Mapping the future of media

How Abu Dhabi's new media company tripled the amount of hires and reduced recruitment costs by 80%

The Company

twofour54's vision is to establish a sustainable Arabic media and entertainment content creation industry in Abu Dhabi. The company delivers infrastructure and ancillary services to support world-wide media partners in the television, radio, film, publishing, online, mobile, music, gaming and animation industries. It also provides them with on-ground assistance in recruiting the talent needed to create world-class broadcast and print content.

The Challenge

twofour54's business challenge was to persuade the media sector that Abu Dhabi was the long-term solution for state-of-the-art media creation and that it had the industry specialists to support their business.

The recruitment challenge was to convince top talent that Abu Dhabi is the future of media creativity and offers a global platform from which to launch a career.

The other issue that needed to be adressed was to do this in a centralised manner, efficiently and cost-effectively.

The Objectives

The company needed a recruitment solution that would allow them to service their various media partners by attracting diverse candidates from niche media areas.

Ebraheem Budebs, Talent & Development Manager at twofour54, said: "We have production houses, applications development, games development and activities in print, as well as general administration services; the solution had to take this in to account, and allow us to tap in to the job boards that focus on these specialisations."

> " The business case was clear: within 3 months, the system delievered an ROI."

Ebraheem Budebs,
Talent & Development Manager
twofour54

The Career Website

"Our careers site (http://careers.twofour54.com) is our main tool for recruitment. It has been designed to attract and create a spark with the type of candidates we look for. Like all other applications, website applicant information then goes into Sniperhire. By centralising all these applicants, our recruitment team can search and pin point the well-suited candidates quickly," mentions Ebraheem Budebs, Talent & Development Manager, twofour54.

The Solution

Cazar implemented its Sniperhire e-recruitment platform for twofour54, incorporating a bespoke career portal (http://careers.twofour54.com) which was integrated directly onto the platform.

The career portal now provides international candidates with a much more direct route to opportunities within the twofour54 community. It also gives all applicants a one-stop-shop applicaton area, where they can peruse through vacancies, apply online, check their status or subscribe to an email job alert should suitable opportunities arise.

At the recruiter end, the system intelligently screens out poor quality applicants while exceptional candidates are flagged even before the application is completed. The scoring and ranking feature allows recruiters to focus on top candidates, and direct integration to job boards and agencies ensures all applicants flow through a centralised system.

Budebs continued: "Cazar's system allows us to identify top talent, rather than sift through a mass of CVs. It ensures we meet our requirements and allows us to better support our partners, which in the ever changing world of media is paramount."

Art versus Science

"Human resources to a large extent has been, unfortunately, pushed in to the realm of an art, rather than a proper science. What we are trying to do is make it a lot more scientitifc and turn it into a process that is both efficient and accurate," stated Budebs.

"By using a system like Sniperhire we are able to put clearly defined recruitment steps in place, based on feedback from line managers, candidates and staff. This imposes a discipline, which ensures everyone gets treated equally and goes through the same steps. This way, no matter who you are as a candidate, you get the same high quality experience from twofour54. "

The Results

Budebs mentions twofour54's most noteworthy results from the Sniperhire implementation:

- Time-to-hire decreased by over 30% within 9 months.
- The company has decreased recruitment costs by 80% while hiring 3 times more people. The savings mostly came through decreased agency usage
- The business was clear: within 3 months, the system delivered an ROI.
- twofour54 built a pool of 13,000 CVs from media specialists, more than 2,000 of which are UAE nationals,

Conclusion

"The system has allowed us to attract a huge number of candidates, and while not all of them are right for the positions they applied for, they are treated with due respect and can be kept on the system for future consideration. In addition, by being able to acknowledge each application we are able to thank them for the interest in our brand and maintain a level of professionalism and indirect contact not available through traditional recruitment methods."

twofour54
Abu Dhabi