



# 2016 KSA Talent Trends

Data on How Candidates Want to be Recruited





## The data you need to get candidates to say “yes”

Recruiters – good news. Almost everyone, an overwhelming 95% of professionals in Saudi Arabia, wants to hear from you.

But even in today's information age, candidates don't have enough information. In fact, their biggest challenge is not knowing enough about your company or jobs.

In our annual Talent Trends survey, we get to the bottom of how candidates want to be recruited and how you can grab their attention. About 729 professionals in Saudi Arabia shared their job seeking habits with us.

Read on for the exciting results. Happy recruiting.

# Contents

- 1 Almost everyone wants to hear from you
- 2 What they want to know about you
- 3 Where to find them each step of the way

# Executive summary

1

## **Almost everyone is open to your job opportunities.**

A massive 95% of professionals in Saudi Arabia said they are interested in hearing about new job opportunities. Yet only 47% are actively searching for new roles.

2

## **People want to know more about you.**

Candidates are most interested in learning about your company's culture and values, perks and benefits, and leadership.

3

## **Once you have the right message, share it in the right places.**

The top 3 ways professionals in Saudi Arabia land a new job is through LinkedIn, by applying through company's career website, and through someone they know at the company.

# About LinkedIn's Annual Talent Trends Report

---

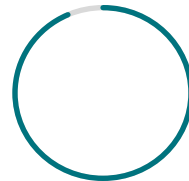
Who we surveyed:

729

Professionals in  
Saudi Arabia

8%

Women



92%

Men

24%

Citizens of Saudi Arabia

---

What we asked:

?

How open they  
were to a new job

?

What they wanted to  
know about your  
company and jobs

?

What resources they  
used to change jobs

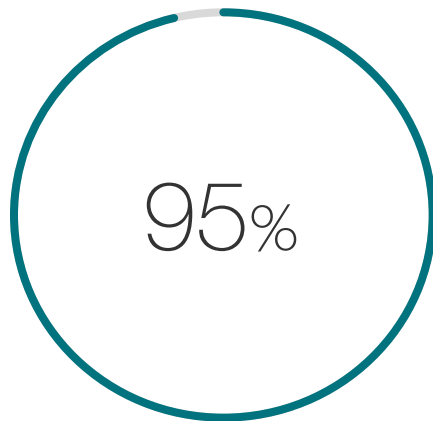


1

Almost everyone  
wants to hear  
from you

# Nearly everyone is open to your opportunities

Whether or not someone is an active or passive candidate, they want to know about your open jobs



of professionals in  
Saudi Arabia say they are open to  
new job opportunities

“

*I was successfully recruited into my current role based on an In Mail sent to me by a recruiter. This then triggered months of back-and-forth interactions until my current employer and I were in final agreements.* ”

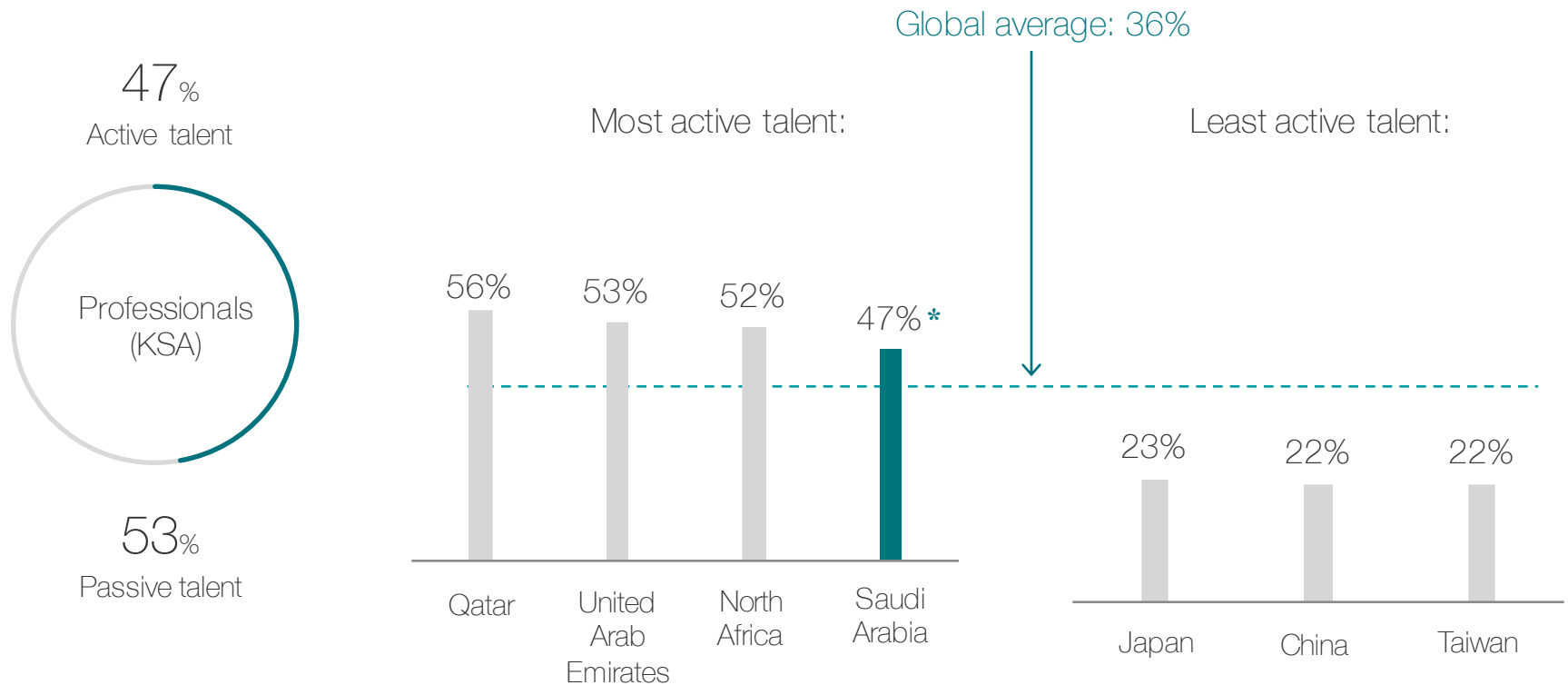


[Samer Chidiac](#)

Chief Innovation Specialist, Government of Dubai / Road & Transport Authority



# Yet only 47% of professionals in Saudi Arabia are actively seeking jobs



\* Statistically different from global professionals at the 90% confidence level.

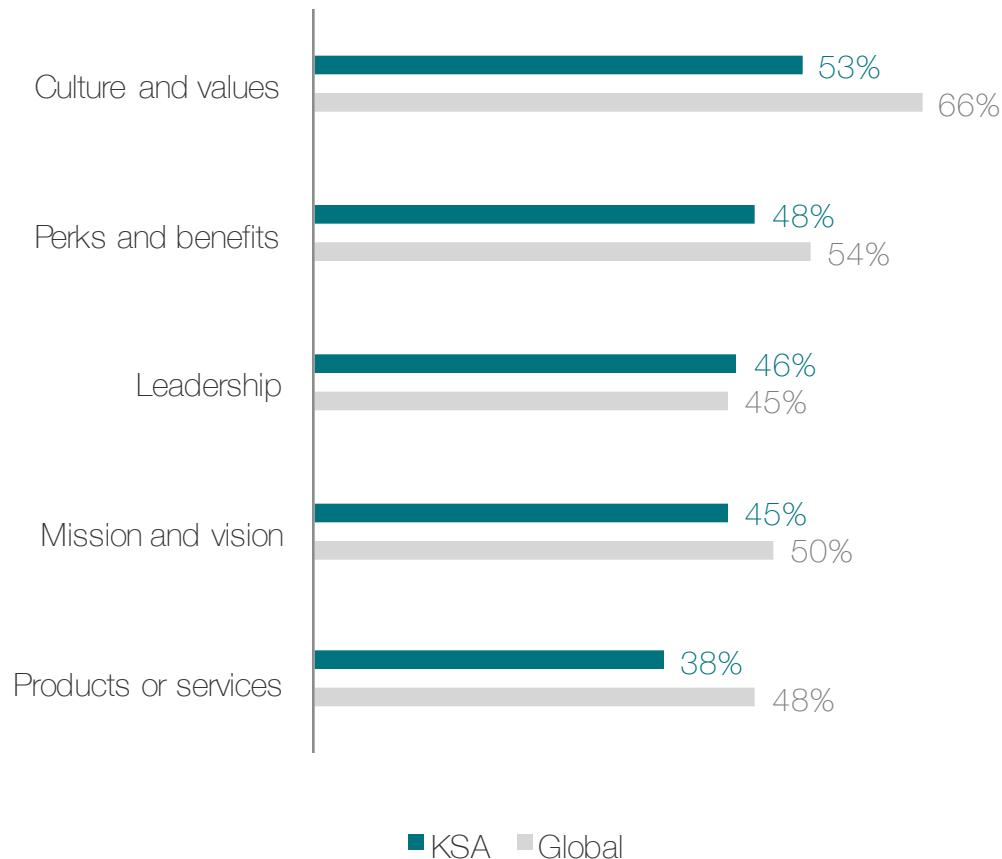


# 2

What candidates  
want to know



# What candidates want to know most about your company



“ Working environment and style, development plans and work-life flexibility are what I usually look at in any company. Culture and values are very important too as these shape the company strategy. ”



[Nasser AlNasser](#)

Senior Technical Evangelist,  
Microsoft

# Direct advice from candidates on what to share about your company

---

## **Give an honest perspective**

“Post real comments from real employees. Not sugar coat everything. When everything seems perfect on paper you know it is too good to be true.”

---

## **Share employee views**

“I would like to hear the positives and negatives from real professional staff members - not the marketing gloss from the CEO or marketing office. Real people. Real jobs.”

---

## **Talk about the company vision and strategy**

“Recruiters must clearly define 3 elements very clearly: the growth prospects, work life balance arrangements and job security. Growth prospects must spell organizations method of performance appraisal and promotion policy for its personnel. In work life balance the organization must address routine work hours, leave entitlements and vacation supports mechanisms. Job security must emphasize the growth prospects of the company, skill upgradation and retention policies of the organization.”

---

## **Be open about retention**

“I would like a recruiter to tell me all about the perks and benefits, in addition, what should I expect in terms of opportunities and career growth and development.”

---

## **Give specifics about office locations**

“Be open and transparent about both the positive and negative aspects of working in a particular country.”

# What they want to know about careers at your company, in their own words

## **Career trajectory**

"Explain about how promotions/career development works using specific examples and time frames."

---

## **Expectations and workload**

"Avoid clichés in describing the job/company. Be honest and upfront with what the expectations and workload will be."

---

## **Day in the life**

"The perks and benefits, work environment, clear career path and self-development opportunities."

---

## **Employee perspectives**

"Connect me with insiders - nothing like hearing straight from the horse's mouth."



# 3

## Where to find candidates

# The top ways people land a new job

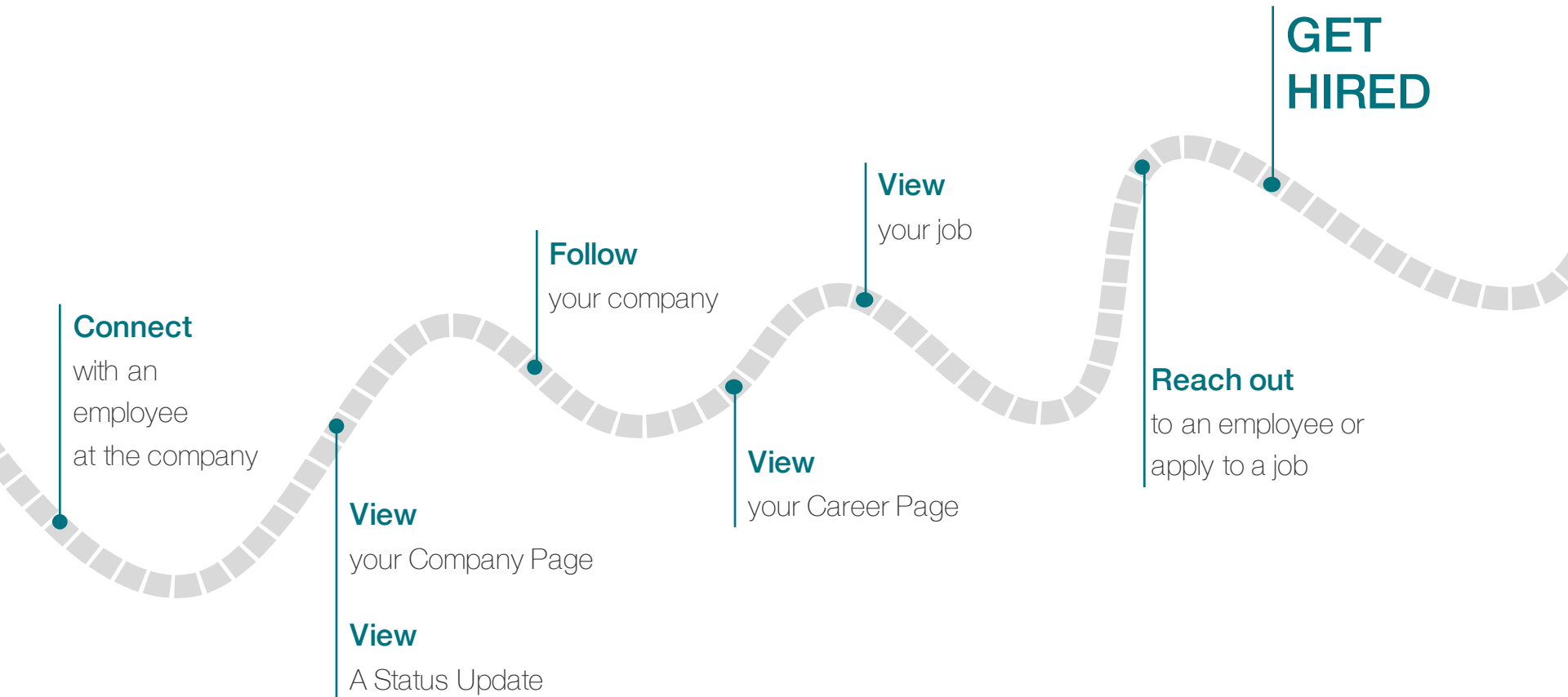


Professionals in the Saudi Arabia are more likely than their global counterparts to rely on LinkedIn and company career websites to land a new job. Fully utilize the [LinkedIn platform](#) to get access to the best talent. And make sure your career site showcases open roles, potential career paths, and [well-written job descriptions](#).

\* Statistically different from global professionals at the 90% confidence level.

# Here's how the candidate journey plays out on LinkedIn

We looked at the behaviors of millions of LinkedIn members, and discovered that the most common path from candidate to hired looks like this:





# 3 ways to apply these trends to your recruiting strategy

## **Fully utilize the LinkedIn platform to get access to the best talent**

While only 47% of professionals in Saudi Arabia are actively searching for jobs, 95% are interested in hearing about new opportunities. More than their global counterparts, professionals in Saudi Arabia rely on LinkedIn to land a new job.

---

## **Get specific about your company's culture , values and careers**

Even in today's information age, candidates crave more information about your company and jobs. Create [public content](#) on your company's culture and values, perks and benefits, and leadership. Encourage your executives to publish [thought leadership content](#) to boost your company's status as an industry leaders.

---

## **Reach candidates through the right channels**

Invest in the top channels candidates use to get a new job — LinkedIn, company career website, and your employees.

# Learn how talent around the world is changing

Now that you've read your regional Talent Trends report, learn what's changing about job seeking around the world. Download the global talent trends report for the latest insights on how candidates want to be recruited.

[Get global report](#)

# Methodology

The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 729 LinkedIn members in Saudi Arabia between January

and March of 2016, of which 24% were citizens. The majority were employed full-time or part-time when they took the survey. We asked about their attitudes, opinions, and behaviors about various aspects of job seeking. The theoretical margin of error for this survey +/- 0.61% at the 95% confidence interval and is higher for subgroups.



# Authors



[Allison Schnidman](#)

Strategic Research Consultant, LinkedIn



[Lorraine Hester](#)

Senior Market Research Associate, LinkedIn



[Esther Lee Cruz](#)

Global Marketing Manager, LinkedIn



[Pascale Comaty](#)

MENA Marketing Manager, LinkedIn



[Maria Ignatova](#)

Global Content Marketing Lead, LinkedIn



[Akansha Agrawal](#)

Insights Analyst, LinkedIn



[Charlene Nee](#)

Content Marketing, LinkedIn

# About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 433M+ candidates.

[Visit our website](#)



Read our blog  
[talent.linkedin.com/blog](https://talent.linkedin.com/blog)



Check out our SlideShare  
[slideshare.net/linkedin-talent-solutions](https://slideshare.net/linkedin-talent-solutions)



Follow us on Twitter  
[@hireonlinkedin](https://twitter.com/hireonlinkedin)



See our videos on YouTube  
[youtube.com/user/LJTalentSolutions](https://youtube.com/user/LJTalentSolutions)



Connect with us on LinkedIn  
[linkedin.com/company/3519575](https://linkedin.com/company/3519575)

