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Jumeirah stays different with talent acquisition

The luxury hospitality group reveals how its recruitment strategies have evolved over the years

Who is Jumeirah Group

Founded in Dubai in 1997, Jumeirah Group owns and operates some of the world's most prestigious hotels and resorts. The company operates 22 hotels in 10 countries and its brand has become a synonym of excellence in the high end hospitality sector.

An evolving recruitment strategy

Given the importance of delivering unparalleled service to its clients, recruitment has always played a strategic role in Jumeirah's business. In 2004, it was one of the first employers in the Middle East to invest in e-recruitment by implementing Cazar's Sniperhire recruitment platform to centralise, streamline and automate its entire hiring process.

This project exceeded expectations and dramatically improved both time and the quality of hire. As a result, Jumeirah's recruitment team has not stopped innovating.

Alan Simpson, Vice President Talent Management at Jumeirah Group states: "The talent acquisition landscape has been completely transformed over the last 10 years. The web has exploded, most large companies have a professional career website, social media plays an important role in job search and candidates today have different behaviors and expectations than before. As an employer looking for top talent worldwide in a competitive sector, it is essential to continuously adapt ourselves to this environment."

A career site that delivers

Jumeirah originally had a comprehensive online application process through the Sniperhire web interface which allowed candidates to search and apply as well as get instant access to their

application status. In 2013, they worked with Cazar to enhance the candidate's journey further by creating a new design and adding the latest functionalities.

Yetisener explains, "Regardless where they originally heard about a vacancy, all candidates are directed to the career website to apply so it was important for us to look at every usability aspect of the site. After all, Jumeirah is a strong brand that represents the utmost in service; we wanted candidates to get the same treatment and Cazar redesigned the career website

Results from the website redesign:

- **297%** increase in candidate traffic
- **125%** increase in the average time a candidate spends on the website
- **19%** less visitors bounce off the new career site

Jumeirah
STAY DIFFERENT ™
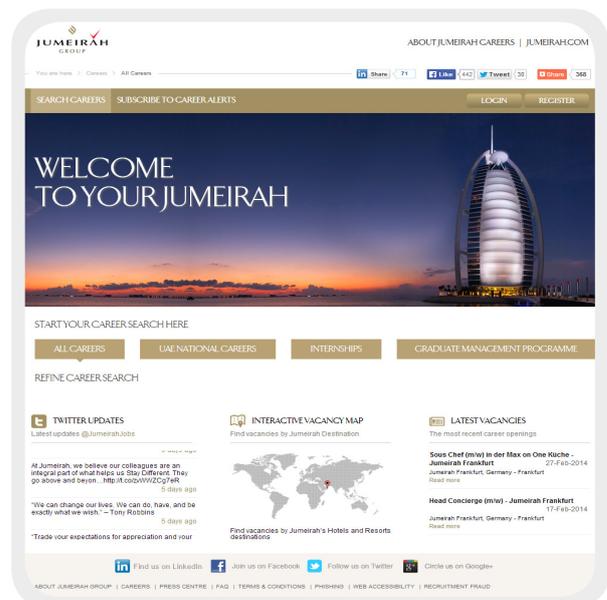
The website now includes enhanced Google map capability, allowing candidates to drill down their job search to a country, city and property level. Jumeirah's Twitter feed is displayed on the homepage to engage candidates with fresh content. Job descriptions have also been enhanced by adding professional videos of the hotel or destination. This powerful medium not only improves the viewing experience but also increases the likelihood of a good candidate applying.

A global sourcing strategy

Jumeirah carefully crafts a multi-channel recruitment strategy for each property or region the group needs to hire for. This allows, for example, job advertisements for a property in China to be instantly posted in the correct language on all the relevant job boards and social media websites in that territory, and positions in Germany for example, to be advertised in all the right European ones.

Sniperhire is integrated with a growing list of major job boards and social media websites like LinkedIn and Twitter, which allows recruiters to post vacancies in just a few clicks.
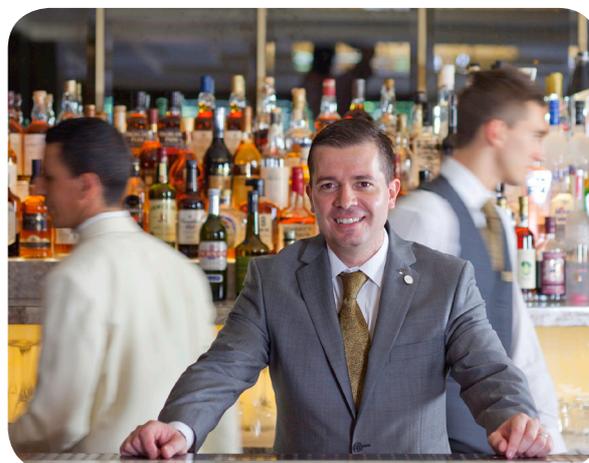
Nadine Yetisener, Director of Recruitment at Jumeirah Group, explains: "You can't use one medium to attract all your potential candidates, but advertising each job in all the right places can be very time-consuming without the right tools. Sniperhire lets us broadcast all our roles in a targeted way so we can gain a greater reach amongst the right type of people – and that's very powerful."

A stellar recruitment team

In 2010, the group had ambitious plans to double in size within one year. In order to support this, it decided to build a management recruitment team, rather than solely relying on outside agencies.

Yetisener tells us how Sniperhire contributed to this project. "Having an internal team doing the head hunting is extremely time and cost-effective, as long as the recruiters can spend most of their time engaging with top talent. With Sniperhire's powerful searching, scoring and screening capabilities, the process is completely optimised, which greatly simplifies that team's job. Without a professional system in place, this could not have been possible."

Today, Jumeirah hires less than 5% of new employees through outside agencies.

" You can't use one medium to attract all your potential applicants"

Nadine Yetisener
Director of Recruitment, Jumeirah Group

What next?

As the talent acquisition world continues to change and Jumeirah pursues its expansion, the company will continue to look at innovative ways to capture top candidates worldwide.

Yetisener says: "There are always new recruitment channels that are coming onto the market and as we grow geographically, we also need to look at the different ways we can source the right people for our business. Nowadays, mobile, for example, is becoming a must when engaging candidates and there are social media sites we've not yet tapped into that work very well in specific countries. The key is to always keep abreast of the latest talent trends and technologies and to have a recruitment platform like Sniperhire that is flexible and adaptable."