

MENA Recruiting Trends 2017

What you need to know about the
state of talent acquisition

What's in this report

- 1 Why read this?
- 2 Top 5 takeaways
- 3 How recruiting leaders perceive their teams
- 4 Key benchmarks and metrics to monitor
- 5 Where teams spend their budgets
- 6 The impact of employer branding
- 7 Looking ahead: Recruiting in 2020
- 8 Next steps



Why read this?

In order to plan for the future, you need to understand where you stand compared to your peers. The goal of this report is exactly that – to help talent leaders like you benchmark against teams across the globe when it comes to the most important recruiting metrics and trends.

About this survey

This report is based on the survey responses of over 170 corporate talent acquisition leaders across MENA. All respondents are at the manager level or higher.



Top 5 takeaways

1

Talent acquisition has a prominent seat at the executive table.

Talent leaders feel confident that their department is helping define the future of their company. In MENA, over 81% of them say talent is the number one priority in their organization.

4

Employer branding is key to grabbing candidates' attention, especially when centered around company culture and benefits.

Over 81% of leaders acknowledge that employer branding has a significant impact on their ability to hire great talent. Candidates reveal that companies can pique their interest if they talk about company culture, benefits, and vision.

2

Recruiters will be even busier this year and are focusing on quality of hire.

60% of leaders say that their team's hiring volume will increase and in order to measure success they are focusing on how long a new hire stays at the company, hiring manager satisfaction, and time to hire.

5

Screening automation, candidate relationship management tools for recruiting and soft skills assessments that predict job success are the trends defining the future of recruiting.

Automating the screening and hiring process in order to eliminate human bias and time limitations are on top of recruiters' wish list.

3

Most teams invest in traditional recruiting tactics, but employer branding is on top of their wish list.

While nearly 63% of recruiting budgets are spent on recruiting tools, job boards, and staffing agencies; talent leaders identify employer branding as the #1 area where they wish they could invest more.

A person wearing a white short-sleeved shirt with small dark polka dots is sitting at a dark wooden desk. Their hands are clasped together on the desk. In the foreground, there is a gold-colored pen holder with pens and a dark smartphone. The background is a plain grey wall.

How recruiting leaders
perceive their teams.

Recruiting departments play a crucial role in the company's future

The recruiting organization is not the flashiest department. It doesn't directly bring in revenue or create game-changing products. Yet, it is the quiet enabler behind these company successes and this has not gone unnoticed. In recent years, talent and HR leaders in MENA have gained a prominent spot on the C-suite table, driving decisions about the future of the company.

Talent and HR leaders say that:

81%

Talent is #1 priority
at their company

82%

They meet with the
C-suite regularly

76%

Their team is key
to the company's
workforce planning

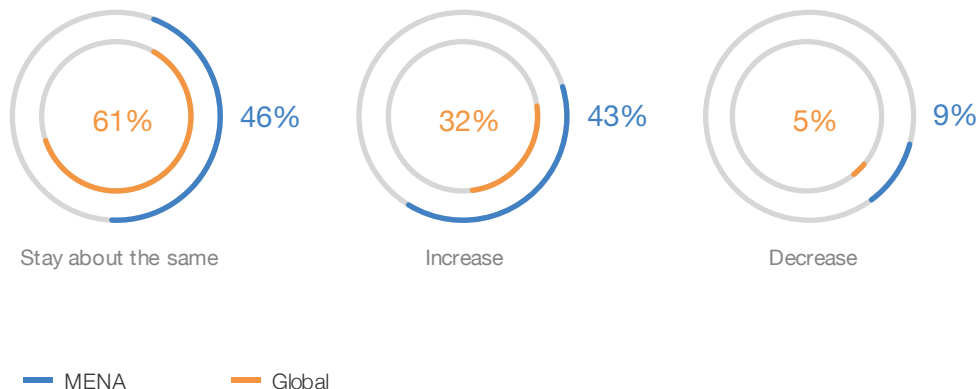


Most recruiting teams won't grow this year

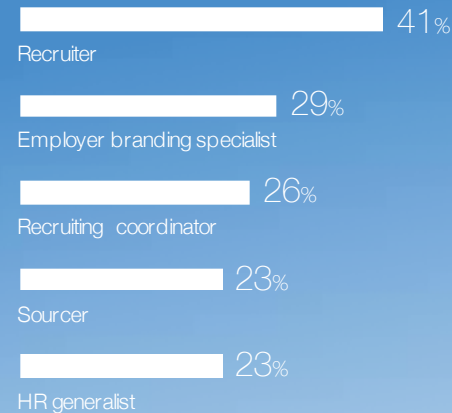
Despite the importance of recruiting, 46% of leaders in MENA foresee that their team size won't increase, compared to 61% globally. This means that as the hiring volume rises, recruiters need to get creative and automate their workflow. However we will still witness some growth in MENA, where 43% of leaders stated that the size of their teams will increase in 2017, compared to 32% globally.


The recruiting teams that are hiring are focusing mostly on finding full life cycle recruiters and employer branding specialists, indicating the increasing importance of the company's image.

How will the size of your recruiting team change over the next year?



What roles would you like to hire for on your team?



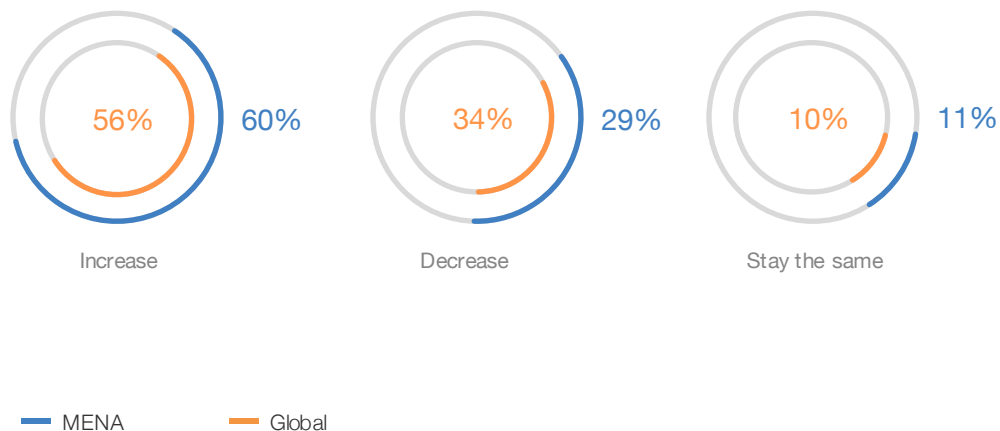
A person wearing a light blue button-down shirt is seated at a wooden desk. Their right arm, adorned with a gold-toned watch and a dark leather strap, is resting on the desk. In front of them lies an open notebook with a dark pen resting on its pages. To the right of the notebook is a white ceramic mug. The background is softly blurred, showing hints of an indoor setting with greenery and warm lighting.

Key benchmarks and
metrics to monitor

Hiring volume will increase for many companies

The majority of recruiting leaders indicate that they will be quite busy in the coming year. Over 60% of teams are preparing for an increase in hiring volume while many budgets and recruiting team headcounts will stay flat. As you plan for 2017, think about how you can boost your team's productivity by using automation or new tools.

How do you expect your hiring volume to change over the next year?



Quality of hire indicators are the most important metrics teams track

When it comes to measuring performance, recruiters focus on metrics that have a lasting impact on the business. This is especially true in MENA, where recruiters are more focused on quality of hire metrics (like length of time a new hire stays at the company and hiring manager satisfaction) than the rest of the world, where time-to-hire remains a bigger focus.

What are the top three ways you measure success in your role?

MENA



The length of time new hires stay at the company



The satisfaction of the hiring managers



Time to hire: the time it takes to fill a job requisition

Global



The length of time new hires stay at the company



Time to hire: the time it takes to fill a job requisition



The satisfaction of the hiring managers

Operations, sales and engineering are the highest priority roles to fill

The demand for operations and sales talent is so prevalent that recruiting teams in MENA have to start thinking more strategically about how to find and recruit these talent pools. Relying on data to pinpoint locations where the supply of talent is higher than the demand is a crucial first step. Another successful tactic is targeting each of these functions with highly customized employer branding content.

What are the highest priority roles to fill at your company?



Operations



Sales



Engineering



Business development



Marketing



Learn more:

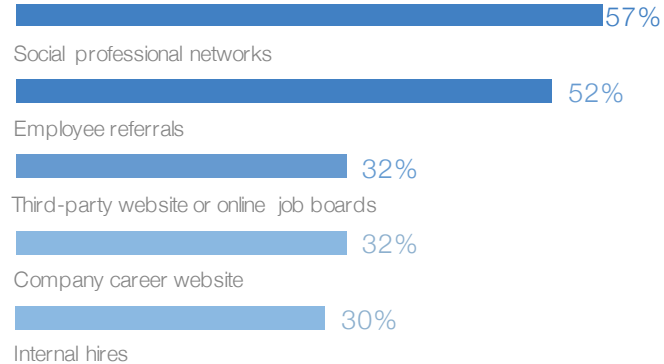
[How LinkedIn's talent pool reports can guide you where and how to recruit](#)

Social professional networks remain the top source of quality hires

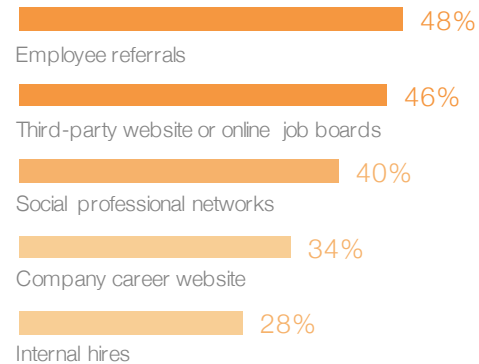
The stats below illustrate the rise and reign of social professional networks, especially in MENA. It's also no surprise that employee referrals is coming in second place, as more and more companies are starting to develop strong referrals programs, given that referred employees are faster to hire, perform better, and stay longer in the company.

What are your top channels for quality hires?

MENA



Global



Learn more:

[Why employee referrals are the best way to hire](#) | [How to post a job on LinkedIn](#)



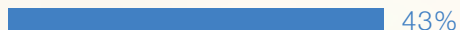
Differentiating from the competition is a top concern for recruiters

Competition for talent is definitely a challenge in MENA and the rest of the world.

With limited headcount and budget, teams should focus on initiatives that can bring scale to address these issues. One of the most effective ways to differentiate from the competition is through employer branding. Craft messaging which is the right blend between what your target candidates are looking for and the unique value proposition of your company. Getting this right will attract candidates that are a good fit, which also means a lower turnover rate.

What are the top challenges your team is facing?

MENA



Competition for talent



Limited budget



Small recruiting team



Workforce planning for the entire company

Global



Competition for talent



Limited budget



Small recruiting team



Workforce planning for the entire company



Learn more:

[Read the MENA 2016 Talent Trends Report to find what candidates rank as most important in a job.](#)

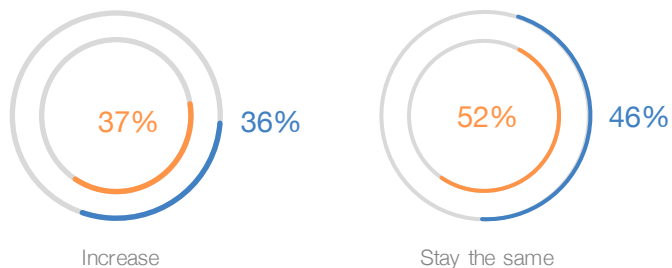


Where recruiting teams
spend their budgets

Recruiting budgets will stay flat

Fewer recruiting teams will be enjoying bigger budgets this year - especially in MENA. In fact, over half of teams will have to deal with a flat budget. This is yet another reason to think about investing your team's time in initiatives and tools which will bring you scale and allow for automation of time-consuming tasks.

How do you expect your organization's budget to change over the next year?



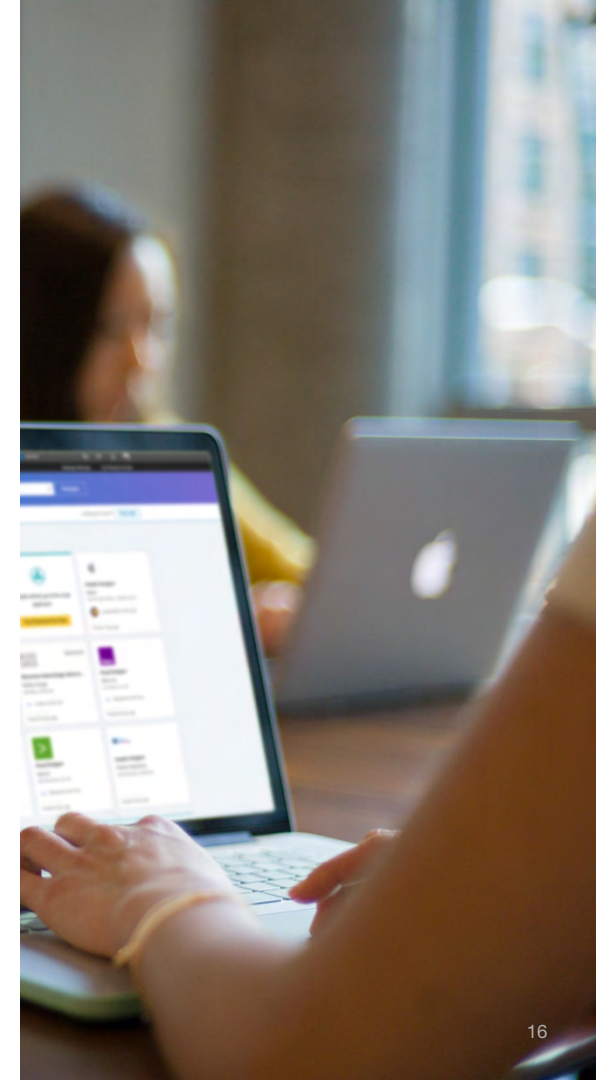
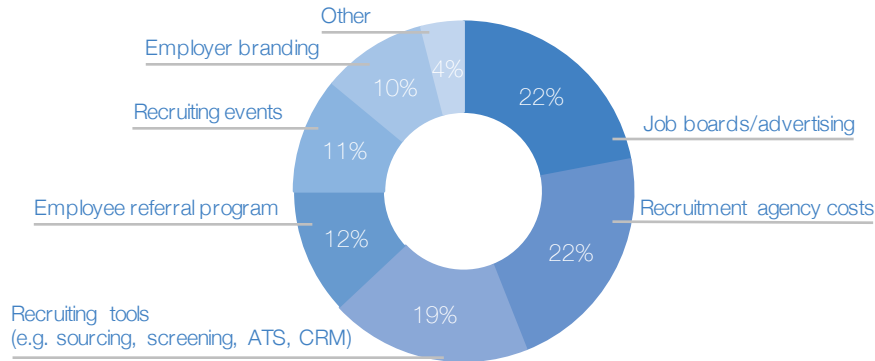
— MENA — Global



Most teams invest their budgets in job postings and recruitment agencies

Despite talent leaders sharing that employee referrals are one of the top sources of quality hires, most of them barely invest in building out a strong referral program. Same with employer branding - publicized as one of the most important trends, it is about the last places where teams invest. The bulk of the team's budget goes to more traditional tactics like posting jobs.

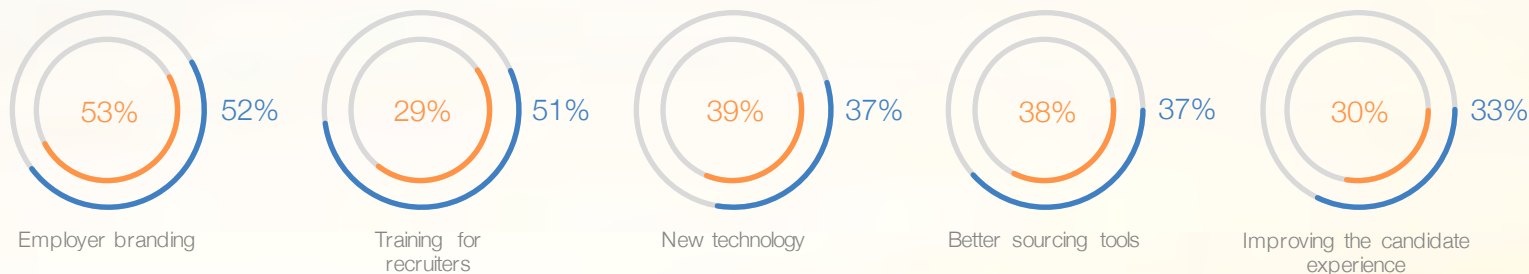
What is the current breakdown of your recruiting budget?



If money weren't a constraint, talent leaders would invest in employer branding and training for recruiters

If budgets weren't an issue for teams, most leaders would prioritize investing in long-term strategic plays like branding, upskilling their team and new technologies instead of some of the short-term needs that they currently resource. Below is a great list of big bets you can explore in 2017.

If you had unlimited budget, where would you invest?



— MENA

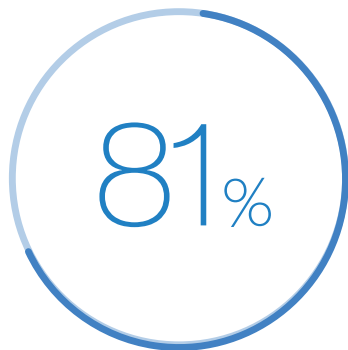
— Global

A person is sitting on a red sofa, using a laptop. The laptop screen displays a website with various icons and text, likely a social media or recruitment platform. In the background, another person is sitting on the same sofa, looking at a smartphone. The scene is set in a bright, modern interior with large windows.

The impact of employer branding

While leaders under-invest in employer branding, they do appreciate its impact

Most teams spend only a small portion of their budgets on employer branding. Yet, the stat below shows that leaders overwhelmingly believe in its importance. One reason for this paradox is that employer branding ROI is hard to measure and most teams cannot show a direct correlation between a stronger candidate pipeline and their branding efforts.



of talent leaders agree that
employer brand has a
significant impact on their
ability to hire great talent



Managing a company's employer brand in MENA is the responsibility of the recruiting team

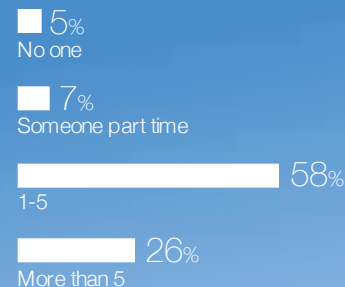
Many recruiting teams are struggling with resourcing employer branding globally- but this is not the case in MENA, where 40% of leaders say their talent acquisition and recruiting team is primarily responsible for employer brand, compared to 30% globally.

However, marketing still plays an important role with 20% of leaders stating that the marketing team is the main team they collaborate with on employer branding efforts. This usually includes joint ownership of social media channels and asset production, as well as tapping into marketing's promotion playbook. This partnership most likely accounts for the reason why many companies have up to five people managing their employer brand.

Who manages your company's employer brand?

- 40%** Recruiting is primarily responsible for employer branding
- 25%** Recruiting has little or no involvement in employer branding
- 20%** Recruiting collaborates with marketing/comms on it
- 7%** Company doesn't think about employer brand at all

How many people manage your employer brand?



Company culture messaging is effective at grabbing candidates' attention

Both candidates and recruiters are on the same page - company culture is crucial when it comes to standing out from other employers. However, aside from culture, candidates are more interested in hearing about the company's fun perks and long-term vision, over the company's reputation.

Recruiter:

What do you think attracts candidates to your company?

- 1 Company reputation
- 2 Company culture
- 3 Competitive compensation/benefits

Candidates:

What information would be helpful when considering a potential employer?*

- 1 Culture and values
- 2 Perks and benefits
- 3 Mission and vision

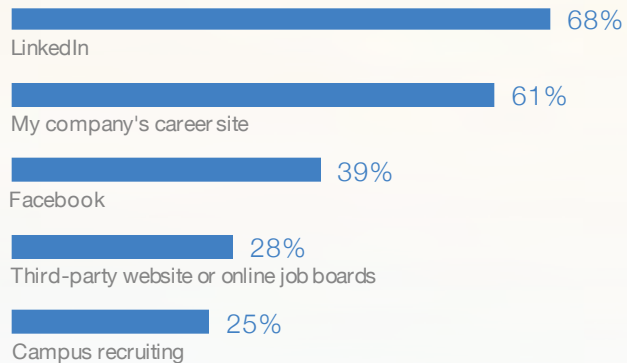
*Source: [MENA Talent Trends 2016](#)



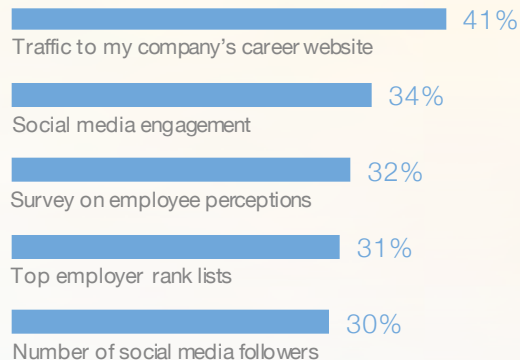
LinkedIn and the company's website are top ways to promote and measure your brand

Most teams generate awareness by relying on LinkedIn and their website. Measuring the effectiveness of their efforts is more challenging, and that's where aside from web and social metrics, teams get more creative by looking at internal survey data and best employer awards.

What are the best channels for you to build an employer brand?



What are the top ways you measure your employer brand?



A low-angle, close-up shot of a person's legs as they run on a paved path. The person is wearing black leggings and bright orange and purple running shoes. They are holding onto a dark metal railing. In the background, a city park with green trees and a few other people is visible, with tall skyscrapers rising in the distance under a clear sky.

Looking ahead: Recruiting in 2020

Automation, CRM tools for recruiting and soft skills assessments that predict job success are key trends for the future

Given that recruiters report limited headcount and budget, while hiring demands are growing, it makes sense that automation is top of mind for the industry. Automation would both allow for speed and also remove human bias. It would also allow for better ways to screen candidates for soft-skills, which [over 60% of hiring managers agree is a big challenge](#) and is the #3 trend in MENA.

What are the top trends that will shape the recruiting industry in the next few years?

38%

Innovative
interviewing tools

36%

Candidate
relationship
management tools

34%

Soft skills
assessments

30%

Recruiting more diverse
candidates

27%

Company mission
as a differentiator

Next steps

Dig deeper into the topics uncovered by this report and learn more about LinkedIn:

1

Find out more about the the candidate's perspective:

[2016 MENA Talent Trends Report](#)

2

See what it takes to engage the candidate end to end:

[Modern Recruiter's Guide: The Candidate's Journey on LinkedIn](#)

3

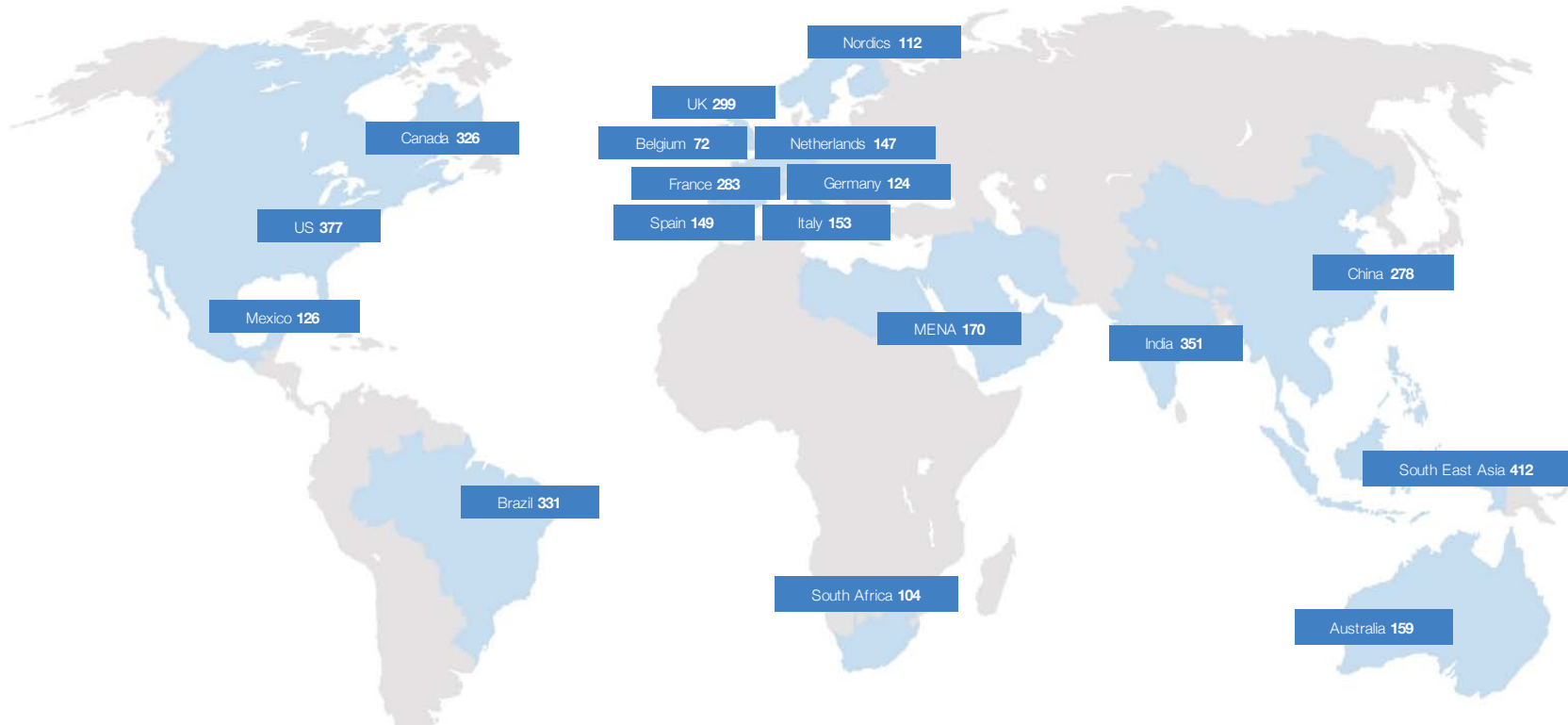
Learn how to build and promote your employer brand:

[The Employer Branding Playbook](#)



Survey methodology

We surveyed 170 talent acquisition decision makers who work in a corporate HR department in MENA, are at the manager-level or higher and have some authority in their company's recruitment solutions budget. These survey respondents are LinkedIn members who were selected based on information in their LinkedIn profile and contacted via email.



About LinkedIn Talent Solutions

Attract, engage, and recruit the best talent using the world's largest professional network. LinkedIn Talent Solutions helps you source talent, post jobs, build your employer brand and create a stellar referral program.

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