



KING
ABDULLAH
ECONOMIC
CITY

“For the past few years, we have used LinkedIn as our main sourcing tool for middle and senior management talent from across the globe. Having LinkedIn’s advanced search criteria has assisted hugely in attracting this top tier talent which equates to 70% of our hires.”

Wassi Ur Rehman, Head of Talent Acquisition

A New Super City To Attract Super Talent: The ‘Emaar, The Economic City’ Story

Highlights:

- Since joining LinkedIn in 2013, 70% of hires have been made through the LinkedIn platform.
- Emaar, The Economic City’s Saudisation rate is almost double the required percentage for the field.
- LinkedIn follower base grew by 300% in one year since adopting the full solution.

About the company:

A city of the future in the making, King Abdullah Economic City (KAEC) is a megaproject in the Kingdom of Saudi Arabia originally announced in 2005.

KAEC is the largest privately-funded new city in the world. Situated on the west coast of the Kingdom of Saudi Arabia, KAEC covers an area of 181 square meters of land, approximately the size of Washington DC and is master planned to a total capacity of 2 million people. KAEC comprises King Abdullah Port, the Coastal Communities residential districts, the Haramain Railway district and the Industrial Valley; the city is under development by Emaar, The Economic City.

There are currently 335 employees for the KAEC project, in addition to consultants and contractors. Around 15% of employees are female, spread across all seniority levels and more than 24 nationalities are represented.

Business Challenge:

Attracting talent and promoting a city is not the same thing as promoting a company. The talent acquisition team started from scratch, and was very much relying on business partners to find candidates that might not be qualified, or fit the culture of the city.

“Most of the time, hiring managers would find CVs and simply say that they wanted to recruit a person. All we used to do was check if they were suitable and that they met the company standards. We also relied heavily on executive search companies as opposed to recruiting ourselves” said Abdulrahman Hafez, Manager of Talent Acquisition, about the way they used to recruit in 2013.

EEC’s recruitment department needed to dramatically streamline the process while at the same time extending their reach to both local and global senior level talent.

Human Resources Journey:

EEC candidates go through an intensive recruitment process; starting from the screening process, assessment until they are finally selected. They ensure they are selecting the right talent, at the right place and at the right time. Upon the arrival of the selected talents, an in depth onboarding program takes place that includes an induction schedule of 40 hrs.

EEC also invests both its time & cost in developing their employees through its Executive Coaching Program, technical & behavioral training, learning events, and EEC Training Academy. Through a structured and fundamental HR plan; they ensure that all their employees are always reaching high standards of productivity and self-fulfillment by growing professionally.

Reaching executives on LinkedIn:

Before turning to LinkedIn, searching for executives via headhunters cost more and took longer. Now that Emaar has moved from being a reactive & traditional recruitment department to a proactive and strategic Talent Acquisition department, Wassi notes that they work faster and have decreased their executive search work, while attracting more talent than ever before.

"I truly believe that LinkedIn is putting headhunters out of business. Executive search companies don't have an edge." - Wassi Ur Rehman, Head of Talent Acquisition.

A notable example of LinkedIn's global reach is the recent recruitment and hiring of an Austrian senior level executive who had been working in France as the head of global product development for one of the leading telecommunications companies worldwide. The recruitment team reached out to him through LinkedIn, met him in Dubai and offered him the job which he accepted only in a couple of weeks' time. This type of role would traditionally take a couple of months and would cost much more than using LinkedIn Recruiter tool.

Taking Emaar, The Economic City brand to the next level:

It isn't hard to imagine that finding and attracting talent from abroad to Saudi Arabia, based outside of the main hubs of the Kingdom, would be a challenge. However, Emaar has overcome this challenge and managed to position itself as an employer of choice by offering attractive benefits and using LinkedIn's ability to reach global executives.

At Emaar Economic City, engagement and empowerment are strongly emphasized to appeal to prospective talent by highlighting on their core values; Focus, Proactive, Tenacious, Collaborative, and Creative. Employees of every level are encouraged to get involved, take the lead, and engage their entrepreneurial drive. They also have access to impressive benefits and a great work-life balance.

"If we want to position ourselves as a global logistics hub, we need to find the best people in their respective industries"
- Wassi Ur Rehman, Head of Talent Acquisition.

Benefits of LinkedIn:

Emaar, The Economic City uses the full LinkedIn Talent Solution, to attract and hire top talent. By having access to the entire network and a strong pool of passive talent, the talent acquisition team is reaching out to potential candidates through InMails (LinkedIn's messaging tool) and starting up a conversation with them.

Today more than 70% of their hires were sourced through LinkedIn in 2015 alone, the talent acquisition team hired 79 mid to senior management level employees from LinkedIn.

"We are attracting top talent worldwide." said Abdulrahman Hafez. Focusing on strategic resourcing on a global level and utilizing LinkedIn's tools helped EEC promote the city and the lifestyle, through a recruiting advertising campaign on LinkedIn.

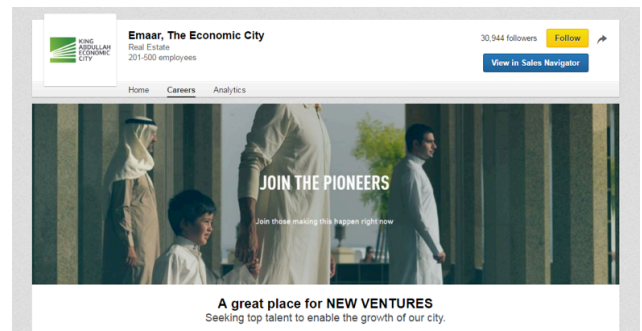
The campaign was targeting real estate professionals from the MENA region, inviting them to follow their company page on LinkedIn to discover more about 'The Economic City', the life employees have there and the growth opportunities in the company.

"LinkedIn is a user friendly tool. It's easy to navigate through the multiple tools and it helps to organize and share projects within your team." - Nadien Al Grim, Talent Acquisition Coordinator.



Example of a recruitment advertising campaign on LinkedIn

"While increasing our diversity and elevating acquired talent, LinkedIn helps maintain the great level of competences pioneering King Abdullah Economic City's development."
- Morouj Melibary, Talent Acquisition Coordinator.



EEC's Career Page on LinkedIn

This resulted in a fast growth of followers on their company page: over 300% year on year growth, reaching over 30k followers today. EEC can now tap into this pool of followers when looking for potential candidates since they've already shown interest in the brand and have interacted with them in a way or another. Emaar, The Economic City is now developing a new video employer branding campaign featuring their employees on LinkedIn, from different departments, gender and seniority to continue engaging with future potential candidates.