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Plant tomorrow's ideas.



Global Employer Branding Expert (m/f/d)

KWS is a European independent company based in Germany that focuses on plant breeding, with activities in about 70 countries.

This position for KWS Berlin GmbH in Berlin aims on evaluating and developing the Employer Brand and positioning KWS as an employer of choice. It also proposes and supports the implementation of different active recruitment and talent attraction initiatives globally. Also, specific knowledge regarding recruiting, social media communication and campus marketing is mandatory.

The role is permanent and in full-time.

Your Tasks:

- Continuous development of the employer brand in the team.
- Responsible for the worldwide KWS career websites.
- Social Media Marketing, including maintenance of the relevant social media platforms and job portal platforms to position KWS as an employer of choice.
- Target-Group-specific (personas) approaches, including inbound marketing activities.
- Conception, implementation, and evaluation of employer branding campaigns.
- Support and further development of talent sourcing initiatives. Identify future initiatives and platforms for candidate sourcing.
- Maintenance and further development of university contacts, including conception and implementation of marketing activities on campus.
- Optimization of recruiting and onboarding processes together with the HR business partners, the recruiting team, and the business.
- Implementation of global standards.
- Employee surveys.
- Evaluation of Employer Branding / Marketing activities along the candidate journey and optimizing budget allocation & communication touchpoints.

Your Profile:

- University degree in HR, psychology, marketing, media or brand management or comparable education.
- Several years of professional experience, ideally in an international organization.
- Highly experienced in social media marketing, including definition and monitoring of relevant KPIs.
- Relevant experience in the standardization and optimization of HR / marketing / communication processes and in project management is desirable.
- Flexible, curious. Desire and energy to develop and establish new processes for global standards, with the ability to demonstrate innovative solutions.
- Communication and stakeholder management skills.
- Excellent knowledge of English, other languages would be an advantage.

Our Offer:

- Opportunity to work in an international environment and team.
- Act as a strategic expert and partner in a role with a global outreach.
- Possibility to meaningfully contribute and make things happen.
- Professional and personal development.
- Attractive remuneration and flexible working hours.
- A location in the heart of Berlin with hybrid work model.

We look forward to receiving your online application (short cover letter, resume, relevant certificates) via our application system SuccessFactors! Please use the "Apply" function in the online advertisement.

About KWS

KWS is one of the world's leading plant breeding companies. With the tradition of family ownership, KWS has operated independently for more than 165 years. It focuses on plant breeding and the production and sale of seed for corn, sugar beet, cereals, potato, rapeseed, sunflowers and vegetables. KWS uses leading-edge plant breeding methods. Around 6.000 employees represent KWS

in more than 70 countries. For more information: www.kws.com/career. Follow us on LinkedIn® at <https://www.linkedin.com/company/kwsgroup/>.

Our data privacy policy for candidates is available on www.kws.com/dataprotection. Please select the country where the job you applied for is posted in and, if applicable, the specific business unit.