



2016 Middle East and North Africa 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 94% of professionals in the Middle East and North Africa (Saudi Arabia, UAE, Algeria, Egypt, Morocco, Tunisia, Kuwait and Qatar), 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.

Read on for the exciting results. Happy recruiting.

Contents

- 1 Almost everyone wants to hear from you
- 2 What candidates want to know
- 3 Where to find candidates

Executive summary

1

Almost everyone is open to your job opportunities.

A massive 94% of professionals in MENA are interested in hearing about new job opportunities.

2

But people don't know much about your company or jobs.

One of the biggest obstacles facing MENA candidates who change jobs is not knowing enough about a company.

3

Once you have the right message, you need to share it in the right ways.

Your employees make the best recruiters. A top way people successfully land a new job in MENA is through an employee referral.

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

3,298

Professionals in MENA

35%

Citizens of MENA countries

191

People in MENA who
changed jobs between
February and March 2016

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

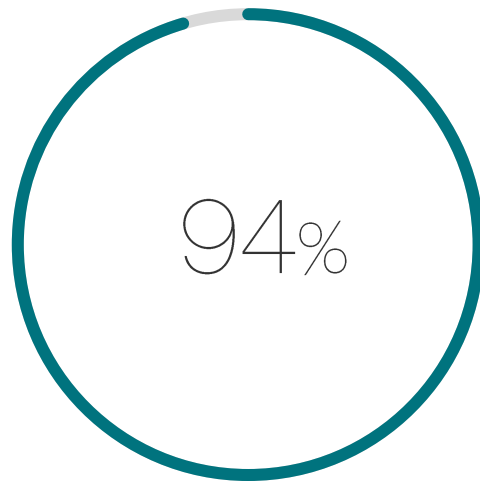


1

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 jobs.



of professionals in MENA are interested in hearing about new job opportunities

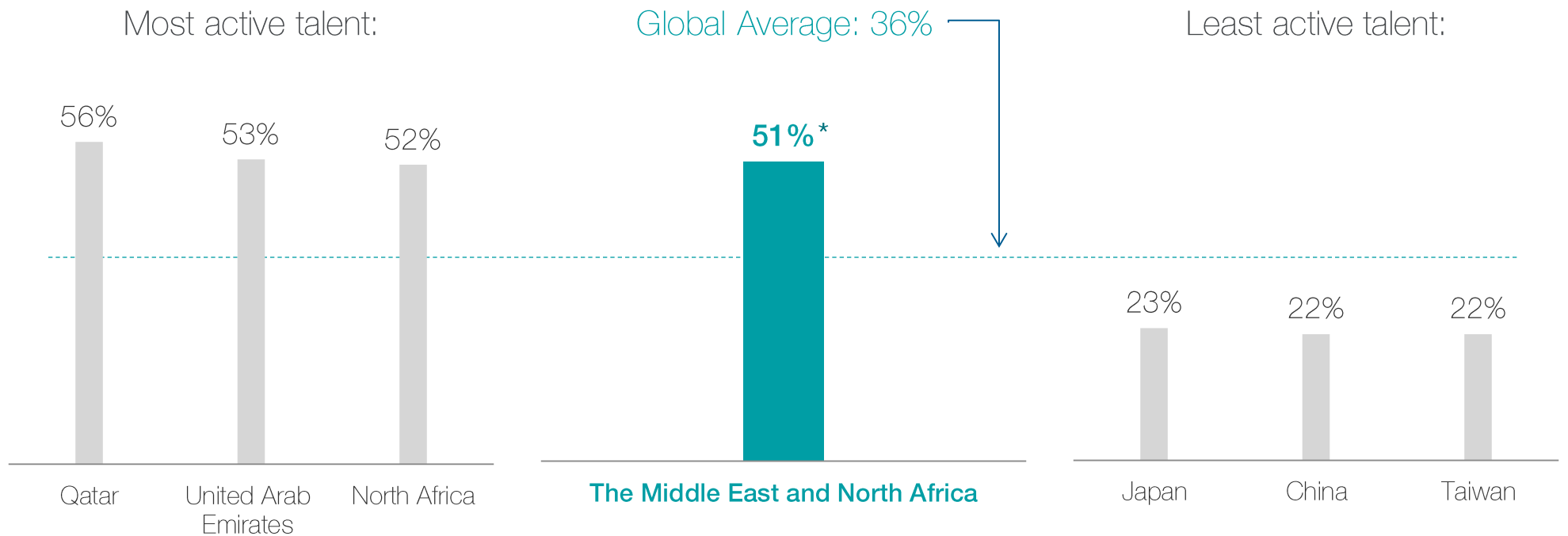
“ I was successfully recruited into my current role based on an interaction that started WITH an InMail sent to me by a recruiter. This then triggered months of back-and-forth interactions until my current employer and I were in final agreement. ”



[Samer Chidiac](#)

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

MENA has higher than average levels of active talent



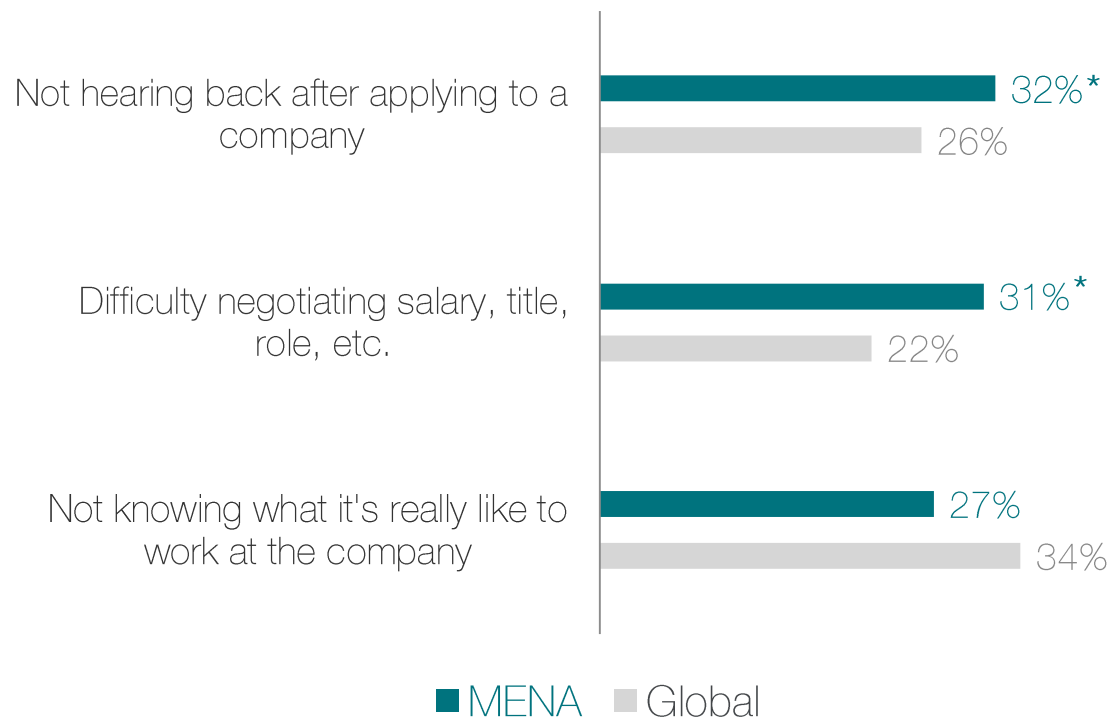
*Statistically different from global professionals at the 90% confidence level.

2

What candidates
want to know



The biggest roadblocks candidates face when changing jobs

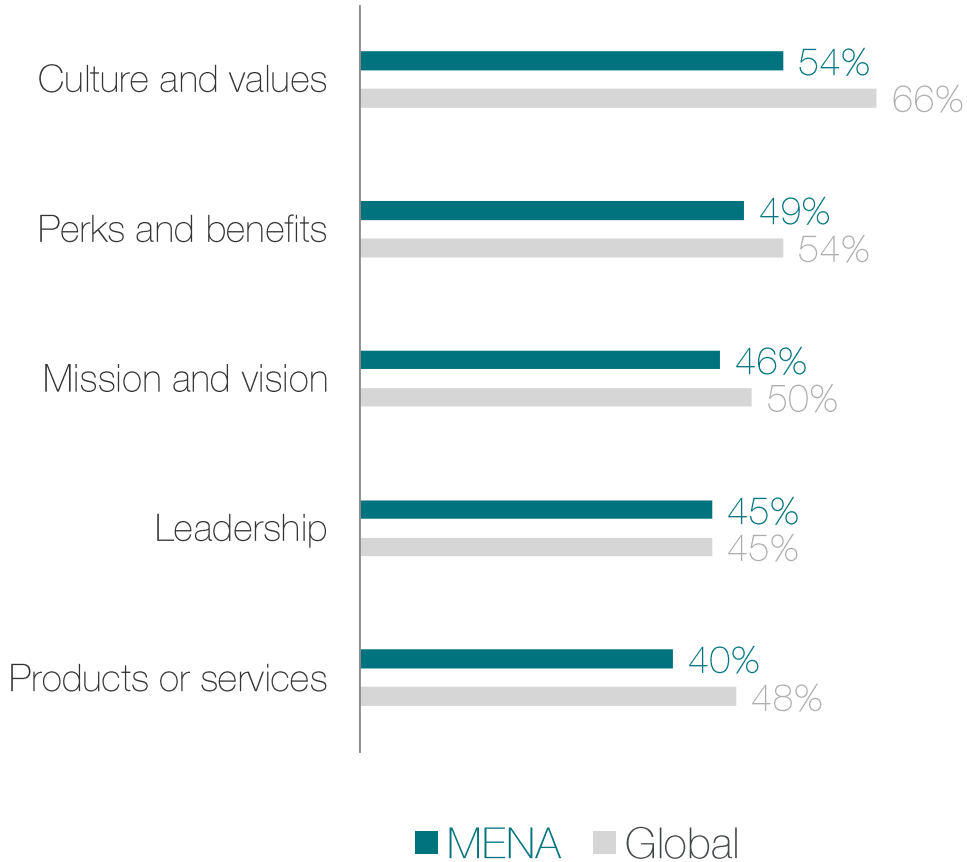


Compared to their global counterparts, professionals in MENA don't hear back after applying and face more difficulty negotiating their salary and role.

Give [timely feedback to every applicant](#). Learn how to make offers that won't be rejected or reneged on, by [negotiating with the candidate before you give the offer](#).

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

What candidates want to know most about your company



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



[Nasser AlNasser](#)
Senior Technical Evangelist,
Microsoft

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

Direct advice from candidates on what to share about your company

Give an honest perspective

“Inform me about how genuinely happy employees are working at the company in terms of work-life balance and feeling of fulfillment after an assignment or projects.”

Share employee views

“Give me an option of touring the organisation, meet employees in the department, and be open to me contacting ex employees who worked in that particular department or role.”

Explain what makes you different

“Give more details about the company's business plan over the next 5 years and what they expect precisely of us.”

Talk about the company vision and strategy

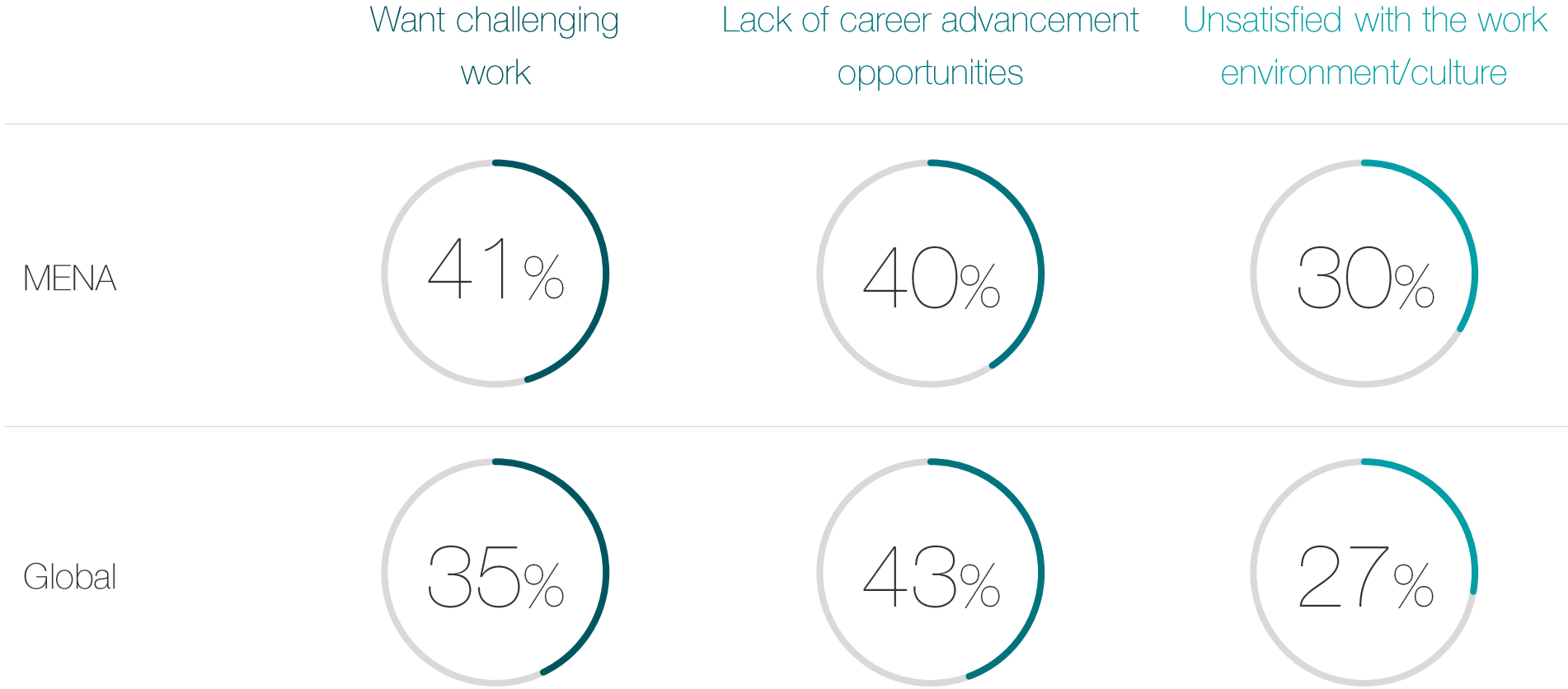
“Share a brief on the company's values and strategy, staff turnover, and staff satisfaction measures.”

Give specifics about office locations

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

Professionals want more than a job, they want career growth

The most common reasons why people leave their job:



What candidates want to know about a new job

Career trajectory

“Explain about how promotions and career development work using specific examples and time frames.”

Expectations and workload

“Share clear and honest communication about the work expectations.”

Day in the life

“Describe how a typical work day looks like.”

Employee perspectives

“Get me in touch with current employees. A defining factor in selecting companies to apply to is the feedback given by employees in various job positions relevant to the opportunity I'm applying to.”



3

Where to
find candidates

People first learn about a new job through



Compared to their global peers, professionals in MENA are more likely to find out about a new job from a corporate recruiter or their personal network.

Empower your recruiters to source the best quality candidates by training them on the [latest recruiting tools and tactics](#).

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

After hearing about the job, they don't apply right away. Instead they



“ I would do extensive search about the company from all the available sources. I want to know details about its leaders, employees, business environment & culture, successes and failures. And for sure I would seek employees opinions. LinkedIn would also be one of the platforms I would use to assess the activities of the company and its employees. ”



[Saeed Mubarak](#)
Intelligent Field
Team Leader,
Saudi Aramco

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

The top ways people land a new job



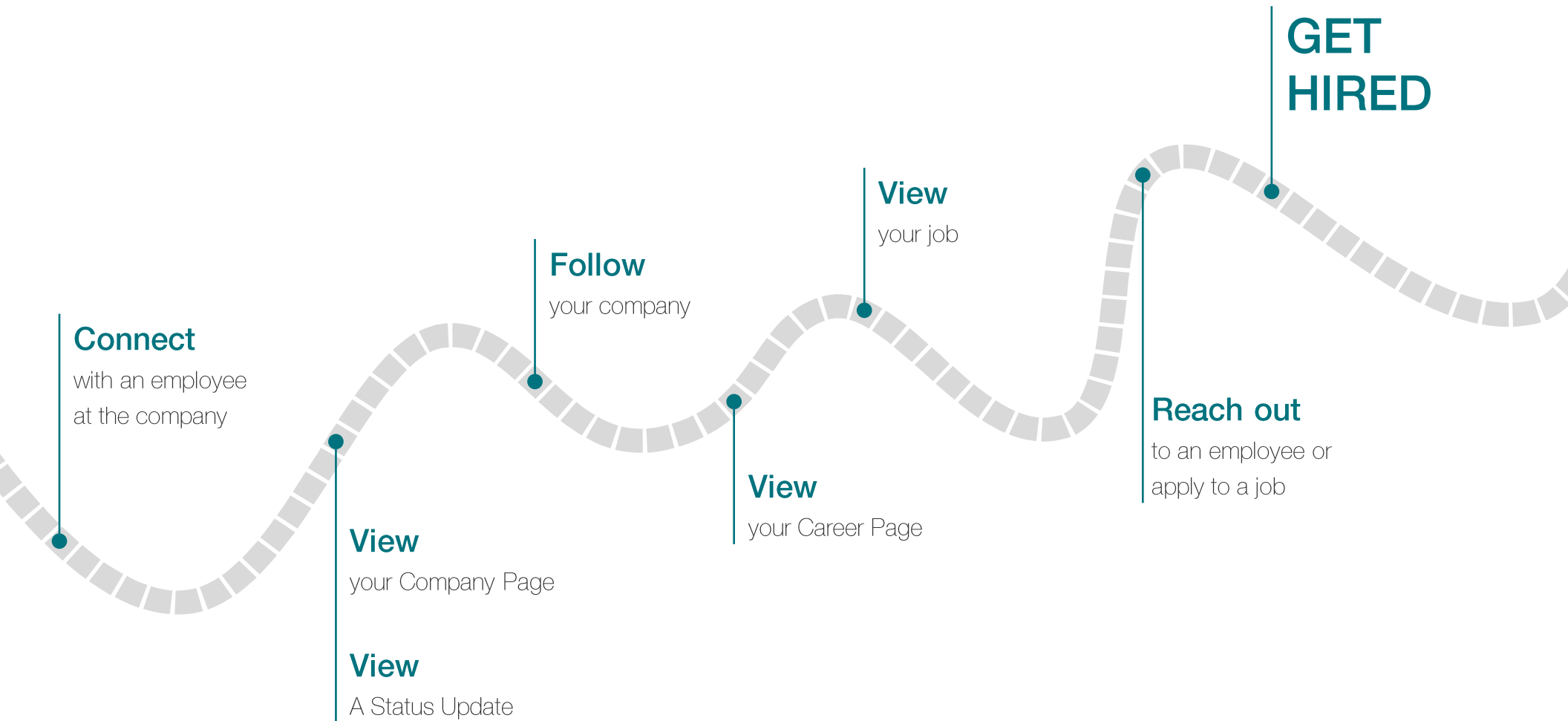
Professionals in MENA are more likely to land a new job by applying through LinkedIn and company career sites, compared to global professionals.

Learn how to [use LinkedIn](#) to attract top applicants. And make sure your career site showcases open roles, potential career paths, and [well-written job descriptions](#).

*Statistically different from global professionals at the 95% 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

Help candidates discover you well before they apply

Invest in [common channels](#) candidates in MENA use to research jobs — your company and career site and your own employees, just to name a few. Equip your employees to be [brand ambassadors](#) for your company.

Empower your employees to recruit

Employees are the top way people in MENA discover a new job. Make employees aware of your open roles and how your [referral program works](#).

Get specific about your company's culture and careers

MENA professionals say that culture and values are the most important thing they want to know about a company. Refresh your [job descriptions](#) so they include a thorough description your company's culture as well as what someone in that role will achieve — not just a checklist of required experiences and pedigrees. Train your recruiters to share the full picture of what a career at the company could look like, not just the one job they are trying to fill.

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 3298 LinkedIn members in the Middle East and North Africa between January and March of 2016 (UAE:577, KSA: 729, Kuwait: 590, Qatar:592, North Africa: 810). The majority were employed full-time or part-time when they took the survey. We offered the survey in multiple languages without incentives and did not weight the data.

The confidence level for this survey is 90% to 95% and is higher for subgroups.

We also surveyed 191 LinkedIn members in the Middle East and North Africa who changed companies between February and March of 2016, as self-reported on their LinkedIn profiles and confirmed in the survey. We offered the survey in English only without incentives and did not weight the data. The confidence level for this survey is 90% to 95% 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



[Charlene Nee](#)

Content Marketing Specialist, LinkedIn



[Pascale Comaty](#)

MENA Marketing Manager, LinkedIn



[Zeina Harmouche](#)

MENA Associate Marketing Manager, 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



Check out our SlideShare
slideshare.net/linkedin-talent-solutions



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



See our videos on YouTube
youtube.com/user/LITalentSolutions



Connect with us on LinkedIn
linkedin.com/company/3519575

