



LIFE IS FOR SHARING.

Telekom CR-facts

Recruiting young talent

We need the best minds to join us in shaping the digital transformation. Employer Branding. A strong employer brand is essential for recruiting and retaining talent, especially in the increasingly competitive market for IT and tech professionals. In 2019, we therefore developed and implemented a new employer brand strategy and the #IWILLNOTSTOP employer campaign with a focus on the IT and tech target group internationally. We are pursuing a digital communication strategy in order to address the target group individually and in a personalised way. Here, in addition to digital image ads, we are also present with employee stories in videos to show how they make a difference with their jobs, advance society and shape digitization. This is also the message of our campaign: Become part of us and experience for yourself what we can achieve together.

In Recruitment a fast and digital recruiting process with a positive candidate journey is key to success to attract the best talent for us. We use a wide range of digital elements such as Game-Based Assessments - psychometric tests in online games used in our recruitment process for our Start up! trainee program.

Fachbereich:

HRD. Recruiting & Employer Reputation

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