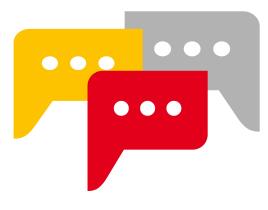
## **ATTRACTION**

## **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



