

# Client case study:

# IAG GBS

## Background

International Airlines Group (IAG) is one of the world's largest airline groups with 573 aircraft flying to 268 destinations and carrying around 113 million passengers each year. The group encompasses some industry leading brands such as British Airways, Iberia, LEVEL, Vueling, Avios, IAG Cargo & IAG Global Business Services (GBS). As a result of growth and increasing business demand, the architecture team required twelve new hires to work across several domains in its London, Madrid and Dublin operations.



## Requirement

IAG GBS appointed Robert Walters Technology for the assignment on an exclusive basis to place the following roles:

- Technical Architect – Flight Operations
- Technical Architect – Cargo & MRO
- Business Domain – Architect Selling, Servicing & Channel
- Business Domain Architect – Flight Operations
- Business Domain Architect – HR
- Business Domain Architect – Enterprise Management
- Business Domain Architect – IT Operations
- Business Domain Architect – Property, Procurement & Safety & Security
- Business Domain Architect – Loyalty

## Approach

### Premium advertising:

Robert Walters recommended a Premium Advertising Solution due to the volume and specialist nature of this assignment to successfully source architects with the sufficient level of experience required.

### This included:

- **Client branded microsite** – hosting all the IAG GBS roles, highlighting the benefits of working for the company with interviews from current employees – all advertising was directed to the microsite
- **Social media advertising** – with targeted campaigns on LinkedIn to ensure the advertising reached the identified subset of qualified candidates
- **Programmatic advertising** – intelligent automation-based advertising, utilising defined locations and skill sets to track passive candidate pools

### Event

Robert Walters collaborated with IAG GBS to host an event held in the London office, attended by over 50 architects sourced through social media advertising and targeted headhunting. This gave IAG GBS the chance to explain their ongoing projects and give potential candidates a flavour of what it was like to work for the company. The event also acted as a first interview screening to accelerate the recruitment process.

### Targeted search & headhunting

The Robert Walters data analyst team conducted an extensive market mapping exercise, using several data tools to identify the types of candidates IAG GBS were looking for. Obtaining information such as the types of businesses recruiting the required talent, the gender diversity of the candidate pool, as well as architects that would be open to relocating, enhanced and refined the search. Our project team were able to successfully headhunt these professionals on LinkedIn.

## Results

Robert Walters Technology successfully placed all 12 roles in the assignment. As a result of the campaign, IAG GBS released further roles to the team including Portfolio Manager, Head of Delivery Management Office and Head of Digital.