

career



VACANCIES FOR THE EMPLOYEES OF THE EUROPEAN AERONAUTIC DEFENCE AND SPACE COMPANY
 Interne Stellenangebote für die Mitarbeiter der EADS ■ Postes proposés aux salariés d'EADS ■ Vacantes para los empleados de EADS

Earmarking

It's never too early to meet your future employees!

Consumer-article marketing experts have observed that brand names to which you are exposed during your childhood or adolescence tend to have a stronger long-term impact than those you encounter when you are an adult. Just think about Coca-Cola or LEGO!

Well, we firmly believe that the same applies to employer branding. Companies have in fact discovered over the last decade that it is useless to try to establish an employer brand at graduate level, and have shifted their personnel marketing efforts to ad-

dress students in their first years. EADS is no exception in this respect, and we have had a great deal of success! In terms of its attractiveness to engineering students, EADS is placed first in both national (France & Germany) and European rankings. One of the keys to that success is the philosophy of using internships as the backbone of graduate recruitment. A large proportion of our young engineers and managers are former interns. This principle is deeply embedded in the company's culture, since it was common practice in the French and German EADS founder companies.

Today, EADS has an annual intake of 5,000 interns.

Employer branding is a long-term issue and must not be allowed to be dictated by fluctuations in recruiting demand. September 11, for example, had a profound negative impact on many sectors of the job market.

Nevertheless, the battle for talent goes on, and a strong employer brand is the most powerful weapon a company can have to face it. "We must be prepared for the next cyclic upturn. This implies the necessity of keeping up employer branding efforts during the downturn, regardless of the

actual recruitment level," says Jussi Itävuori, head of EADS Human Resources, recently appointed Executive Committee member. "Of course, this is by no means restricted to the aerospace industry".

These considerations gave birth to the expression "earmarking", which basically means very early employer branding awareness approach; you could call it a sort of "pre-branding". Many competitors have opted to focus their efforts on schools.

The underlying idea is smart, but it is very hard to focus on the right demographic groups and



Group portrait with aeroplane: The EADS Aero Club event attracted more than 300 young participants with a keen interest in flying and aircraft. Altogether, aero clubs in Europe have over 50,000 junior members in the under-26 age group.

ties up an enormous amount of resources.

Observing this phenomenon, we at EADS decided to take a more targeted approach. Its key feature is that it is closely interlinked to the company's USP (unique selling point) as an employer.

The basic idea is to address young people who already have a keen interest in flying and aircraft. An excellent channel to reach them is through the youth sections of aero clubs and the youth associations of general aviation organisations. A pilot project has been started by personnel marketing in cooperation with the EADS Aero Club in Augsburg.

In September, EADS sponsored a gliding contest for young pilots to coincide with the annual meeting of the Bavarian aero club youth associations, which attracted more than 300 participants. EADS contributed to the events with a static display of historic aircraft and various attractions. A presentation on the company and career opportunities encouraged young people to visit an HR booth and meet company representatives ranging from trainees to recruiters.

Karl-Heinz Mai, a jet-fighter test pilot for EADS Military Aircraft who took part in the event as a company representative, says: "I started flying gliders when I was 15; today my daughters are following suit! I'm convinced that there is a high degree of correlation between the soft skills needed for gliding and EADS recruitment profiles. Young stu-

dent glider pilots are accustomed to teamwork, cooperation and perseverance, and learn to assume a high level of responsibility for their age. A 15-year-old who does not even have a driver's license is perfectly capable of mastering the controls of a high-performance glider in the €100,000-plus price range."

Mattias Schmidt, Augsburg Aero Club youth president, says: "This meeting represented a classical win-win situation. EADS helped us with the logistics and provided many of the highlights of the event.

In exchange, they were able to put across their image as an employer in a friendly and informal way. It's so easy; there are so many enthusiastic young people here. It's all just a matter of communicating their possible employment prospects!"

Only in Germany they are more than 18,000 junior aero club members within ages below 26 and about half as much below 17 and at least as many in France. They all are potential multipliers of EADS employer messages and represent as well an excellent platform for future recruitment.

Pablo Salame Fischer ☉

If you are member of an aero club working with young people and would like to support us by helping to promote the image of EADS as a preferred employer for the younger generation, please do not hesitate to contact us at jobs@eads.net



There's nothing like starting young if you want to become a pilot: Those who weren't eligible for the gliding contest were able to experience the sensation of flying an aircraft in the flight simulator.

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EADS Launch Vehicles Les Mureaux

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