



Social sector recruiting 101

Talent and Development series

Speaker Profile:

Anushree is the Associate Director HR at Educate Girls. She joined Educate Girls 3 years ago and this is her first stint in the Social Sector

Anushree has over 15+ years of experience in human resource management and people development in the corporate sector. Her knowledge ranges from people strategy, HR operations to building culture and delivering process excellence.

Anushree holds a Master's degree in HR and Behavioural Science from NMIMS and a Bachelor's degree in Management Studies from Mumbai University.

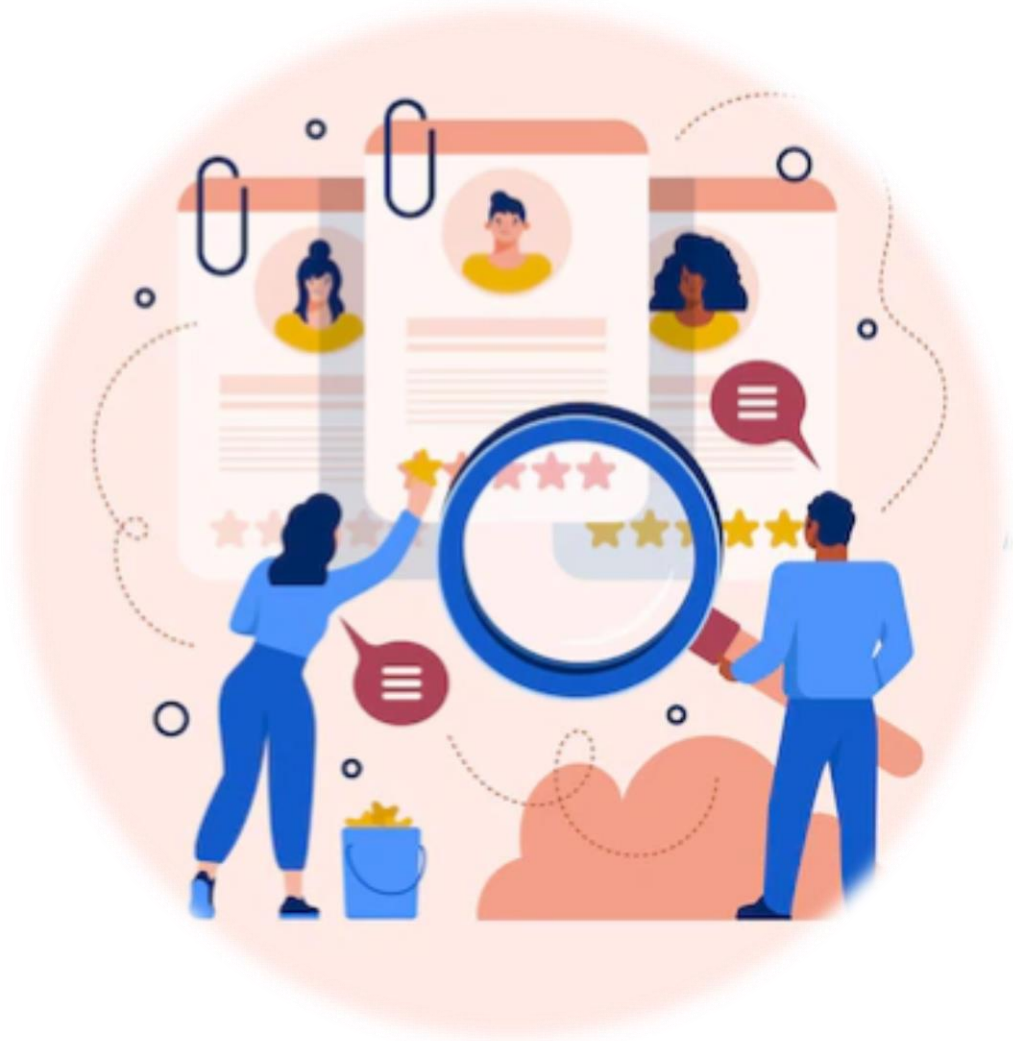
Educate Girls www.educategirls.ngo

Established in 2007, Educate Girls' is a non-profit that focuses on mobilizing communities for girls' education in India's rural and educationally backward areas. It currently operates in the States of Rajasthan, Madhya Pradesh, Uttar Pradesh & Bihar with its head office in Mumbai.



Anushree Singh

Associate Director - Human Resources,
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Social Sector Recruiting 101

Trends in Recruitment

The most critical requirement in the recruitment processes is not merely the competency or skills of the individual, but their purpose/reason/motivation to work in the sector.

Factors affecting recruitment

- Experience is preferred over qualification
- DEI in recruitment
- Suitability for the position and role in terms of core skills and competencies
- Cultural fitment and purpose alignment
- Brand value
- Expectation alignment on compensation

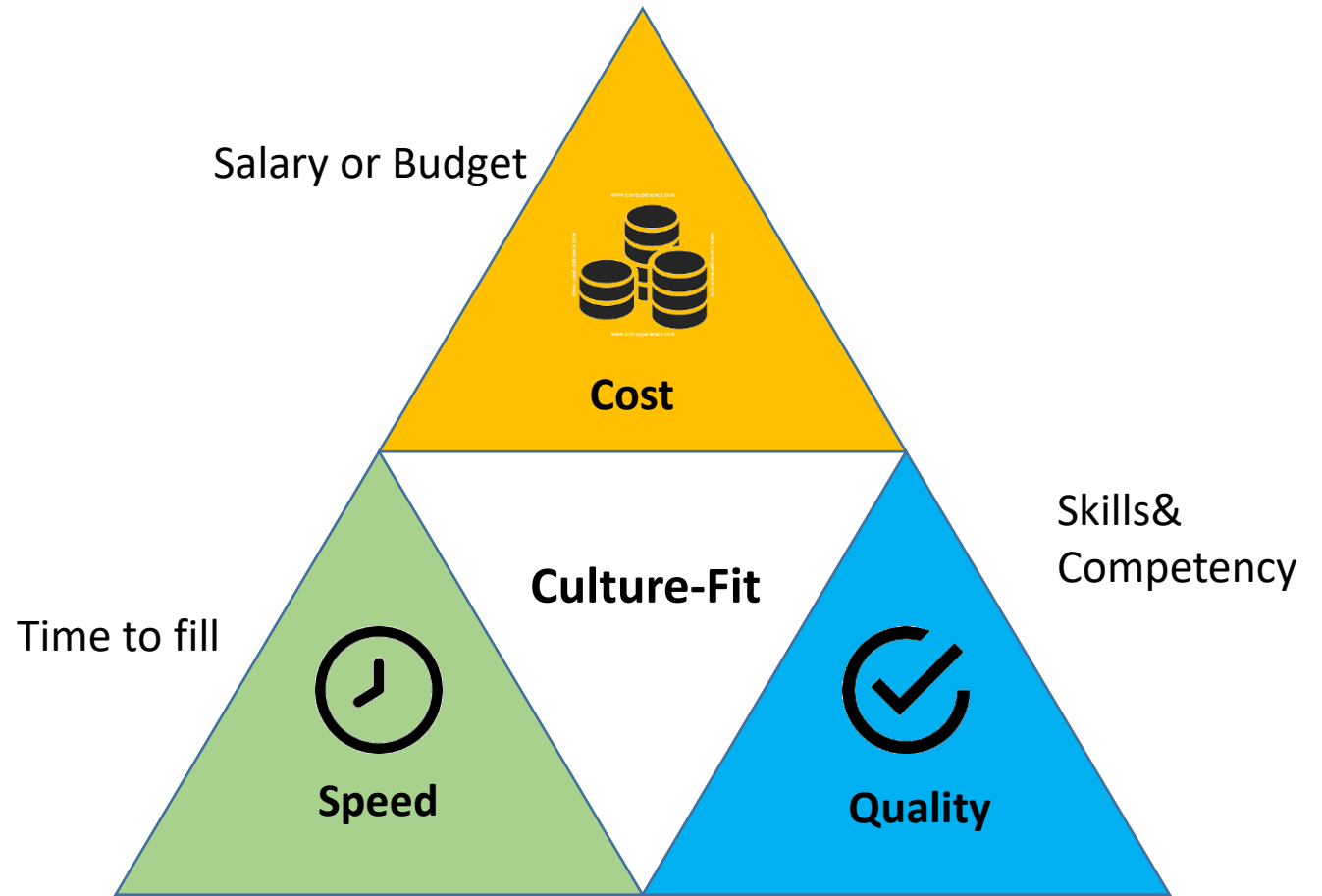
Trade offs in Hiring

Hiring Culture-Fit?

Hiring for Competency?

Hiring to fit the budget?

Hiring in Time?



“Talent Management Practices in the Indian Social Sector (2022)” reported that when organizations do not find the right candidate, they prefer not to hire, worrying that a wrong hire might negatively affect the organization

Sources of Recruitment

Employee Referrals

Job Boards

Website

Consultants

College/Campus/Interns

Social Media Platforms

Job Fairs / Employment
Exchanges

Boomerang Employees

Institutions

Advertisements

Networking

Freelancers

Relevance | Time | Cost | Quality

Know your Audience

	Seasoned Professionals in the Sector	Seasoned professionals outside the sector	Hyper Local	Support Functions	Freshers
Who	Tenured; Well versed in the sector	Talent in different sectors	Talent in Rural; Semi-urban areas	Staff for HR, Finance, IT	Fresh Talent
Motivators	Growth Opportunities	Well-established in their role; want to give back to society; 2 nd innings;	Opportunity close to Home; Basic Needs	Growth, Salary	Making a difference



educate girls

- Enrolment, Retention, Learning
- Villages of Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar
- 2700+ employees; 18000+ Volunteers
- www.educategirls.ngo

Mantra to Attract and Retain Talent

- Always lead everything with your Purpose!

Why does it matter?

Share what you have to offer?

Amplify your most mission aligned stakeholders:

- Staff, Board, Donors, Volunteers

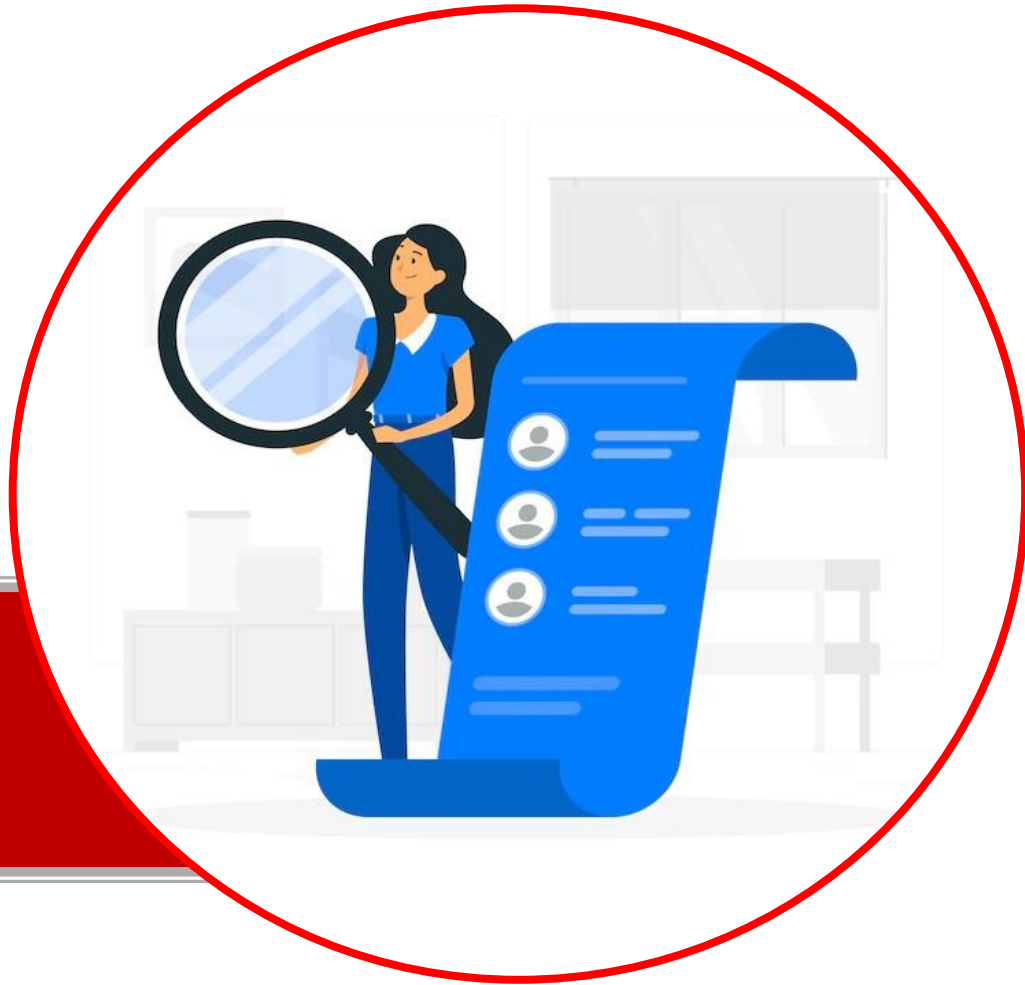
Amplify your Purpose



Does it reflect your purpose?

Does it reflect the outcome that the role will bring in and its impact on your purpose?

Role Profile vs Job Descriptions



Role Profile vs Job Descriptions

Role Profile

Employee Perspective

- States the employees needs to perform the role
- Allows candidates to determine if the job/employer are a match to their needs

Employer Perspective

- Can convey the attractiveness of the job role and the organization by presenting the purpose
- Sharing the importance of the role

Job descriptions

Employee Perspective

- Shows the duties & responsibilities associated with the role
- Presents how Job performance will be evaluated & training needs assessed

Employer Perspective

- Shows employee exactly what is expected
- Helps in setting targets

Create room for volunteers to be able to contribute to your purpose and they will learn and grow.

Open the org to volunteers and bring in constant stream of fresh talent!



Be Agile

They will create the role or the right role will find them.

Don't be a slave to your HR process.:-)

Create a Talent pool

If you find good talent just grab them



Job rotation / Job enrichment.

Everyone must know all jobs, no one can say this is not my work etc.

All work is everyone's work.

Builds teams, collaboration.

Shared goals and internal growth of talent.

Grow your own timber



They will automatically grow talent in the org and therefore retain them.

Hire leaders who are talent builders



Parting thoughts

- *Be confident about what you have to offer*
- *“Always on” Your Purpose*
- *Broaden your idea of an ideal candidate*
- *Maintain a Talent pipeline*
- *Cast your net wider*
- *Hire for attitude, Culture -Fit*

Thank you. Happy Recruiting 😊