



Successful Recruiting with Full Energy

Data-Driven Media Campaigns for Highly Qualified Professionals in Wind Energy

wpd is a leading developer and operator of onshore wind and photovoltaic projects. Since 1996, wpd has been planning, financing, and building wind and solar parks worldwide. The company is active in all phases of wind and solar energy projects, from site selection and approval to commissioning and long-term operation of the facilities.

The Challenges

wpd strives to provide innovative solutions for a sustainable future, in order to achieve this, the developer of wind and photovoltaic projects needs a constant stream of highly qualified professionals and graduates with specific expertise for the target regions of the wind and solar parks. In addition to the requirements for professional positions, there is high competition in the target markets.

Multimedia job advertisements and measures to strengthen the employer brand are important aspects to raise awareness for wpd as an employer and to remain competitive. However, the goal is not only to make the brand more known but also to continuously reach qualified applicants.

Founded:	1996
Company Size:	+3.700 weltweit
Industry:	Renewable Energy and Semiconductor Production
Location:	44 sites in 29 countries
Webseite:	https://www.wpd.de/

The Solution

1. Fast and Effective Posting of Job Ads on > 5,000 Media Channels

With VONQ's data-based Job Marketing solution, wpd posts job ads on > 5,000 job boards and media channels for the target group, including job boards, niche sites, social media channels, search engines, and forums. All channels are already contractually fixed and can be easily used via a uniform system without having to switch between providers.

The VONQ solution enables wpd to address passive and highly qualified candidates who are hard to find via traditional job boards. Based on previously defined criteria for the target group, only those channels that can reach the desired candidates are recommended.

"The VONQ solution shows us which channels work best for which positions. This allows us to strategically write our job postings and, on top of that, measure the performance per channel and draw conclusions for future postings" – Carolin Schinkel, HR Specialist.

Through geographic targeting in social media channels and Google, graduates that are specifically in the target regions are reached. At the same time, wpd increases its online presence and attention to career opportunities in the target groups.

2. Linking the Career Site to Accelerate Job Posting

The simple connection between the Applicant Management System and the Job Marketing Solution eliminates the need for manual campaign setup. The Career Site Connector as an additional feature allows easy uploading of all job ads from the career site directly into the VONQ Job Marketing Solution – all with just one click.

Automatic import of job ads pre-fills fields in the campaign setup, avoiding sources of error and saving valuable time.

3. Central Contract Management: One Partner for All Cases

"We have also integrated our own contracts with job boards into the VONQ solution, which we can always consider for posting. This saves us a lot of time. It also gives us a good feeling to have all contracts in one place." – Carolin Schinkel, HR Specialist

wpd now has only one central contract partner. Existing external media contracts are integrated into the Job Marketing Solution and can be selected for ad posting with a click. Centralization of contracts saves additional resources and time.



462 clicks

were generated for the job ad „Security Network Engineer (m/f/d) in Bremen“ through the recommended channels.



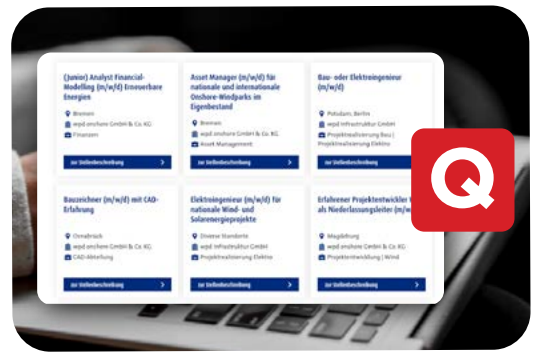
962 clicks

were achieved for the position „Team Assistant (m/f/d) for national onshore wind energy projects,“ of which 212 clicks came through social media.



642 clicks

were achieved for the posting „Project Developer (m/f/d) for national onshore wind energy projects.“



“The communication with VONQ is really on an equal footing. It almost feels like they are part of our team. We appreciate the open exchange and the fact that VONQ always has advice for us on how we can further optimize the performance of our ads.”
– Carolin Schinkel, HR Specialist

Summary of Key Performance Indicators Within a Year

In total, wpd published 200 media campaigns with 59 different media channels within one year. This results in an average of 16 postings per month, each with 3 channels.

In regular reports and consulting sessions with VONQ's experts, campaign performances are evaluated, optimization approaches are discussed, and further media strategies are developed to make recruiting in the wind industry even more successful for wpd.



200

published campaigns



59

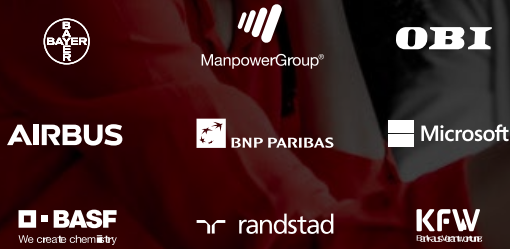
different media channels used



52.357

clicks on the job ads and/or "apply now" button

+15 years of experience & +1.000 happy customers



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