



Peter Cseres
Employer Branding
Senior Expert
+41 78 688 2057

Engineering Diversity: *A Strategic Approach to Inclusive Hiring*

● **Revving Up the Challenge: Establishing a Unique Identity**

Following a strategic spin-off, our multinational automotive client faced the dual challenge of establishing its own identity while aiming to attract a diverse range of engineers and professionals globally. They also committed to increasing female representation in their workforce.

● **Designing the Blueprint: A Tailored Employer Brand**

We partnered with the company to develop an employer brand that authentically reflects its values and communicates its unique identity. We meticulously selected communication channels, including redesigning their career website and managing their presence on professional platforms.

● **Accelerating Change: A Multi-Channel Approach**

Our strategy involved redesigning and launching an engaging career website and actively managing the company's presence on LinkedIn, Glassdoor, and other social media platforms to maximize outreach for the employer branding initiative.

● **Crossing the Finish Line: Impressive Results**

Within the first year of implementing the new employer branding strategy, the company successfully filled over 800 positions worldwide, achieving an average time-to-fill of just 45 days. Moreover, the hiring of female engineers saw a substantial increase, rising from 12% to 45% of all newly hired engineers.

● **Accelerate Your Employer Brand: From Spin-off to Stand-out**

Our automotive client's journey from identity crisis to talent magnet demonstrates the power of strategic employer branding. Their success in filling 800 positions and dramatically increasing female representation proves that with the right approach, you can overcome any branding challenge.

Are you ready to shift your employer brand into high gear? Whether you're establishing a new identity, struggling to attract diverse talent, or aiming to stand out in a competitive market, our team has the expertise to drive your success. Contact us today to design your custom employer branding blueprint and accelerate your journey to becoming an employer of choice.

