


ATTRACTION

OUR MISSION

*“Defining Group strategy, framework and guidelines on **Employer Branding**, leading activities to promote the Group as **employer of choice**, with a particular focus on students, recent graduates, and young professionals.”*

WHAT WE DO

- 
- **Create awareness of our identity and company culture** targeting international and diverse talents with a multi-channel approach
 - Develop relevant communication campaigns to **promote opportunities** within the Group in collaboration with P&C colleagues and business stakeholders
 - Amplify the stories of our people and **ensure our external narrative is aligned across all Group channels**

HOW WE DO IT

- Developing **internal & social media content strategies**
- Managing **university events, partnerships & certifications**
- Defining **guidelines and core employer brand messages** at Group level
- **Coordinating and supporting local functions and divisions** in delivering employer branding activities for their specific needs

