



LIFE IS FOR SHARING.

Telekom CR-facts

## Talent acquisition



Corona has turned the world of work upside down and created new demands for employers. Digitalisation, automation, freedom, new work and self-fulfilment are at the forefront of candidates' minds and are also having an impact on their job search. The desire for job security and a flexible working environment that allows a good balance between professional and private challenges are among the top criteria when choosing an employer. Especially in the IT & Tech sector, the "war for talents" has become even more acute in 2021, and the position of the target group is stronger than ever before. To further strengthen our employer brand, we responded to the needs of our target group early on in our employer brand communication by informing them about digital application processes, agile working methods, flexible working and remote work at Telekom. Another important aspect in our communication is a personal approach to talents, as well as creating closeness in our digital world, because the topic of "Belonging" is also high on the

agenda in 2021. With our new employer brand campaign "We are IT", we address this feeling precisely and thus address the people behind the jobs with their diverse interests. In a unique external and internal IT survey, we discovered what is relevant to IT professionals outside and inside Telekom and what connects them with each other. With target group-specific messages, authentic communication and a strong content strategy, we remind IT professionals what technology means to them and what opportunities they can discover at Deutsche Telekom.

---

© 2022 Deutsche Telekom AG