

Case Study: European Investment Bank

Diversity and Inclusion

How the European Investment Bank attracted diverse talent.

European Investment Bank The EU Bank

The European Investment Bank (EIB) is the biggest multilateral financial institution in the world. They are the main financial arm of the European Union. They help to stimulate the economy, create jobs, promote equality and improve the lives of EU citizens. To tackle these major tasks, the EIB needs a workforce that lives up to the standards of diversity and inclusion (D&I).



A culturally inclusive workplace means a space where every employee feels comfortable and valued regardless of their gender, ethnic background, culture, religion, age, disability, or sexual orientation. However, fostering an inclusive corporate culture is not an easy task. This requires awareness, policy, direction, and a strong strategy in place.

The EIB did not always have a diverse team, but as of today, they are committed to making D&I part of the top factors that define them as an entity. Having a diverse and inclusive workforce contributes significantly to the bank's success and the positive impact they have globally.

Established: 1958	Presence: +50 offices world wide
Company size: +3,450 employees world wide	
Industry: Banking	

The Challenge

Attracting a more diverse candidate pool was one of the biggest challenges the EIB faced. Their key target audiences were STEM (Science, Technology, Engineering, and Mathematics) profiles for the banking sector, IT and engineering profiles, and also mathematical profiles with strong quantitative skills for risk management and treasury front office roles. They were struggling to recruit professionals from all EU member countries to enable an equitable representation within the EIB workforce.

The Solution

The EIB decided to use recruitment marketing to help overcome this challenge. They reached out to VONQ to help them generate brand awareness for the EIB. They needed help to position themselves as an employer of choice within the critical target audiences. The initial aim was to activate female candidates with a focus on mathematical, technical, and IT-related profiles and lead them to the EIB career page where they could find out more about what it meant to work for the EU Bank.

This section of the Bank's website has been built to communicate the EIB's mission for D&I, provide a vision of the impact that you can make as an EIB employee, and motivate women and other minority groups to apply.

The primary goal of this campaign was to build a conversion-driven recruitment marketing strategy to reach, nurture and attract female audiences in the 27 EU Member States.*



Other key goals of the project included



Increasing relevant traffic on the EIB career page.



Increasing the click-through rates (CTRs) on the career page.



Generating reach on channels such as social media, google and website within the selected target audiences.

"Recruiting across a wide variety of countries for very specific roles is always a challenge! Using technology in our strategy has been a huge help for the recruitment team and has enabled us to bring the ambitions in our D&I strategy to life. It is great to see that with the use of the right tools and strategies, we are now able to bring our message about diversity and inclusion across to the right target audiences. And more importantly, we are increasingly able to attract a diverse and inclusive workforce!"

Una Clifford-Bahçecik
Senior Diversity and Inclusion Manager

Campaign Results

380k

VIEWS ON DIVERSITY PAGE

66.1%

WOMEN REACHED

11,5k

PEOPLE STARTED AN APPLICATION

"Working with VONQ has helped to make our recruiting efforts more efficient. We feel empowered to overcome our previous recruitment barriers. We are confident that we will continue running an effective diversity and inclusion-focused recruitment campaign in the years ahead."

Una Clifford-Bahçecik
Senior Diversity and Inclusion Manager

+15 years of experience
& +1.000 happy customers



OBI

AIRBUS

BNP PARIBAS

Microsoft

BASF
We create chemistry

randstad

KFW
Bank für Sozialwirtschaft

Are you ready to take your recruitment marketing to the next level? **Let's chat.**

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