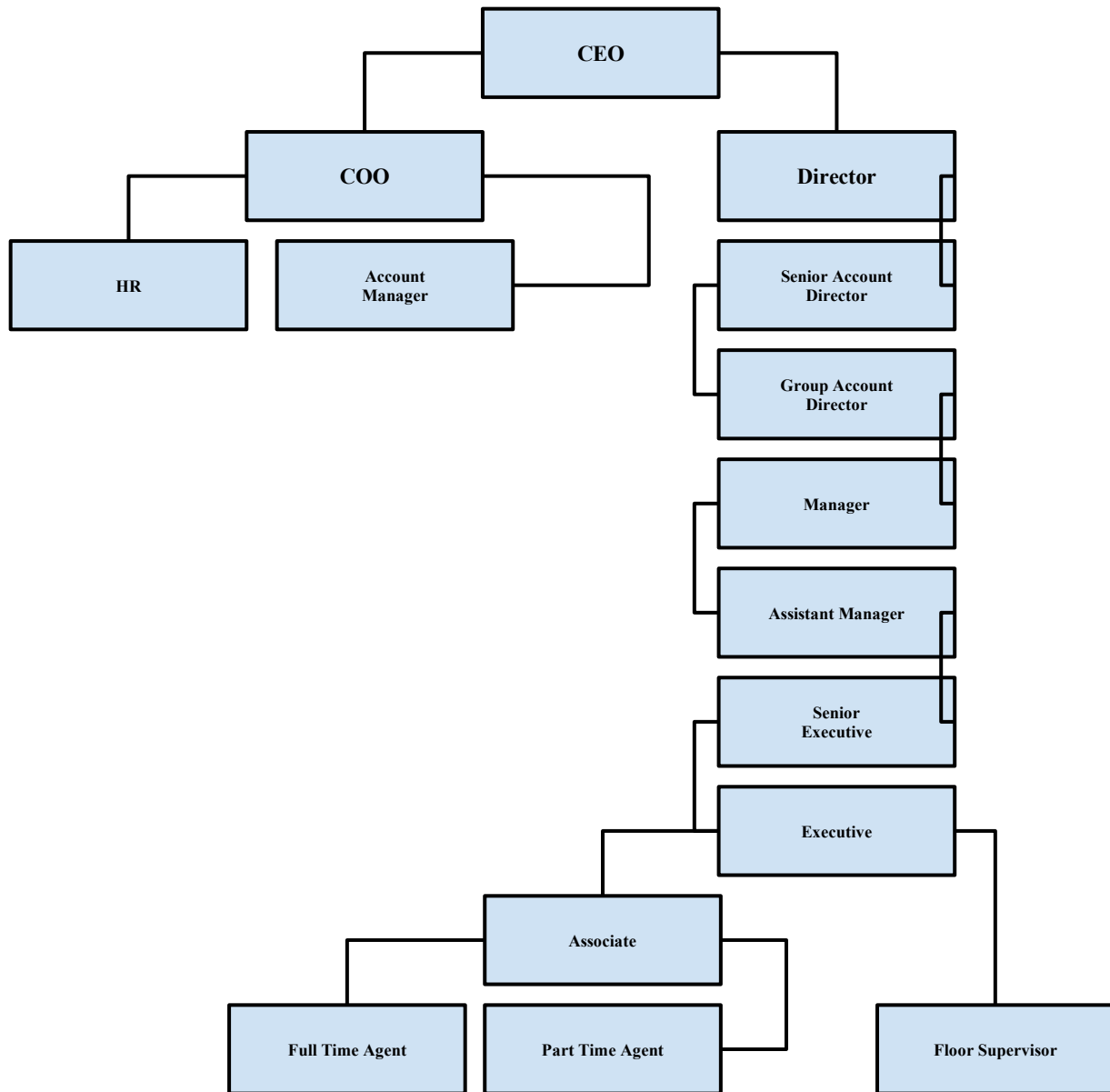


Figure 3: Organization's Hierarchy Chart from Down to Bottom

2.3. Industry Analysis for X Integrated Marketing Agency

2.3.1. SWOT Analysis

- Strengths: With over six years of expertise in the fast-paced field of digital marketing, "XIMA" has established a strong brand and is well-known throughout Bangladesh. They are renowned for their originality, and their staff is made up of a variety of marketing, design, and technological professionals. Their excellent customer list demonstrates their ability to acquire and keep clients while staying ahead of industry changes.
- Weaknesses: Although "XIMA" has been successful in Bangladesh, excessive reliance on one market can make it vulnerable. Long-term issues might arise if a significant amount of their revenue originates from a small number of clients.
- Opportunities: The company has promising future growth. They can consider expanding their horizons beyond Bangladesh, exploring specialized areas, forming strategic partnerships, and diversifying their services. These avenues hold the potential for further success.
- Threats: In a highly competitive landscape, "XIMA" faces challenges such as fierce competition, rapid industry changes, evolving regulations, and economic uncertainties. These hurdles require ongoing adaptation and innovation to maintain their position and thrive in an ever-changing market.

2.3.2. Porter's Five Forces

- Threat of New Entrants:
 - Moderate Threat: Over the years, "XIMA" has made a name for itself in the sector, gaining from a substantial clientele and a solid reputation. Due to the necessity for significant experience, money, and client trust in order to compete effectively, the danger of new entrants may be minimal. Innovative businesses with specialized niche markets might still be difficult to compete with, though, given how quickly the digital marketing landscape is evolving.

- Bargaining Power of Suppliers:

- Low to Moderate Power: Software developers, content producers, and advertising networks are examples of potential suppliers for a digital advertising firm. Even though there are frequently many possibilities for suppliers, those with distinctive technology or content may have considerable negotiating leverage. However, organizations like "X Integrated Marketing" could have forged alliances that lessen supplier clout.

- Bargaining Power of Clients:

- Moderate to High Power: Clients often have a lot of negotiating power, especially if they are significant clients or have a lot of options for agencies. To keep customers and lessen their negotiating power, "XIMA" must deliver great service, inventiveness, and results. Strong customer ties and a history of profitable campaigns are crucial.

- Threat of Substitute Services:

- Moderate Threat: In-house marketing teams, other advertising firms, and other marketing platforms are examples of substitutes in the digital advertising sector. To properly oppose this challenge, "XIMA" must consistently demonstrate its know-how, inventiveness, and capacity for producing superior solutions to alternatives.

- Rivalry Among Competing Agencies:

- High Rivalry: In Bangladesh, there is a lot of competition among digital advertising businesses. For customers, talent, and market share, reputable firms like "X Integrated Marketing" must constantly compete. To succeed in this high-stakes market, you must maintain your competitiveness in terms of technology adoption, creative quality, and customer happiness.

2.4. Marketing Practices

2.4.1. 4Ps of X Integrated Marketing Agency:

Product: In the department, I've had the privilege of working in, we rely on a powerful tool named

Zerocium to effectively manage customer queries. Developed by the innovative team at Tech Garlic and tailored specifically for the realm of digital marketing, this software stands as a cornerstone of our operations. Beyond simple query management, its diverse capabilities offer a complex tapestry of tools that give our team more control. One of its distinguishing qualities is its capacity to offer in-depth and thorough analytics, a feature that acts as the compass directing our strategic choices. With "Zerocium," we obtain priceless knowledge on consumer behavior, new trends, and the effectiveness of our digital marketing initiatives. This not only improves our ability to solve queries but also makes it possible for us to develop focused, data-driven plans that maintain our business at the top of its field. As a consequence, "Zerocium" has become a crucial component of our everyday operations, enhancing customer relations, boosting efficiency, and ultimately leading to our success.



Figure 4: Social media query management tool

Price: Transparency and confidentiality are key concepts in our profession when discussing prices. Sensitive pricing information is kept guarded because we recognize how important it is to protect it. However, we are dedicated to giving our customers the finest support possible and making sure that the price structure is reasonable and equal. As a result of the way we organize our invoicing, customers may only pay for the services they really utilize. The use of the software is also subject

to a maintenance cost that covers continuing support, upgrades, and optimization. By combining a usage-based charge with maintenance, we can guarantee that our clients will always receive the best customer support and software functionality possible while also upholding the strict privacy and confidentiality standards set by our sector. To provide our cherished clients with value and trust, we establish a balance.

Place: The Office of XIMA, which is conveniently located in House 40, Road 20, New DOHS, Mohakhali, Dhaka 1206, Bangladesh, serves as the foundation of our activities. Our physical space acts as a hub for innovation, teamwork, and involvement from clients. Our brilliant team of specialists comes together within these walls to generate concepts, plan marketing initiatives, and work diligently to satisfy the demands of our clients.

Along with having a physical workplace, we also value the adaptability of contemporary work dynamics. Our staff has secure remote access to our resources and systems thanks to the seamless integration of "AnyDesk" remote office capabilities. This not only promotes a culture of adaptation but also enables us to effectively service all of our clients, whether they are local or across the globe, "We are dedicated to client satisfaction and the ever-evolving landscape of our industry." We are dedicated to remaining flexible.

Promotion: An important turning point in the history of marketing was reached with the creation of XIMA, the result of a strategic merger of two top players in the field. What makes this agency so unique is its constant dedication to placing its customers' needs first, despite its own marketing skills. As opposed to placing a strong emphasis on self-promotion, X's basic values center on comprehending, achieving, and exceeding its clients' marketing objectives.

Mr. Obidur Rahman, Group Business Director, said it well when he said that the agency is convinced that its deeds speak louder than any advertising campaign ever could. Delivering consistently great service and making sure that clients are not just pleased but delighted are the cornerstones of X's strategy. This consistent devotion naturally leads to positive referrals from clients who have personal knowledge of the agency's everlasting loyalty. These sincere recommendations, which are frequently spread by word of mouth, are what drive XIMA's growth and development. In essence, the agency's success is inextricably related to the accomplishments and satisfaction of its customers, exhibiting an amazing synergy that characterizes its distinct

strategy in the business.

2.4.2. Clients of X Integrated Marketing Agency:

The quality of our work as a marketing agency shines through the brands we serve. In fact, XIMA proudly earned the distinction of being the fifth most highly acclaimed agency in COMMWAARD 2022, out of all the communication agencies in Bangladesh.

INNOVATING WITH 50+ BRANDS

CLIENTS WE ARE SERVING AND SERVED IN DIFFERENT SCOPE



2.5. Management Practices of XIMA

2.5.1. The Management Department

XIMA effectively manages its day-to-day operations through the seamless coordination of its 6 distinct departments. Each department plays a pivotal role in ensuring the agency's overall success.

- Operation
- Planning
- Finance
- Accounts
- Marketing
- Human Resource & Recruitment

2.5.2. Operation

The Operations Department is one of the most important pillars supporting XIMA's everyday operations. The smooth running of our agency would be a difficult task without the committed work of our operations staff. We have competent Area Managers stationed throughout this section, each of whom attentively monitors their assigned outlets on a regular basis. They keep a steady line of contact open with our main office, which makes it easier to share important data.

The people working in this area are directly in charge of overseeing the daily operational tasks that keep our organization functioning properly. Our operations staff excels at addressing these incidents with accuracy and composure since the dynamics of our industry frequently create unanticipated scenarios. They have the freedom to go to any of our locations without requesting authorization, enabling quick and efficient answers to any new problems. Additionally, they have the power to act appropriately when mistakes are made, ensuring that our organization's highest performance and professionalism standards are upheld.

2.5.3. Planning

The planning team at X Integrated Marketing Agency functions as a campaign's lifeblood from the moment it is launched until it is successfully maintained. They begin by developing a comprehensive campaign plan, during which they do extensive market research and work closely with clients to ensure that the campaign is exactly in line with objectives and the constantly shifting market dynamics. They prepared the groundwork for the creative team to perform their magic by arming them with a carefully considered budget and a creative plan. They act as watchful guardians throughout the duration of the campaign, closely monitoring its success, making adjustments based on actual data, and being quick to respond to changing trends. They never lose sight of the customer and keep the lines of communication open, ensuring that campaigns not only get off to a great start but also develop, stay new, and overcome any obstacles that may arise, all the while being successful in a world of marketing that moves quickly.

2.5.4. Finance

The X Integrated Marketing Agency's Finance Team is crucial in supervising and diligently managing our agency's financial operations. They are accountable for a variety of crucial elements. They are given charge of carefully handling financial data, such as daily sales records, costs, and income sources. To give precise insights into the financial health of our firm, this entails the gathering, organization, and analysis of data. To make sure that resources are distributed effectively, the finance team actively works with other departments to develop and manage budgets for projects and campaigns. Regular financial reporting, which they do by creating in-depth reports that provide a clear picture of our agency's financial performance, is a key component of their job. Their first focus is ensuring that all financial activities correspond to legal and moral standards, which includes compliance with financial legislation and industry norms. Our agency actively monitors cash inflows and outflows to satisfy operational demands and financial responsibilities since managing cash flow is essential for its stability. Our agency's financial viability and performance are a result of their participation in long-term financial planning, spending management, client billing, financial strategy, and use of cutting-edge financial software and tools. The Finance Team at X Integrated Marketing Agency essentially serves as the financial steward

of the company, making sure that all financial activities are effective, legal, and strategically in line with our company's goals. Their commitment to financial integrity and quality is essential to the sustained expansion and achievement of our business.

2.5.5. Accounts

By closely observing and overseeing a variety of crucial aspects of our financial operations, the Accounts Team at X serves as the cornerstone of our finance division. Their responsibilities include a wide variety of financial tasks that are essential to our organization's financial soundness. One of their key responsibilities is overseeing the payment of salaries to our loyal team members. They ensure that each employee is paid accurately and on time, showing how committed we are to showing our appreciation for our personnel. Through meticulous payroll processing, tax deductions, and adherence to legal regulations, this guarantees a smooth and transparent salary distribution procedure. Payroll management is rigorously handled by the Accounts Team, as are other financial activities including customer billing, expenditure supervision, and keeping current financial records.

They also contribute significantly to maintaining financial compliance by adhering to guidelines and standards established by the sector. They work with external auditors to ensure accountability and transparency in our financial processes. The Accounts Team's commitment to financial excellence, meticulous record-keeping, and efficient compensation administration significantly contribute to the success and stability of our company's finances. Their dedication ensures that our financial processes run effectively, enabling us to focus on offering top-notch services to our clients and achieving our corporate objectives.

2.5.6. Marketing

Our firm dedication to achieving improvement at X Integrated Marketing Agency characterizes our distinctive approach to the marketing sector. We genuinely think that the work we do should serve as a powerful spokesperson for our company, continuously producing excellent outcomes that speak highly of our talents and commitment to our clients. We have a specialized marketing department at the dealership that serves as a vital link between the dealership and our esteemed

clients. This specialist staff is essential for introducing our goods and services as well as for developing and sustaining enduring connections with customers. Understanding customer needs, crafting persuasive proposals, and persuasively explaining how XIMA solutions can satisfy those needs are their areas of competence. The marketing department supports our agency's basic idea of letting performance speak for itself by actively connecting with customers, promoting our services, and ensuring that clients understand the value and innovation that distinguish X Integrated Marketing Agency. Our success and reputation in the industry are built on a solid foundation of performance and proactive client interaction.

2.5.7. Human Resource & Recruitment

The Human Resource and Recruitment Team at X Integrated Marketing Agency is essential to upholding a consistent hiring process and managing our HR-related duties. They are responsible for a variety of tasks, including talent acquisition, where they actively look for and evaluate new applicants while making sure they are compatible with the culture and goals of our business. They meticulously follow a predetermined hiring process that includes posting job openings, conducting interviews, assessing applicants' qualifications, and negotiating offers. Additionally, they oversee employee relations, manage training and development, conduct evaluations of performance, and ensure compliance with agency rules and labor laws. Additionally, they support the effortless integration of fresh hires. Additionally, it is clear that they are committed to promoting inclusiveness and diversity. In essence, their contributions are indispensable in attracting top talent, cultivating a positive work atmosphere, and aligning our team with our agency's vision and values, all of which significantly contribute to our ongoing growth and success.

Chapter - 03: Project Part

3.1. Introduction

The foundation upon which an organization's future success is constructed is its recruiting and recruitment procedures. They stand for the entrance point through which a business welcomes fresh talent into its fold, those who will direct its course and support its expansion. The recruiting

and hiring process at X Integrated Marketing Agency is thoroughly examined in this chapter, and we delve into the fundamental processes that support the agency's personnel.

Understanding how an agency like X Integrated Marketing discovers, chooses, and integrates people is of utmost significance in today's fiercely competitive business environment, where the right talent can make all the difference. It's a thorough investigation into the essence of what makes this organization successful rather than just a review of human resources procedures. It involves figuring out the alchemy that transforms a candidate into a priceless asset, a part of the efficient marketing system.

3.1.1. Objective

Our primary objective in this endeavor is to gain a profound understanding of X Integrated Marketing Agency's organizational structure. We seek to delve deep into its inner workings, focusing specifically on the Query Management Team (QMT), a crucial element of the agency's operational framework.

3.1.2. Broad Objective

Our broader goal is to unravel the intricacies of the recruitment and hiring process to comprehend how X Integrated Marketing Agency identifies, selects, and integrates new talent into its workforce.

3.1.3. Specific Objectives

1. To examine the operational system of the Query Management Team.
2. To scrutinize and understand the company's working process within the Query Management Team.
3. To gain insight into how customers are interacted with at the frontline, providing a glimpse into the client-facing aspects of the agency's operations.

3.1.4. Significance of the Topic

Any organization's recruiting and recruitment procedures are of utmost importance. They influence the talent that fuels the organization's goal and vision. This report is very pertinent to X Integrated Marketing Agency in terms of both the agency itself and its colleagues in the sector as well as aspiring professionals interested in learning about the top strategies for hiring marketing-related personnel.

3.1.5. Limitation of the Study

While we strive for a thorough examination, it's crucial to recognize the inherent limits of our research. We shall base our analysis on the facts and knowledge provided to us. As a result, there could be secret or private parts of the employment and recruiting process that we are not aware of. Our study's time range limits its reach, and modifications to the recruiting procedure may have taken place after the data-gathering period.

We will go more into each of the above-mentioned particular objectives in the parts that follow, giving you an overall picture of the recruiting and recruitment process at X Integrated Marketing Agency.

3.2 Methodology

Our methodology for analyzing the recruitment and hiring process at X Integrated Marketing Agency encompasses two primary categories of data sources:

3.2.1. Primary Sources of Data

- Structured Interviews: To get knowledge of organizational practices and recruiting standards, interviews with HR managers, team leads, and Query Management Team members were conducted.
- Questionnaires: Current and past workers were given surveys to complete in order to collect quantitative and qualitative information on their recruiting experiences.
- Observation: Participated in on-site observation to comprehend the workflow and difficulties the Query Management Team had when hiring.

3.2.2. Secondary Sources of Data

- Reviewed HR manuals, paperwork, and internal corporate reports to comprehend official processes.
- Analyzed market research, literature, and studies on hiring in marketing and advertising.
- Assessed company culture and public perception using internet tools, such as the agency's website and social media accounts.

3.3. Findings & Analysis

I polled the JEOs of X Integrated Marketing Agency in order to complete this study. I obtained information from the agency's present JEOs on their responsibilities, goals, and feelings toward their jobs because it was my main area of focus. This poll helped us learn crucial information about the hiring practices and techniques used by X Integrated Marketing Agency. I've included this survey's results and an interpretation of them below.

- Finding Analysis 01:

Your Gender?
35 responses

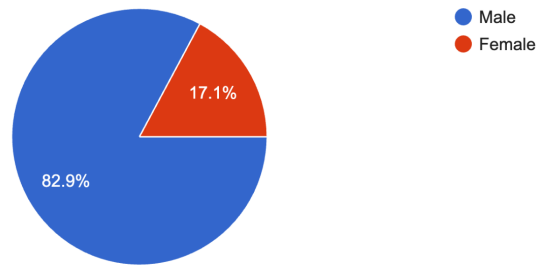


Figure 6: Findings 1

Concerns were raised about the staff's gender distribution. Historically, X has employed mostly male workers. However, the organization has been aggressively hiring female workers as part of a new commitment to support gender equality and empower women. As a result, there are currently fewer female employees than there are male employees.

- Finding Analysis 02:

Age?
33 responses

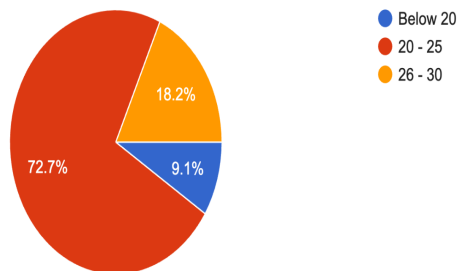


Figure 7: Findings 2

This chart shows the age range of the working employees of X. These are the responses from working JEO of X. Most JEO's are in the age of mid-20s.

- Finding Analysis 03:

Educational Qualification?
32 responses

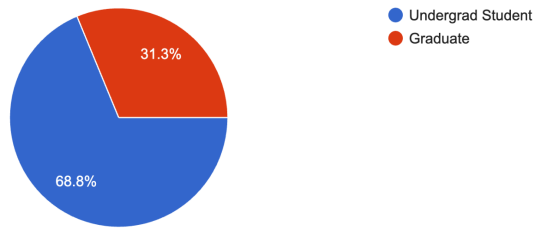


Figure 8: Findings 3

Inquired about their educational backgrounds and present academic statuses, revealing that a substantial majority, approximately 68.8% of the employees, are currently pursuing undergraduate programs while concurrently holding the position of Junior Engagement Officer at X. The remaining 31.3% of the employees have already completed their undergraduate studies.

- Finding Analysis 04:

Shift Time Preference?
34 responses

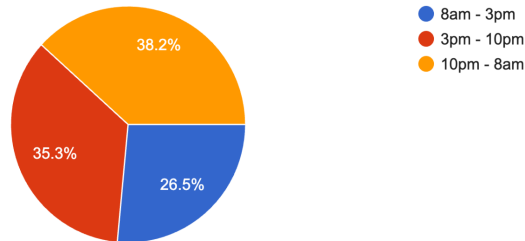


Figure 9: Findings 4

The chart provided depicts the work shifts employed by X Integrated Marketing Agency for their part-time staff. These shifts encompass three timeframes: 8:00 AM to 3:00 PM, 3:00 PM to 10:00 PM, and 10:00 PM to 8:00 AM. Part-time employees follow a rotating roster-based schedule, with their respective managers assigning shifts on a weekly basis. Therefore, it was crucial to determine their shift preferences. The responses were varied, with 38.2% of Junior Engagement Officers (JEOs) indicating a preference for the night shift, which spans from 10:00 PM to 8:00 AM. The morning shift, from 8:00 AM to 3:00 PM, garnered the second-highest preference, with 35.3% of respondents favoring this time frame.

- Finding Analysis 05:

Do you like to work on Holiday?
33 responses

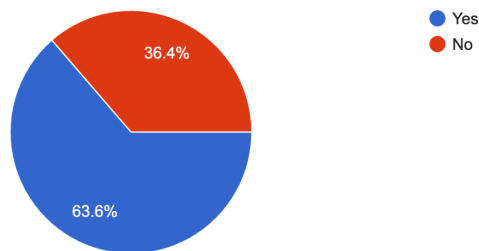


Figure 10: Findings 5

I inquired about their holiday work preferences and received a diverse range of responses. Interestingly, 63.6% of respondents expressed a keen interest in working on holidays, primarily because it allows them to earn extra income, especially on government holidays. Meanwhile, some respondents indicated a preference for not working on holidays.

● Finding Analysis 06:

Do you feel like a valuable employee at X?
35 responses

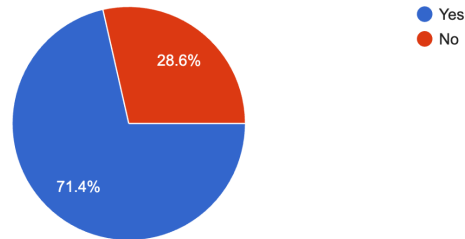


Figure 11: Findings 6

I asked about their perception of their value as employees at X Integrated Marketing Agency, and the responses showed a clear distinction. A substantial 71.4% of employees expressed a sense of being valued within the organization, while regrettably, the remaining respondents did not share the same sentiment.

● Finding Analysis 07:

What, in your opinion, should be included in the employee benefits package?
35 responses

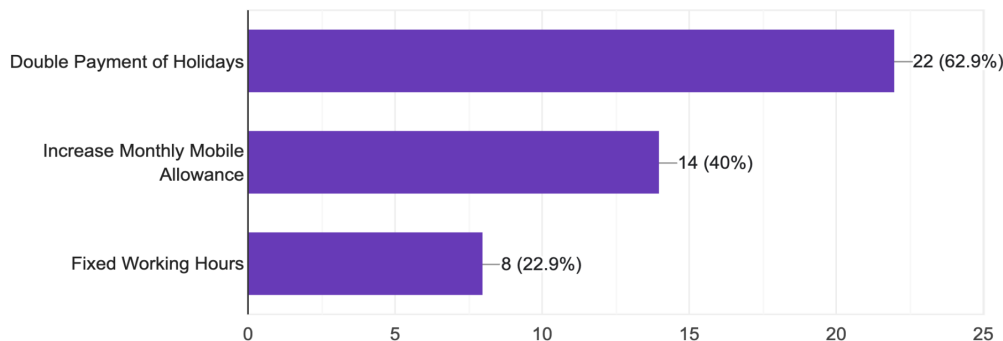


Figure 12: Findings 7

The survey's findings provided some interesting new information about how people feel about certain components that should be included in the benefits package for employees. Regarding the adoption of double payment for holidays, a sizeable percentage, or around 62.9% of respondents, argued in favor of it, underlining the significance of thanking and rewarding staff for their

dedication on special occasions. In addition, 40% of respondents said they wanted their monthly mobile allowance to be increased, which reflects the rising importance of connection in today's workplace. In contrast, a sizable 22.9% of participants supported the implementation of set working hours, highlighting the significance of a healthy work-life balance and consistency in their schedules. These results provide important direction for improving the benefits package for the company's employees by illuminating the different objectives and preferences of X's employees.

3.3.1 Overview

X, one of the top marketing companies on the market, takes pride in its rigorous, accurate, and reliable hiring process. The employment process is methodically planned out, with each step having a justification and supporting data. This systematic strategy makes sure that each stage has a purpose and, in the end, makes it easier to choose the individuals who are most equipped to match the agency's high requirements in the cutthroat job market.

It's crucial to emphasize the recruiting team's crucial role while discussing the hiring procedure at X. Their knowledge and commitment are crucial in helping the agency continually find and employ the best candidates for white-collar jobs. This report will highlight the agency's dedication to upholding quality in staffing while adhering to industry standards by shedding light on the extensive hiring procedure it uses.

3.4 Hiring Process of JEOs

X Integrated Marketing Agency's meticulous approach to hiring Junior Engagement Officers (JEOs) exemplifies the agency's commitment to identifying and nurturing entry-level talent. The agency's JEO hiring process is a well-crafted framework that seeks to align candidates with both the agency's core values and the demanding standards of the marketing industry. This comprehensive overview provides insights into the various stages and elements that define the agency's rigorous approach to recruiting JEOs, ensuring that only the most qualified and culturally aligned candidates are welcomed into its dynamic team.

3.4.1 Sources

When it comes to the recruitment of white-collar professionals, X predominantly relies on online sources. Nevertheless, the agency also explores alternative channels, including:

- **In-House Referrals:** X encourages its current employees to refer individuals who might be suitable additions to the organization. While this practice is one of the available recruitment channels, it is not the agency's primary choice. While internal recommendations are not the preferred approach for discovering candidates, the agency accepts that they could be compatible with the way the business operates.

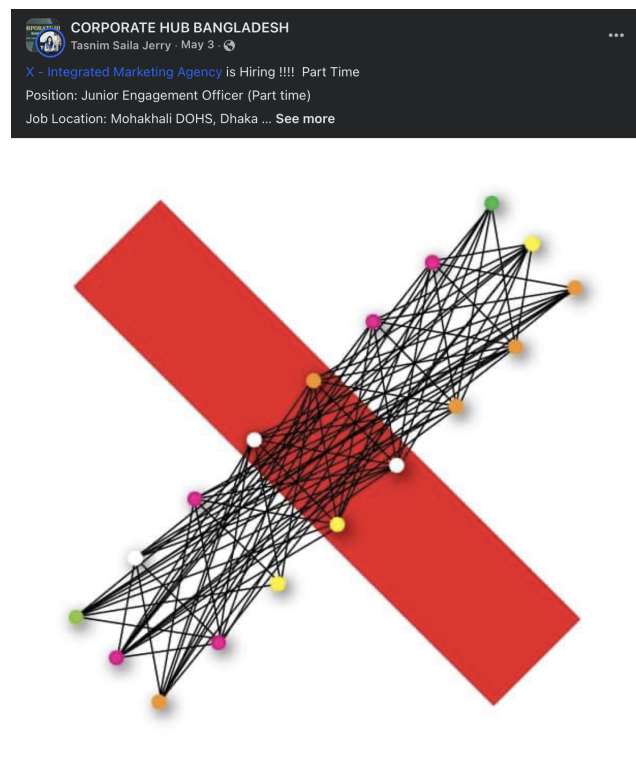


Figure 13: Vacancy Posting

- **Employment Posting:** A proactive approach is used by The X Integrated Marketing Agency to advertise its most current job vacancies. By proactively employing a range of online platforms, such as social media job posting groups and specialized career opportunity websites, the company keeps a broad knowledge of its positions. By putting out such a wide net, X is able to draw in people eager to join the vibrant team at the agency. This strategy not only broadens the agency's recruiting efforts' reach, but it also inspires a

wide group of individuals to demonstrate interest in supporting the goals and objectives of X Integrated Marketing Agency.

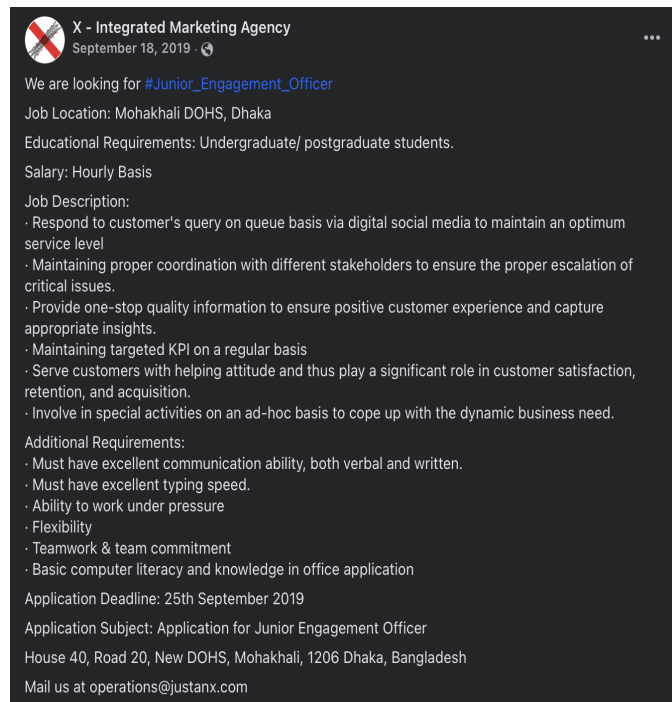


Figure 14: Vacancy Posting 2

3.4.2 Candidate Evaluation Process:

The X Integrated Marketing Agency starts a thorough applicant screening process after gathering CVs from various sources. All comments and applications submitted for a particular position are carefully reviewed. A comprehensive assessment of resumes and cover letters is part of the initial process. This evaluation takes into account a number of factors, such as how the candidate presents themselves, their relevant credentials, their language ability, and the degree to which they meet the particular requirements listed in the job adverts.

Selected applicants are then invited to take written exams and computer proficiency tests that are specifically designed for the position. Successful candidates move on to the interview stage at this point, which may differ depending on the department. The interview process is a key final evaluation to find people who not only satisfy the agency's requirements but also demonstrate the traits and abilities required to succeed in their particular areas.

3.4.3 Job Description of Junior Engagement Officer:

- Respond to customer's query on queue basis via digital social media to maintain an optimum service level
- Maintaining proper coordination with different stakeholders to ensure the proper escalation of critical issues.
- Provide one-stop quality information to ensure positive customer experience and capture appropriate insights.
- Maintaining targeted KPI on a regular basis
- Serve customers with helping attitude and thus play a significant role in customer satisfaction, retention, and acquisition.
- Involve in special activities on an ad-hoc basis to cope up with the dynamic business need.

3.4.4 Additional Requirement:

- Must have excellent communication ability, both verbal and written.
- Must have excellent typing speed.
- Ability to work under pressure
- Flexibility
- Teamwork & team commitment
- Basic computer literacy and knowledge in office application

3.4.5 Interview Phase 1: Evaluation of Language and Writing Skills

The first round of the interview process at X Integrated Marketing Agency acts as a thorough assessment of applicants' language and writing abilities. Candidates who have been shortlisted are invited to take part in this round, which is essential in evaluating their communication skills. The extensive grammar examination that is part of this step gauges applicants' command of grammar, punctuation, and sentence construction. Candidates also take a writing exam to gauge their ability to express themselves in writing in a clear and cohesive manner. Candidates must receive a minimum score of 60% to meet the requirements for success in this round.

This thorough examination serves two purposes. The first benefit is that it guarantees applicants have a solid command of the English language, which is sometimes essential for productive

communication in a professional situation. Second, it evaluates candidates' written communication abilities, a critical ability in many agency tasks.

Candidates who successfully pass this phase progress to subsequent stages of the interview process, moving closer to potential placement within X Integrated Marketing Agency.

3.4.6 Interview Phase 2: Proficiency and Cognitive Assessment

At X Integrated Marketing Agency, the second round of the interview process is used to assess candidates' qualifications in greater detail. An IQ exam and a typing test are two crucial elements of this step.

Typing Test: Candidates are put through a typing exam at this stage to gauge their accuracy and speed of typing. For jobs involving data input, content development, and other computer-based duties, typing proficiency is a need. Candidates who pass the typing exam will have met the minimal standards set by the organization in this respect.

IQ Test: The IQ test, which is the second part of this phase, is used to assess a candidate's cognitive capabilities, problem-solving ability, and logical thinking. A candidate's intellectual ability and propensity to succeed in jobs requiring critical thinking and decision-making are shown by this examination.

This phase's two elements are essential to the agency's thorough review procedure. The applicants' appropriateness for positions inside the agency is demonstrated by their success on these examinations, which also serve as a gauge of their aptitude for activities requiring both technical expertise and cognitive acuity.

Candidates that do well in this round move on to the interview stage and put themselves in a better position to get hired by X Integrated Marketing Agency.

3.4.7 Interview Phase 3: Viva Exam

The viva test, sometimes referred to as an oral interview, is the third and last stage of the interview process at X Integrated Marketing Agency. This stage is a turning point in the evaluation process because it's the last one before candidates are chosen for certain positions.

Candidates interview with agency personnel face-to-face during the viva test. The purpose of these interviews is to evaluate applicants' interpersonal and communication skills as well as their overall suitability for the positions for which they have applied. Additionally, the viva test gives applicants the chance to further demonstrate their expertise, zeal, and agreement with the culture and values of the organization.

Candidates are chosen for their specific roles within X Integrated Marketing Agency after passing the viva test and demonstrating the necessary skills and traits. In order to ensure that the agency's recruiting decisions are well-informed and consistent with its criteria for excellence, this step marks the conclusion of a thorough review process.

3.4.8 Training Period

After Junior Engagement Officers (JEOs) are successfully onboarded into their positions at X Integrated Marketing Agency, a crucial step begins: the 15-day training program painstakingly created to provide JEOs the skills and knowledge necessary to flourish in their particular jobs. The rigorous and practical nature of this training phase, which is essential in preparing JEOs for their upcoming responsibilities, distinguishes it.

JEOs are strategically allocated to various client management teams that are primarily concerned with inquiry management throughout this training time. JEOs are given vital exposure to the nuances of successfully handling customer inquiries thanks to this tactical placement. Additionally, it offers JEOs an excellent chance to become familiar with client-specific information, a crucial component of their job.

The main objective of this training phase is to provide JEOs with the knowledge, skills, and self-assurance necessary to provide clients with great service. JEOs leave this training session well-

equipped to carry out their duties and contribute to the agency's dedication to excellence in client management through a combination of theoretical education and practical experience.

Chapter - 04: The EndGame

4.1. Conclusion

Strictness, accuracy, and a dedication to perfection shine as guiding principles in the area of X Integrated Marketing Agency's employment and recruitment procedures. The agency's hiring strategy, particularly with regard to Junior Engagement Officers (JEOs), demonstrates its commitment to finding and developing outstanding talent.

The agency's process shows a thorough and rigorous approach to applicant selection from the start of job advertisements across various web platforms through the comprehensive evaluation phases, including language and writing exams, cognitive testing, and oral interviews. This procedure guarantees that candidates not only have the necessary abilities but also are perfectly in line with the agency's culture and values.

Additionally, the agency's training program, which gives JEOs real-world experience and client-specific information, is a key component in developing qualified professionals capable of meeting client demands. It emphasizes the company's dedication to providing top-notch customer service.

Finally, the recruiting and hiring procedures used by X Integrated Marketing Agency are evidence of the company's persistent pursuit of quality, adaptability, and dedication to building a talented and dynamic team. The firm, supported by a group of competent and devoted specialists, is recognized as a pioneer in the industry for offering top-tier marketing solutions thanks to its comprehensive approach to candidate selection, training, and continuous growth.

4.2. Recommendation

X Integrated Marketing Agency needs to assess and improve a few key areas for potential improvements when employing a Junior Engagement Officer (JEO). These recommendations have their roots in the agency's dedication to ongoing development and making sure it recruits and chooses the best people for its dynamic team of experts.

1. **Diversify Sources of Recruiting:** Although the agency predominantly uses online platforms for recruiting, think about expanding your sources of recruitment. You can access a larger

pool of potential candidates by investigating additional channels like industry-specific job boards, university career centers, and professional networks.

2. **Structured Behavioral Interviews:** Include structured behavioral interviews in the evaluation procedure. This can offer more in-depth perceptions into the prior experiences of applicants and how they relate to the cultural values and capabilities of the organization.
3. **Feedback Mechanism:** Create a feedback system for applicants who don't move on to the next round of interviews. Constructive criticism may improve the applicant experience and preserve the agency's good name.
4. **Enhancing Onboarding:** While the agency's training program is thorough, think about incorporating mentorship and peer support components to help JEOs transition into their roles more easily. Peer mentorship can aid new recruits in swiftly adjusting to the agency's culture and operational procedures.
5. **Continuous Skill Development:** Implement continuing skill-development programs for JEOs to keep them abreast of market developments, technological advancements, and industry trends. Their long-term development and performance inside the organization may benefit from this.
6. **Diversity and Inclusion:** To guarantee that JEOs have a range of viewpoints and representation, actively encourage diversity and inclusion during the recruiting process. Diverse teams frequently produce better, more original ideas.
7. **Candidate Experience:** From the initial application to the final interview, continuously evaluate and improve the applicant experience. Whether or not a candidate is chosen, a smooth and good encounter may leave them with a positive opinion of the agency.
8. **Data-Driven Decision-Making:** Apply data analytics to assess the efficacy of various hiring process phases. Data may help pinpoint areas that need development and guarantee that the procedure stays effective and efficient.

By taking into account these recommendations, X Integrated Marketing Agency may improve its JEO hiring and recruiting procedures, assuring the recruitment of top people and sustaining success in the cutthroat marketing sector.

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Arthur, D. (2012). *Recruiting, Interviewing, Selecting & Orienting New Employees*. AMACOM.