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HEPro

Assignment: End-to-End Recruitment Process Management Using an ATS

Case Company: MedicaPharma Pvt. Ltd. (Pharmaceutical Organization)

Role to Hire: Sales Manager

1. Assignment Objective

The purpose of this assignment is to evaluate the student's/participant's ability to independently manage an **end-to-end recruitment cycle** using an Applicant Tracking System (ATS). The assignment will simulate a real-life recruitment scenario for a Sales Manager in a pharmaceutical company.

By the end of this project, the participant should be able to:

- Understand job analysis and prepare a role-specific job description (JD).
 - Perform CV sourcing, shortlisting, and screening via ATS.
 - Manage interview scheduling, coordination, and feedback collection.
 - Issue offer letters, initiate documentation, and complete post-selection formalities.
 - Document the recruitment process with clear outcomes.
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2. Assignment Scope & Workflow

The assignment will involve the following **steps and deliverables**:

Step 1: Job Analysis & Job Description Creation

- Conduct a **job analysis** to identify key skills, qualifications, and experience required for a Sales Manager in the pharmaceutical industry.
- Draft a **Job Description (JD)** including:
 - Job Title
 - Job Location
 - Roles & Responsibilities
 - Qualifications & Skills

- Salary Range (approximate)
- Reporting Structure

✦ **Sample JD (Sales Manager – Pharmaceutical Company)**

Position: Sales Manager

Location: Kolkata, India

Reporting to: Regional Sales Head

Job Summary:

The Sales Manager will be responsible for achieving sales targets, developing strong customer relationships with doctors, hospitals, and pharmacies, and leading a team of medical representatives in the assigned region.

Key Responsibilities:

- Develop and implement sales strategies to achieve business targets.
- Manage a team of 8–10 medical representatives.
- Build strong networks with healthcare professionals and distributors.
- Monitor competitor activities and suggest business growth strategies.
- Provide sales forecasts, MIS reports, and performance reviews.

Qualifications & Skills:

- Bachelor's in Pharmacy/Science/Business Management.
- Minimum 5 years of experience in pharmaceutical sales, with at least 2 years in a team-leading role.
- Strong communication and negotiation skills.
- Proven track record in sales target achievement.

Salary Range: ₹8–12 LPA (negotiable based on experience).

Step 2: CV Sourcing & Screening via ATS

- Upload the JD into the ATS and set **screening filters** (experience, education, pharma sales background).
- Source CVs from:
 - Job portals (Naukri, LinkedIn, Indeed).

- Internal databases.
- Employee referrals.
- Screen profiles based on **keywords** (e.g., “pharmaceutical sales,” “medical representatives,” “KOL management”).

✦ **Sample Screening Result (via ATS):**

- **Total Applications Received:** 120
- **ATS Shortlisted:** 30
- **Recruiter Shortlisted (Post-screening):** 10

Step 3: Interview Scheduling & Selection

- Coordinate with shortlisted candidates and hiring panel.
- Schedule interviews (Round 1: HR Screening, Round 2: Technical/Domain, Round 3: Final with Sales Head).
- Use ATS for **calendar integration** and **feedback tracking**.

✦ **Sample Interview Schedule (ATS Output):**

- Candidate A – HR Round (12th Sept, 11:00 AM) → Status: Cleared
- Candidate A – Technical Round (14th Sept, 3:00 PM) → Status: Cleared
- Candidate A – Final Round (16th Sept, 10:00 AM) → Status: Selected

Step 4: Offer Management & Documentation

- Generate **offer letter** via ATS and share with the selected candidate.
- Upload and verify documents (educational, experience, ID proof, salary slips).
- Manage **acceptance tracking** in ATS.

✦ **Sample Offer Letter Extract:**

Dear [Candidate Name],

We are pleased to offer you the position of **Sales Manager** at **MedicaPharma Pvt. Ltd.**, with an annual CTC of ₹10.5 LPA. Your joining date will be **1st October 2025**.

Step 5: Recruitment Process Outcome Report

- Summarize the recruitment process.
- Highlight metrics such as:
 - Number of applications received.
 - Shortlisted candidates.
 - Time-to-hire.
 - Cost per hire.
- Provide a **reflection** on challenges faced and strategies applied.

Sample Outcome:

- **Applications Received:** 120
- **Shortlisted:** 30
- **Interviews Conducted:** 10
- **Offer Released:** 1 (Accepted)
- **Time-to-Hire:** 25 days
- **Cost per Hire:** ₹45,000

3. Submission Guidelines

Each participant must submit a **Recruitment Project Report** in the following structure:

Report Format

1. **Cover Page** – Assignment Title, Name, Batch, Date
2. **Executive Summary** – One-page overview of the project.
3. **Job Description** – Finalized JD for Sales Manager.
4. **Sourcing & Screening Process** – Details with ATS screenshots (sample/mock allowed).
5. **Interview Management** – Schedule, panel, candidate progress reports.

6. **Offer Letter & Documentation** – Draft sample offer letter and list of required documents.
7. **Final Recruitment Report** – Outcomes, metrics, and reflections.
8. **Annexure** – Screenshots/templates from ATS (if possible).

Submission Format:

- File Type: PDF or Word
 - Length: 10–15 pages
 - Deadline: [Insert Date]
 - Font: Times New Roman, Size 12, 1.5 Line Spacing
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4. Expected Outcome

By completing this assignment, the participant will demonstrate:

- Proficiency in managing recruitment through ATS.
- Ability to design professional job descriptions.
- Skills in sourcing, screening, and evaluating candidates.
- Experience in scheduling, interviewing, and managing stakeholders.
- Competency in drafting offers and completing documentation.
- A practical, industry-ready understanding of recruitment lifecycle.