



## Jambojet becomes an employer of choice through LinkedIn's extensive learner network and employer branding features

**Challenge:** Position Jambojet as an employer of choice in a competitive market

- Minimal online engagement and a small LinkedIn following of just 3,000 meant the company had limited brand visibility as an employer.
- Internal processes and bureaucracy led to delays in the hiring process, detrimental to the company's ability to adapt quickly to change.
- As part of a specialised industry, it was essential for Jambojet to be able to effectively identify candidates with the specific skills and qualifications required for positions, as well as promote development from within.

**Solution:** Prioritise employer branding and a culture of learning to generate a talent pipeline

- The brand's LinkedIn page was shaped into a hub for sharing updates. A Life Page let current employees to share their positive experiences and company-wide access to LinkedIn Learning among non-aviation staff sparked conversations.
- LinkedIn's extensive talent search capabilities were leveraged to connect with suitable candidates for various roles, seamlessly integrating with their HR systems.
- LinkedIn Recruiter let Jambojet to track and engage with candidates more effectively.
- Job Posts and the Life Page allowed the airline to nurture relationships with potential hires, ensuring a continuous pool of qualified candidates for critical roles.

40,000

increase in  
LinkedIn followers

10 hours

average learning  
per week



Aviation | <500 employees

Goal: Make recruitment faster and easier



At Jambojet, we recognise the power of continuous learning and strategic employer branding. Leveraging LinkedIn's extensive learning network and employer branding features has allowed us to not only stay ahead in the dynamic aviation industry but also position ourselves as the employer of choice. Through LinkedIn, we have cultivated a culture of growth, attracting top talent who are eager to join us in making every take off, more than a journey!"



**Mr. Karanja Ndegwa**  
CEO  
Jambojet

