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WHY HIRE OVERSEAS-BASED INDONESIANS?

In Indonesia, the shortage of skilled talent is acute and shows no sign of letting up. With multinational businesses entering the market, and local businesses expanding and digitalising, the competition for skilled professionals will only get tougher.

With over 400,000 Indonesians residing overseas¹, there is a unique pool of talent outside the country that companies can tap on to secure the people they need. This group of professionals often:



A global perspective



Are effectively multilingual and able to speak Bahasa Indonesia and business English



Niche skill sets



Possess a resilient and adaptable mindset



Are exposed to working culture and technology in developed countries

¹ Badan Pusat Statistik. 2014

85%

of overseas Indonesians are interested in coming home because they:

- 1. Want to care for their ageing parents
- 2. See better salary & career opportunities because of strong demand for local talent who have worked overseas
- 3. Like the culture back home



CHALLENGES COMPANIES FACE WHEN HIRING OVERSEAS INDONESIANS

Though overseas Indonesians are an attractive pool of talent, companies often face challenges when seeking them out. Some of these include:



Lack of access to the market:

Difficult to identify potential candidates who are overseas



Long waiting time:

Candidates may need 2-6 months to move back before they can start



Difficulty in meeting their pay expectations:

Returning candidates often expect higher salary packages



Complex recruitment process:

Multiple locations and time zones often make it tough to communicate

82%

of companies in Indonesia stated that it is now more difficult to recruit talents with international experience, whether it be experience working overseas or ever work in multinational companies.



HOW PULANG KAMPUNG CAN HELP YOU

Through our Pulang Kampung campaign, we hope to help companies interested in hiring overseas-based Indonesians secure the talent they need.



With offices across 31 countries, we are able to identify and connect with overseas Indonesians through our databases and other channels.



We work with companies to proactively build their pipeline of candidates to ensure they have the right candidate at the right time



Our dedicated international candidate manager (ICM) works closely with candidates to keep their expectations realistic



Our consultants and dedicated ICM will coordinate the entire recruitment process to ensure a seamless, streamlined experience





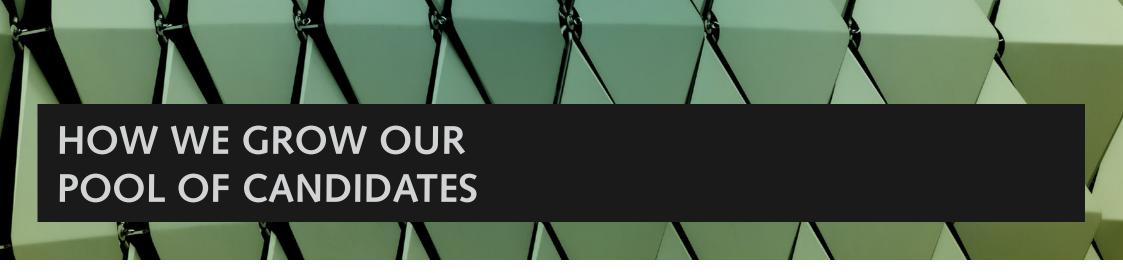
ADISTY PAULINA International Candidate Manager

Adisty is Pulang Kampung's dedicated international candidate manager. She engages with Indonesians across the globe to help ease the transition of their careers when they move home.

Previously based in Australia, Adisty is passionate about connecting individuals with their dream jobs. Since returning to Indonesia, she has built up considerable professional experience in the human resources and recruitment space. She connects regularly with her network of overseas-based Indonesians across the US, UK and other regions and help talented professionals move home to better opportunities. Working closely with other Robert Walters consultants to understand the type of skillsets in demand, she helps companies attract and secure the international talent they need.

E: adisty.paulina@robertwalters.co.id

T: +62 21 2965 1520



In addition to our shared database, we actively grow our pool of candidates via various marketing channels to ensure we are in touch with the very best talent available. Here are some of the initiatives and activities we have undertaken:



Dedicated microsite:

An informative page targeted at overseas Indonesians, encouraging them to come home and detailing how Robert Walters can help them return home



Valuable content:

From collaterals to webinars, mailers and more, we produce various content to engage in meaningful conversations with overseas Indonesians.





Paid social media campaigns are done on social media platforms such as Facebook and LinkedIn, targeting talent with specific skillsets in demand or promoting our refer-a-friend incentive

Formed alliances:



We actively develop strong relationships with overseas Indonesian groups and communities, giving us great visibility through their engagement initiatives such as events, newsletters and more

CUSTOMER SUCCESS STORY

A unicorn technology company in Indonesia was specifically looking for a software engineer with overseas experience. The role required the candidate to have prior working experience in a technology company, strong interpersonal skills and drive, and programming language expertise. Given the niche skill sets required, the company struggled to find the right person equipped with the appropriate qualifications in Indonesia.

Through our Pulang Kampung campaign, we managed to secure a candidate with the right skill sets and experience, who was residing overseas at that time. Robert Walters assisted both the candidate and the client in every step of the recruitment process, helping the candidate move back to the country and streamlining the hiring process for the client.



For organisations in sectors facing a shortage of talent or in a highly competitive talent market, it is important to strengthen your employer branding. We help organisations showcase their brand to Robert Walters Indonesia's talent pool – overseas and locally based Indonesians. Working closely with employers to understand their target pool of talent, we then identify the appropriate channels to amplify their brand.

Some of the employer branding initiatives we help our clients with include:

- Providing customised job ad solution packages
- Building an employer microsite
- Developing digital assets e.g. videos
- Leveraging our social media channels to promote the digital assets
 - Linkedln: 575,000 followers globally, 13,000 followers in Indonesia
 - Facebook: 26,000 followers globally, 1,300 followers in Indonesia



CUSTOMER SUCCESS STORY #2

JD.ID, an emerging e-commerce firm, was looking to expand their team in Indonesia and was seeking talented bilingual tech professionals with international experience. However, they faced difficulty in finding the right people and turned to Robert Walters.

We helped them develop a video that showcased their company culture, working environment, vision and mission.

The video was hosted on **www.robertwalters.co.id** and shared on our social media channels – LinkedIn and Facebook. We also shared the video with our database of over 4,000 overseas-based Indonesians to share about the exciting opportunities back in Indonesia.

WHAT KIND OF CANDIDATES DO WE HAVE?

We are in contact with Indonesian professionals across various industries, with a particular focus on the tech industry as there is a strong demand for such talent in the Indonesian market. The majority of candidates we are in contact with:



- Are in mid-level to senior roles with 8-20 years' experience
- Have top academic qualifications and experience working with leading MNCs
- Are looking to come home because of family

Positions/Sectors these candidates are in:



Tech

 UI/UX designers, software developers, product managers, CTO, IT directors, project & change managers



Commerce (Non-tech)

 APAC HR business partner/directors, CFO/financial controllers/finance managers, group marketing manager/ digital marketing manager, regional distribution manager/ procurement director/supply chain director



Financial Services

Risk, accounting & finance, compliance

WHAT OUR CANDIDATES HAVE TO SAY

I believe this programme is very helpful for people literally trying to "Pulang Kampung" like me, as it is really nice have somebody to guide you in this journey.

Maya Malidra Operations Project Manager



A LOOK AT SOME OF OUR CURRENT CANDIDATES LOOKING TO COME HOME

Contact **Adisty** at **adisty.paulina@robertwalters.co.id** to find out more about these candidates

