



“Talent Solutions has changed our lives. We’ve only scratched the surface with LinkedIn; we’ll do much more in the future.”

Ian Moore, CCO, VistaJet

VistaJet uses LinkedIn to access, engage and establish relationships with niche passive candidates who understand the meaning of 5 star quality service

Highlights

- Achieved a return on their LinkedIn investment in the hundreds of thousands of euros
- Filled almost 100 positions through LinkedIn in the past 12 months using just one HR professional
- Targeted over 150,000 relevant professionals to drive attendance at a Dubai recruitment event, using LinkedIn Recruitment Media in specific LinkedIn Groups
- Quickly filled 2 roles in 2 months by pipelining candidates into a top talent pool from which to source

Company Profile

VistaJet is the world’s fastest growing private aviation company, currently employing 500 multilingual employees who are located in offices across the globe. With a fleet of aircraft based in Europe, the Middle East, Asia and West Africa, the company maintains a strong focus on providing exceptional standards of quality, style and service to their expanding customer base.

The Challenge

VistaJet has a simple philosophy: to give their customers the very best. It’s at the heart of everything they do, which is why they chose LinkedIn Talent Solutions for their recruiting needs. Prior to LinkedIn, VistaJet lacked a major HR focus like other fast growing entrepreneurial companies in the aviation industry.

Ian Moore, CCO of VistaJet, recognised the importance of developing a recruiting strategy and decided to start by focusing on highlighting the company’s unique qualities to attract the right candidates. This decision marked the start of the transformation of recruiting at VistaJet.

“We’ve been able to contact the job market with the exact skillset we’re looking for by proactively approaching candidates in a subtle manner. The type of people we have been attracting has been nothing short of remarkable.”



Ian Moore
CCO
VistaJet

Building a strong employer brand

VistaJet created a Careers Page packed with information about the company, with the aim of capturing the eye of relevant professionals while also encouraging them to engage with their brand. They display videos featuring employees, as well as their founder and chairman, Thomas Flohr, which convey the company's culture and values.

"LinkedIn gave us a primary window for showing off our employees."

This helped them to engage candidates who are attracted to their unique culture, and are likely to be a good fit for the company. The success of this strategy is clear from the numerous occasions where candidates have quoted these videos during their interviews. Ian's team feels great satisfaction from this as it gives them the confidence that their content is engaging the right people with the right message.

Doing more with less

VistaJet uses LinkedIn Talent Solutions to target the highest quality candidates in the most cost efficient manner possible. Inconsistent quality among candidates sourced through their existing channels caused frustration among Ian's team and led to a strengthened motivation to find a tool which would allow them to move beyond candidates with generic skillsets. This led to the team's adoption of LinkedIn Talent Solutions, which has enabled the company to hire almost 100 employees with just one internal recruiter.

"You would require a team of three or four people to hire this number of people without LinkedIn. The performance has been remarkable."

As a result, VistaJet has seen a return on investment in the hundreds of thousands of euros over the past 12 months.

Finding niche skills and experience

VistaJet recruits for a diverse range of positions, from pilots and cabin hostesses to sales and IT specialists. It is critical that the company has access to top quality candidates across all functions, who understand the value proposition they offer to their customers – that of a 5 star luxury service.

In addition to using the enhanced search and talent pipelining functions in LinkedIn Recruiter to find and manage candidates with precisely the right skills and experience, LinkedIn Groups proved to be a valuable resource for targeting the right audience. VistaJet found that groups dedicated to professionals working for luxury airlines – and also luxury hotels, in the case of cabin crew – constituted a valuable, relevant talent pool for their hiring needs.

VistaJet tapped into this talent pool in 2 ways: Firstly, through targeting the most relevant groups using LinkedIn Recruitment Ads to promote their recruitment events to over 150,000 of the right professionals. Secondly, by actively engaging in these groups and posting job opportunities, in order to source people with the right skills and the right experience, while keeping the company top of mind among potential candidates.

Having the ability to access, engage and establish a relationship with these candidates was a major win for VistaJet. "It changed our lives," says Ian. VistaJet isn't stopping here though. According to Ian, "We've only scratched the surface with LinkedIn; we'll do much more in the future."

LinkedIn Tips from VistaJet

- Use the clipboard feature in Recruiter to create a list of high quality candidates and review this list for suitability when new positions open up.
- Target specific LinkedIn Groups using LinkedIn Ads to promote your events.
- Educate industry leaders in your company to ensure they understand the methodology behind LinkedIn.

Visit talent.linkedin.com to learn how you can source top candidates on LinkedIn