

WE ARE SHAPING
THE INTERNET.



Association of the German Internet Industry

eco – Advice for Members

Recruiting in Germany at a glance

Recruiting in Germany is a very sensitive matter which is closely linked to the public image of the company and to its PR. Below are some basic requirements for successful recruiting in Germany. If your question is not answered here, please feel free to contact us with your specific concern, and we will see how we can help you further.

The Profile

is the foundation for recruiting activities and serves as a basis for the job advertisement. As a result, the profile should be worked out in detail, potentially with the assistance of all those involved in the process.

The following questions need to be answered:

- What is the objective of filling this position?
- What tasks should be undertaken?
- What specialist skills and knowledge or qualifications are required in order to do this job successfully?
- What educational background is necessary? Is a university degree really necessary?
- How many years of professional experience does the candidate need?
- Is knowledge of foreign languages necessary? Which ones?
- Is experience in leadership roles necessary?
- What salary are you willing to pay? (do not put this in the advertisement!)
- How high is the budget for recruitment?

The Job Advertisement

- The following points must be clearly visible (or bold): **who** (easily understandable, SEO-suitable job title) is being sought **from which date, where** (work location) **for what** (tasks)
- It is also important to include a short and incisive description of the company (normally produced by PR)
- What the company can offer the applicant is just as important as what they require – what can the company provide: possibilities for professional development, excellent salary, good work-life balance, excellent working atmosphere, lifestyle activities?
- As the final statement, there should be a request for the complete set of application documents incl. salary expectations and starting date (the applicant should provide his/her desired salary!) and the email address of the particular contact person in the company (preferably a name, instead of simply applications@xyz.de)
- Most candidates apply online, and an input form is offputting for a lot of applicants
- The job advertisement should include the company logo (preferably on the top right); an appropriate photo will ensure additional attention and for many vacancies (particularly in the IT environment) the use of bullet points can be advantageous – Please note: according to the most recent eye-tracking studies, the average length of stay is around 4 seconds per advertisement
- Job advertisements are a personnel marketing tool – you need to court the candidate!

WE ARE SHAPING
THE INTERNET.



Association of the German Internet Industry

Selection of Suitable Recruitment Channels

- Firstly, if applicable, an internal announcement to existing staff
- Announcement on company-own website under the heading “Careers”
- If appropriate, communicate bonus for staff recommendations (whoever recommends the new colleague receives a sum of money or even better an event paid for by the company: dinner for two, for highly qualified positions, a travel or event voucher, etc.
- Choose appropriate Recruiting platforms:
 - Print media only as an exception, and more for administrative activities, preferably in a regional daily newspaper
 - A combination of different platforms is worth considering, for example one of the general job exchanges (**Stepstone.de**, **Jobware.de**, **Stellenanzeigen.de**, **Monster.de**, **Xing**) and a specialized job exchange (**Yourfirm.de**, **horizontjobs.de** for Marketing, **heise.de** for IT, **sekretaerin.de**, **salesjob.de**, **Absolventa.de** for Students and **Graduates??**, **experteer.de** for positions over €60,000.00)
 - For Positions with a higher probability of being filled from within the region, the regional approach is also useful: **meinestadt.de**, **kalaydo.de**
 - Job search engines: **Kimeta**, **Jobbörse.com**, **Indeed.de**
- **Active Sourcing** is extremely time-consuming and requires special recruiting licenses for **Xing** (for DACH Region) and **LinkedIn (international)**
- Visiting **Career Fairs** is especially worthwhile in the search for career entrants
- The services of recruitment agencies costs 2 – 3 months’ gross salary, the use of a head hunter can cost upwards of 30 % of the target gross annual salary
- For temporary vacancies in the low-qualified areas, it is sometimes worth engaging a temporary employment agency, with whom an hourly or daily wage for the employee is negotiated.