

Building a global recruitment strategy

Dar Al Riyadh rethinks its talent acquisition strategy to compete internationally for top talent

Who is Dar Al Riyadh

Dar al Riyadh (DAR) is one of the biggest and fastest growing Engineering Groups in Saudi Arabia, providing a full range of integrated professional services. It leads some of the most high profile projects in the Kingdom, including the King Abdullah Financial District and the Ministry of Housing Projects.

Of its 3000+ employees, 80% of are specialized engineers and architects with highly sought-after skills.

In 2012, DAR saw an increase in the number of projects they were being awarded and realized that the recruitment function was going to play a pivotal role in the organization's future growth.

The Challenges

Dr Wesley McClendon, Group Director, People & Culture at DAR, explains, "In our business, it's critical to anticipate talent requirements, maintain a ready talent pool, and leverage technology to quickly deploy hundreds of highly specialized staff."

To successfully do this, an organisation needs to have an ongoing relationship with a huge database of targeted quality candidates,

McClendon explains further, "We didn't have a big enough talent pool and communicating with candidates was done manually anyway, so it was slow and inefficient. At the time, 70% of hires were made through agencies."

It is widely known that there is a construction boom in Saudi Arabia and engineers, architects and other such profiles with experience in large scale projects are very hard to find.

Dr McClendon continues, "The scarcity of talent in our industry requires us to recruit on a global level, in countries where our brand is not as strong as it is in KSA."

DAR had an in-house recruitment system but it was only used for internal purposes and did not help the recruitment team interact with candidates in an automated way.

"Of course, we were looking for a more professional recruitment platform, but technology was not the main problem," states Dr McClendon, "even if we had had the best recruitment software, it still would not have driven thousands of qualified candidates to our doorstep."

The Solution

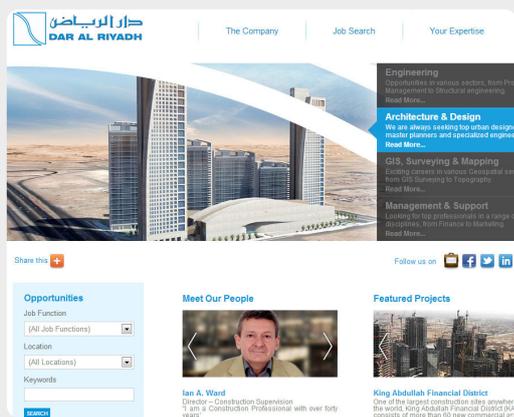
DAR began looking for a more comprehensive solution that blended technology and acquisition best practices to facilitate a more robust recruitment-candidate relationship. Dr McClendon explains, "In addition to enterprise talent acquisition technology, we needed a strategy to ensure potential applicants





Attracting the right people

Careers-daralriyadh.com delivers a professional image of DAR to potential candidates worldwide.



and online sourcing strategies. Candidates were then directed to a well-designed DAR-branded career website.

Cazar developed this website with a user-friendly application process and included the latest features such as geo-location, a quick job search engine and email alerts with the aim of delivering a unique candidate experience.

Dr McClendon comments, "The career website has become a central component to our recruitment strategy. All our candidates go through it and new recruits often comment on what a good impression it gave them of the company when they first applied. It really gives us a competitive edge."

Once candidates apply, they are processed through Cazar's Sniperhire recruitment system. This allows recruiters and hiring managers to quickly identify sought-after profiles and communicate with them swiftly and easily. The system handles every step of DAR's comprehensive recruitment process, from vacancy creation to offer management.

Dr McClendon mentions, "The great thing about Sniperhire is its ease of application. Hiring and line managers don't have to login to make an approval or provide a comment; they can simply click on a link and work on-the-go, even on their smartphone or mobile device. This has made the system very easy to adopt."

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Dr Wesley McClendon
Group Director, People & Culture
Dar Al Riyadh

were aware of our brand and our wide range of opportunities; we also wanted engaging tools like a corporate career website and social media presence, persuading them to apply. In effect, we want to turn a transactional encounter into a career transformation. That puts Cazar's technology and knowledge base as the first point of contact on the career change journey."

"We chose Cazar because it is the only company with regional presence and sophisticated cloud-based technology that could also deliver a smart strategy to reach, capture the interests and ultimately motivate top candidates to consider a career with Dar Al Riyadh."

Solution and Implementation

Cazar crafted a marketing programme to help DAR generate awareness amongst the right people. This comprised of social media pages, press coverage

Results

- DAR has built a talent pool of 36,000 highly qualified candidates in just 6 months
- Time-to-hire has been decreasing by 20% every month since the launch of Cazar's solution
- Large decrease in agency usage.
Dr McClendon says, "It is only a matter of time before nearly all the hiring will be done through Sniperhire. Everything is now in place to make this aspiration a reality."
- The company predicts it will decrease their recruitment costs by 40% in the first year
- It has benefited the company internally, by strengthening DAR's employer brand even with its own employees