

JOBSEEKERS ATTRACTED TO STRONG BRANDS' COMPANIES

STRONG ONLINE PRESENCE NEEDED

DUBAI: 'What Makes a Company an Attractive Place to Work?', a poll recently conducted by Bayt.com, the region's number one job site, has revealed that companies should market themselves to jobseekers as great places to work. In fact, 90% of the poll's respondents are attracted to companies that offer supportive and great work environments, and seven out of 10 of them will only work for a company they're proud of.

Three quarters of the poll's respondents (76.4%) will always turn to the internet to research a company when considering a job opportunity. This emphasises the fact that an online presence is essential for employers, and they should especially tailor their online marketing position towards jobseekers as great places to work in order to attract the best talent.

When looking up a company on the internet, jobseekers would most like to see a description of all job vacancies within the company. This is followed by a description of all company activities; culture video and/or description; company testimonials from clients and employees, and company awards. Four in 10 respondents (42.5%) would like to see all of these, equally.

A company's brand is important to 61.3% of respondents, who state that working for a great brand looks good on their CV. The majority (60.1%) feel that the most harmful thing a company can do for its brand is to not follow up or communicate after a job application, though errors on a job posting is also a big turn-off. Negative word-of-mouth from existing employees is also considered to be bad for a brand.

"The results of our latest poll show that it's more important than ever for a company to maintain a strong online presence with an appealing brand ethos," said Suhail Al-Masri, VP of Sales, Bayt.com. "Bayt.com offers a state-of-the-art environment for companies to promote their brand and job openings, with comprehensive tools that not only make finding the right candidate quick

and simple, but also promote a positive brand image. The recently-launched Bayt.com Company Profiles is a great way for employers to increase their attractiveness among jobseekers. Company Profiles offers employers the opportunity to increase brand awareness by sharing their job vacancies, photos and stories, and thus better position themselves as an employer of choice."

The ideal company that respondents would like to work for has a supportive and great work environment, according to 36.4% of polled professionals. Companies that are admired (28%) or that are big or with global operations (20.1%) are also favorable. Innovative organizations are also popular with 12.9% of respondents.

For seven out of 10 respondents (70%), working for a company they're not proud of is out of the question. A fifth (19.3%) doesn't consider company pride to be as important as other things, and for 10.7%, it's not important at all. Nine out of 10 (92.8%) professionals in the region prefer to refer to their organization as 'we' when talking about it; and a further 65.8% of respondents take it as a personal compliment when someone praises their company. Almost three quarters (71.6%) would recommend the company they currently work for to friends and family looking for employment.

Half of the poll's respondents would rather work at a company where they feel the work they do is part of a greater purpose, with 22.6% wanting to believe in the company's mission, vision and/or values. For a smaller group of 20.1%, being paid a high salary is the biggest draw.

When it comes to company management, it's most important to 60.1% of respondents that they know what is expected of them at work. Getting recognition and praise for good work is most important to 23.6%, while frequent discussions about performance are most valued by 16.3%.

A company that provides opportuni-

ties for professionals to do their best while leading them on a successful career path is most appealing to 19.7% of polled professionals; companies that provide training and development opportunities, and also companies that encourage new ideas and innovations appeal most to one out of 10 respondents, respectively. For seven out of 10 respondents (65.6%), all of the aforementioned criteria are equally important.

"It is critical to note that while salaries are important for attracting and retaining top talent, many other criteria also come into play and employer branding plays a key role in communicating the unique dimensions of a company as a great place to work," continues Al-Masri.

Data for the Bayt.com 'What Makes a Company an Attractive Place to Work?' poll was collected online from 20 December 2013 - 30 January 2014, with 8,853 respondents from the UAE, KSA, Kuwait, Qatar, Oman, Bahrain, Lebanon, Syria, Jordan, Algeria, Egypt, Morocco, and Tunisia.

Bayt.com is the leading online recruitment website in the MENA region today. With more than 13,750,000 million registered job seekers and over 8 million visits each month (November 2013), we represent all career levels, industries, job roles and nationalities in the region. The jobsite operates in three different languages Arabic, English, and French to cater to our diverse demographic.

Bayt.com works with over 40,000 employer companies, from small businesses to large multi-nationals and governments, and helps them to successfully attract and recruit qualified professionals and executives every day. From our 12 offices in Bahrain, Egypt, Jordan, Kuwait, Lebanon, Qatar, Saudi Arabia, Pakistan and the UAE, Bayt.com maintains an ongoing, dedicated customer support staff that is able to work directly with our recruiting employer customers to ensure their goals are achieved most efficiently and cost-effectively.—Bayt.com



KUWAIT: Hawally municipality officials had removed 24 truckloads of wastes after the national celebrations over the weekend in addition to the confiscation of two truckloads of fireworks.

—By Hanan Al-Saadoun

KUWAIT ASSERTS NEED FOR ACHIEVING FOOD SECURITY

ROME: Board Chairman and Director General of Kuwait's Public Authority for Agricultural Affairs and Fish Resources, Jassem Al-Bader, called yesterday on the importance of achieving regional food security, a key pillar of Kuwait's policy.

Al-Bader, addressing the Ministerial Meeting of Near East Region Conference of the Food and Agriculture Organization (FAO), wished the meeting would meet aspirations of "our countries and peoples."

Al-Bader, who thanked FAO for the organization of the conference, said Kuwait's agriculture and food policy was in harmony with FAO's objectives to ultimately achieve food security at the national level. Kuwait, he added, "is looking forward for the unification of all efforts to achieve this objective" coupled with FAO's expertise to supporting sustainable agriculture, addressing of poverty and hunger, as well as developing human resources.

Al-Bader said Kuwait believed in the importance of tackling challenges related to food security, sustainable development, difficult climate, malnutrition and shortage of natural resources.—KUNA

FAO TO OPEN BUREAU IN KUWAIT

ROME: Kuwait has held talks with the Food and Agriculture Organization (FAO) in preparation of opening a bureau of the organization in Kuwait and employing Kuwaiti nationals.

The discussions, held here, involved Chairman of Kuwait's Public Authority for Agricultural Affairs and Fish Resources Jassem Al-Bader, accompanied by the Kuwaiti Ambassador to Italy Sheikh Ali Al-Khaled Al-Sabah, with FAO Director General José Graziano da Silva. The meeting was held on sidelines of a FAO ministerial conference that convened in Rome late on Thursday.

Al-Bader said he discussed with the FAO Chairman results of his successful visit to Kuwait, last January, and the agreement that had been inked, stipulating establishment of the first Kuwait-FAO partnership and contact office in the country.

The accord was signed by the two sides in 2013, with aim of regulating mutual technical cooperation and

employment of the international agency expertise.

PAAAFR completed, according to up-to-date criteria, constructing and equipping the FAO bureau in Kuwait and the authority dispatched six national cadres to the FAO headquarters in Rome to train on operating it and working as coordinators with the diverse departments of the organization.

Al-Bader said the FAO chief has expressed admiration for "speedy and qualitative accomplishment" of establishing the bureau and affirmed readiness to inaugurate it during his planned visit to Kuwait in November.

He indicated that a five-year action plan, encompassing 33 projects, is to be executed, in the preliminary phase of the bureau tasks.

The PAAAFR chief added that he agreed with da Silva to select a number of skilled Kuwaiti citizens to work in the FAO headquarters, the regional offices in Cairo and Abu Dhabi—the first such accord to be reached since Kuwait joined the organization.—KUNA