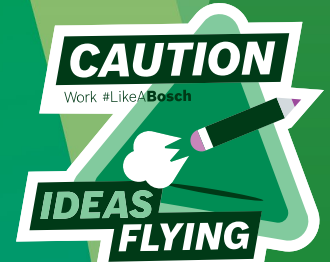
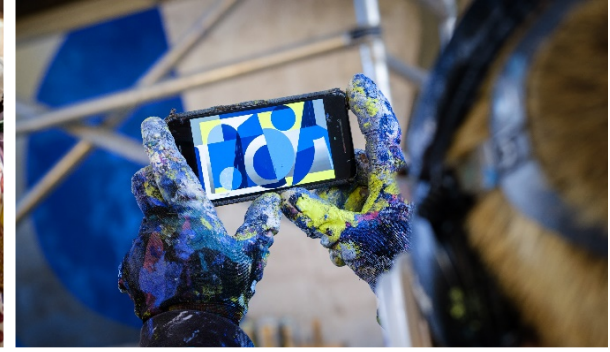


Mission impossible?

On a quest to attract and retain
top tech talent #LikeABosch

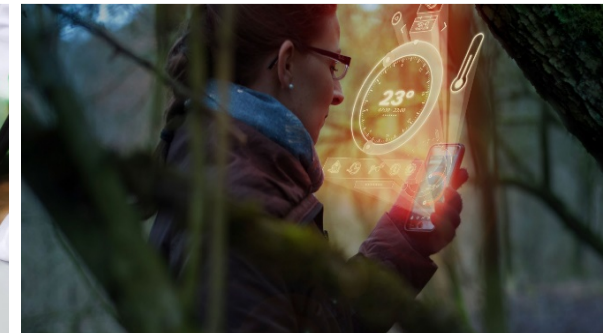
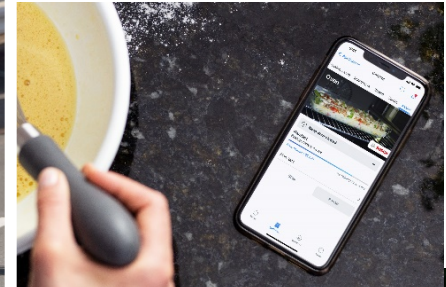
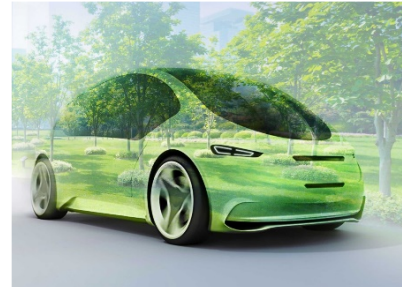
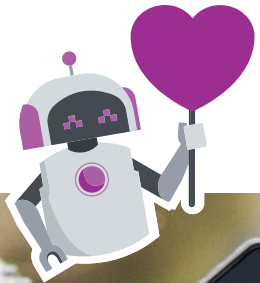
Flavia Bucerzan, Employer Branding Manager @ Bosch Romania





We want our products and solutions to spark enthusiasm, enhance the quality of people's lives, and help conserve natural resources. In short, we aim to create technology

Invented for life



Bosch as Employer of Choice

Our **strategic** target groups





Our challenges

1. **Talent Pool Shortage** – high competition
2. Change of Talent Attraction Strategy – **from local / regional to national coverage**
3. Challenge to **measure the results** of EB activities on short- and long-term perspective
4. Group of companies – **multiple target groups** and overlap with the marketing campaigns.

How do we address them?

1. **Strategic approach** of all employer branding activities
2. Attract through **authenticity** and relevant communication
3. Consolidate Bosch positioning as a **technology company**
4. Raising **visibility of the jobs** and increasing the number of relevant applications





Tailored communication

30 paid campaigns

- Impressions - 41.931.059
- People reached - 6.304.402
- Link clicks - 443.959
- Engagement - 581.026
- Video views - 526.489

+120 events that support EB & recruitment purposes

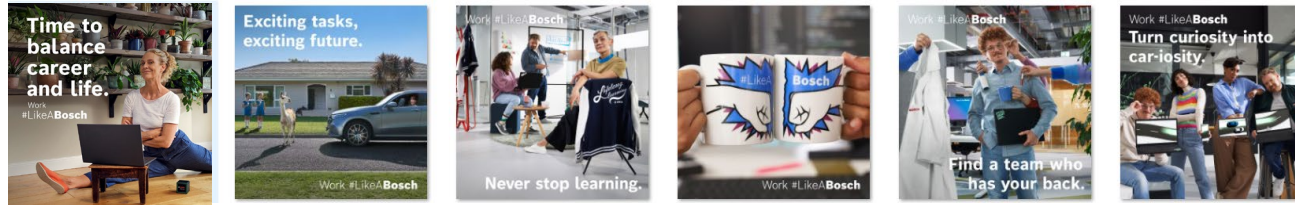
Extended Social Media presence
(Facebook, LinkedIn, Instagram)

- +120.000 followers
- +300 posts / platform
- High engagement rate

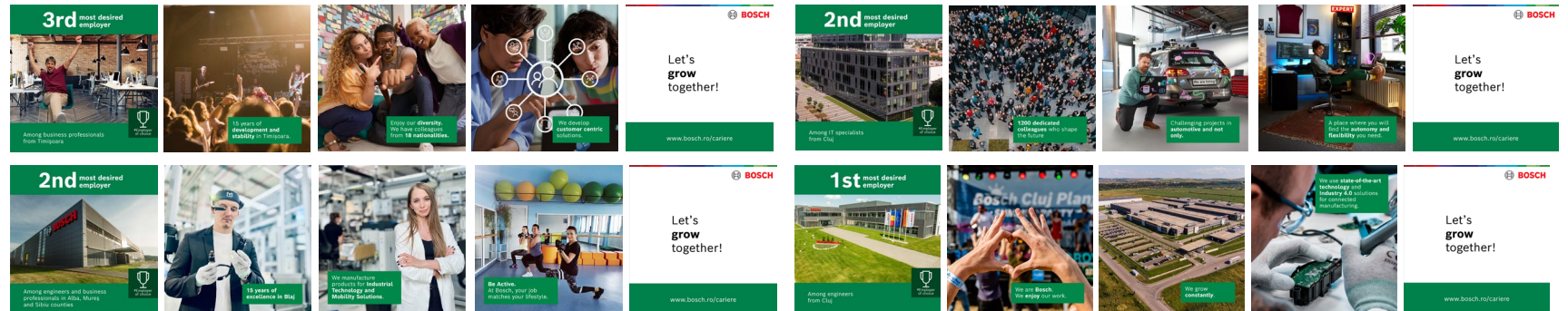
Bosch is hiring campaign

Three communication layers – from global to local

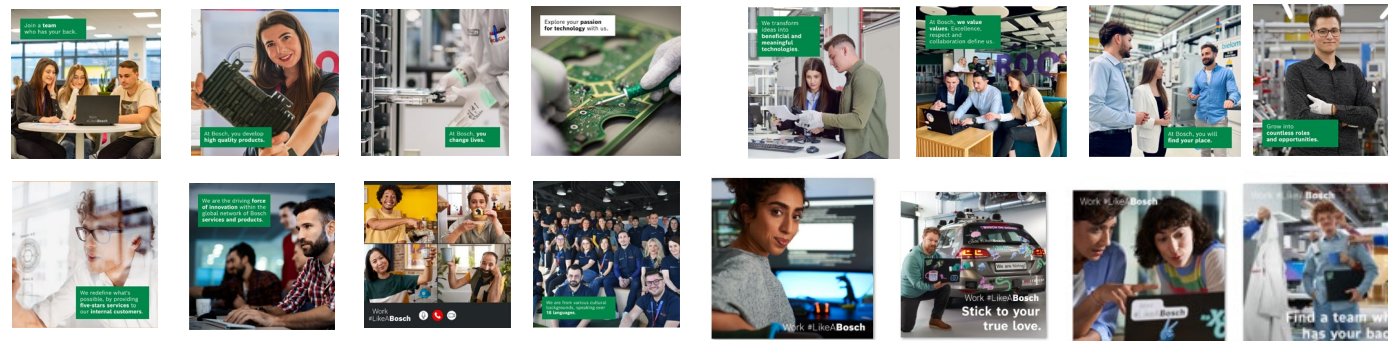
Work #LikeABosch content (static and dynamic ads)



Bosch as Most Desired Employer



Variety of the jobs



Bosch Tech Days

Romania 2023

Scope: Position Bosch Romania as a leader in technology at national level to raise the consideration level among the relevant target groups.

Hybrid event

Online Conference to present mobility & industrial technologies from Bosch Cluj Plant, Bosch Blaj Plant and Bosch Engineering Center Cluj, and get to know the latest connected, intelligent and sustainable technological solutions developed by Bosch in Romania.

On-site events to present the technologies and offering the opportunity to meet the local experts.

Target group

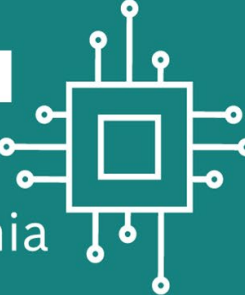
Primary target group:

- SW & HW Engineers
- Engineers suitable for roles in our plants
- Technical – logistics

Secondary target group:

- Graduates & Students

Bosch
**TECH
DAYS**
Romania
2023




22nd, 24th & 25th of March

Three days event for
developers, engineers
& tech enthusiasts

Bosch Tech Days @Bosch Blaj Plant

On-site event



Bosch
**TECH
DAYS**
Romania
2023
@Blaj Plant


Register now

24th of March (on-site)



Bosch Tech Days @Engineering Center Cluj

On-site event

 **BOSCH**

Bosch
TECH DAYS
Romania
2023
@Engineering Center Cluj

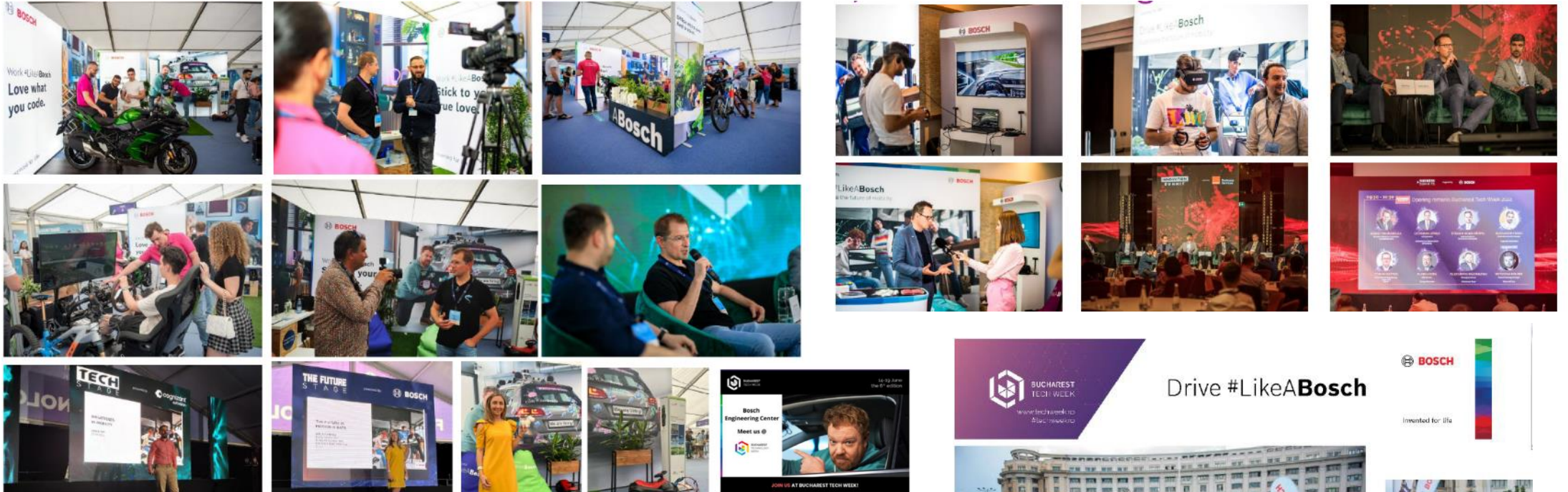
24th of March

On-site event about
#LikeABosch technologies



Bucharest Technology Week inspired by Bosch

Bosch Engineering Center – new offices in Bucharest



Position Bosch as a technology company in a new market

Employer branding campaigns

Meet the Bosch Mobility Experts video content

Primary goal:

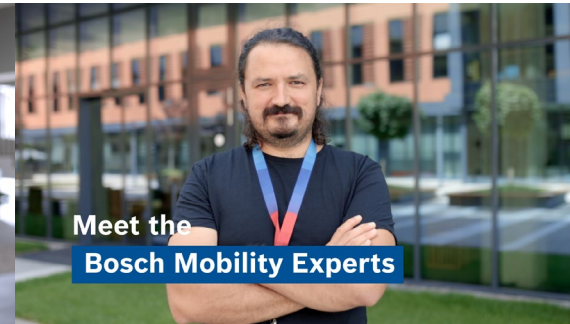
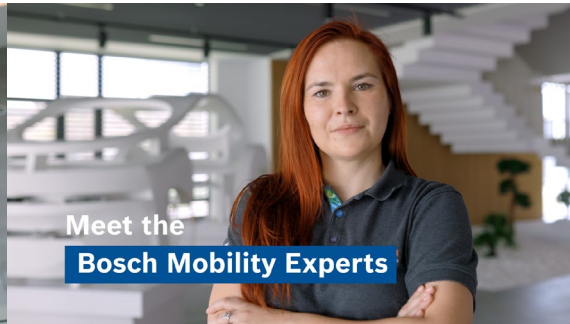
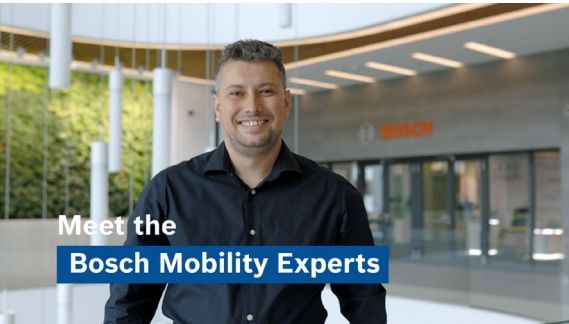
to attract more high-quality candidates for the critical open positions



Secondary goal:

to present the diverse state-of-the-art technical projects, competencies & teams

[Check the videos >>>](#)



Strong presence in the university campus

90% programs & initiatives are for technical talent

Competitions – 100 participants from 3 continents



Workshops for students to discover technology



Sharing from the industry and practical approach of the educational system

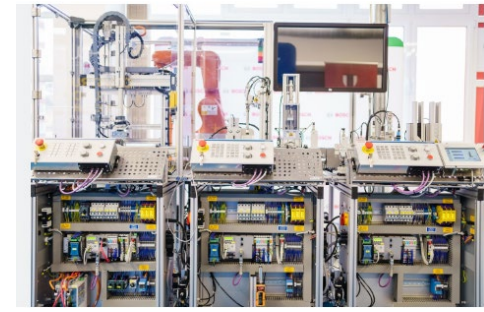
Master Programs

Get the best out of the Bosch Master Programs at Engineering Center Cluj, we believe that investing in education is our long-term social legacy. Due to our collaboration with the local technical universities since 2013, we wish to improve the quality of education and contribute to training young engineers for a successful career in the mobility sector. Having these goals in our minds, over the past years, we have launched three master programs and three university courses, besides offering each year scholarships and many other programs designed for students.

- Advanced electrical systems and structures**
Technical University of Cluj-Napoca
- Management and control systems of the vehicles**
Technical University of Cluj-Napoca
- High performance computing and big data analysis**
Babeş-Bolyai University of Cluj-Napoca

- ### Courses and training sessions
- We are actively involved in the education sector and promote the young talents of Romania. Each year, we train and promote students in order to perfect their technical and soft skills, while being adapted to the realities of the workplace. We also encourage performance, by offering monthly scholarships.
- Courses for students from Târgu-Mureş and Alba Iulia
 - Technical workshops in Bosch Laboratory
 - Automated Driving: Technology, Dynamics and Control
 - Introduction to Automated Driving Assistance Systems
 - Automotive Software Development
 - Software development in automotive

Inspiring corners in campus and modern laboratories



Position Bosch as employer of choice in the early stages of their career

Retaining technical talents

Tailored Referral & Rewarding Programs



#LikeABosch
REFERRAL



#LikeABosch
REWARDING

In the first 6 months of 2022, we received 70% from all referrals from 2021

Thank you!

Follow **Bosch Romania** on
Facebook, Instagram and LinkedIn.

If I can help you, please reach me @
flavia.bucerzan@ro.bosch.com

