

# Building from the ground up

Sky News Arabia uses Sniperhire to hire its specialized staff in time for their Spring 2012 launch.

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## The Group

Sky News Arabia is a joint venture between UK-based BSKyB and Abu Dhabi Media Investment Corporation (ADMIC), a private investment company. Based in Abu Dhabi, Sky News Arabia broadcasts free-to-air to more than 50 million households in the MENA region.

## The Challenge

In early 2011, SNA had very ambitious plans: they were aiming to build their studios, offices and hire 400 people within 16 months. A variety of vacancies needed to be filled, from reporters to graphic artists. Most of these were likely to be sourced in the Middle East for positions based in Abu Dhabi and other key areas in the world/ region.

Sevag Alexandrian, HR & Administration Director at SNA, who is also one of the news channel's first employees, remembers, "In this situation, we could have doubled the recruitment team and used more agencies. However, this would have been costly and wouldn't have allowed us to build a good applicant database for future use."

## The Requirements

The management knew they wanted a structured and professional recruitment method to collect, screen, select and track candidates quickly and effectively.

Adrian Wells, Sky News Arabia Launch Director, states, "Objectivity is at the heart of what we do, including recruitment. Of course, we wanted to capture employee referrals but we also wanted every single potential candidate, no matter where they came from, to be consistently and fairly evaluated for their

expertise and experience. You can't do that without recruitment technology."

SNA also required a user-friendly tool that could easily be used by many people. Alexandrian recalls, "In the first 6 months, 80% of managers' time was spent on recruiting, so the interface had to be intuitive.

The project team looked at a few enterprise recruitment systems and chose Cazar's Sniperhire solution because it offered solid technology and a team of recruitment experts that could provide SNA's users and recruitment team with local support.

“ Objectivity is at the heart of what we do, including recruitment ”

Adrian Wells  
Launch Director  
Sky News Arabia





## Solution and Implementation

Within a month, Sniperhire was implemented and staff was trained. "At the beginning, it was hard to convince all line managers to use a system, but it quickly became an essential tool that every hiring manager utilised and appreciated. Today, nobody would go back to a manual system," remarks Alexandrian. The system was linked to every step of Sky News Arabia's rigorous recruitment process in order to make it more efficient:

### Advertising vacancies

Sniperhire is fully integrated with all the job boards and candidate channels used by SNA, making it easy to reach target individuals instantly.

### Online application

Candidates can apply on SNA's Sniperhire-powered career website. It features an applicant zone, an application process that is tailored to each vacancy and many other candidate-friendly functionalities.

### Screening

The system automatically screens out applicants that do not meet the needs of a specific position and makes it simple for recruiters to cut through the clutter swiftly.

### Interviewing

Sniperhire is configured to fit Sky News Arabia's rigorous interview process, whereby shortlisted candidates get interviewed and graded by several people. The system also allows interviewers to document and grade each candidate, which facilitates internal communication and speeds up the selection process."

## The Results

### Performance

Sky News Arabia has hired 400 professionals since the Sniperhire implementation, achieving its recruitment objectives. Alexandrian declares, "Without Sniperhire, we would not have been able to launch on time and if we had, we would not have given an equal opportunity to all candidates."

### Cost Savings and ROI

Only 6 out of 400 employees were sourced through agencies, the rest came from Sniperhire, resulting in huge savings.

Without Sniperhire, the organization would have had to double its recruitment team in order to hire the same amount of people.

Alexandrian confirms, "Within 3 months, the system paid for itself through the savings that were made."

### A Talent Pool

In only 10 months, the candidate marketing strategy has attracted 24,000 online applicants into Sky News Arabia's own private candidate database in Sniperhire, creating a valuable talent pool for future recruitment needs.

### An Image that Reflects the Brand

Finally, Sky News Arabia is able to provide a candidate experience that mirrors its own values. One recent recruit, Nancy Thabet, interpreter at Sky News Arabia, explains her own application process, "The online application was straightforward and transparent. I was kept updated throughout the process. It was professional and confirmed the image I had of the company."

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