



“HAVING QUESTIONS IS HUMAN.
PROVIDING ANSWERS IS TOO.”

UNION INVESTMENT:

Relaunching the careers page: **The path to become more candidate-oriented with one of the most successful asset managers in Germany.**



As a company with a relatively broad market presence, how can we make candidate communication authentic, personable, emotional and consistent with the existing EVP (Employer Value Proposition)? Which screws should be adjusted? What should be considered from a technical point of view, in order to attract more attention from customers to provide maximum efficiency for candidates? How likely is this in terms of resources, goals, and strategies? These are the questions we raised together with our HR project for Union Investment: relaunching the careers page. The answers to these questions are presented below to illustrate the path from identifying the problem to implementing a solution.

WHAT IS THIS ABOUT?

Union Investment (UI) is a leading asset management company. The company is one of the leading investment companies in Germany, with over 2,800 employees, more than 4 million customers and more than 300 billion Euros in assets under management. Due to its impressive size and market presence, UI is also confronted with an increasingly competitive mar-

ket: It is hard to find suitable candidates for designated positions in your own company when you are in competition with the financial and banking industry. What can be done to increase quantity and quality in the long term? Establish that this is primarily about positioning. However, identifying the status quo is also highly important.

IDENTIFYING THE STATUS QUO

The status quo at UI, from a recruitment point of view, was: approximately 14,000 applicants per year for a total of 250 available positions. An existing EVP, which is “Working where professionals are people”. An online employer presentation at the 2011 level. An inconsiderate approach to the careers page in regards to the design and text-intensive content. A long click path to find the “Apply Now” button, few interaction possibilities, technically out of date, not mobile-friendly. In other words, a relaunch was necessary.

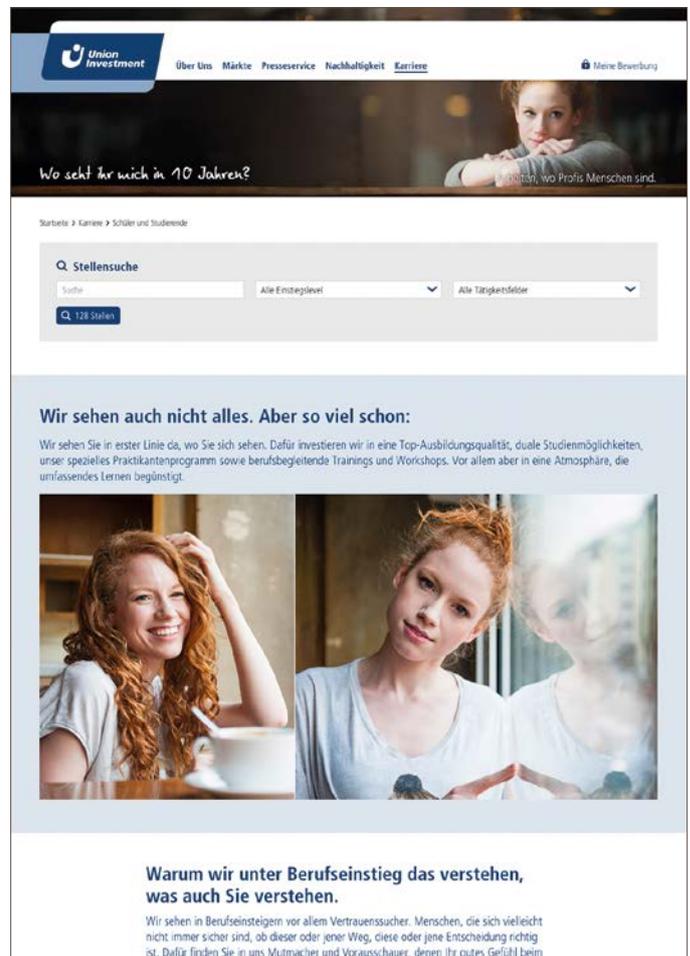
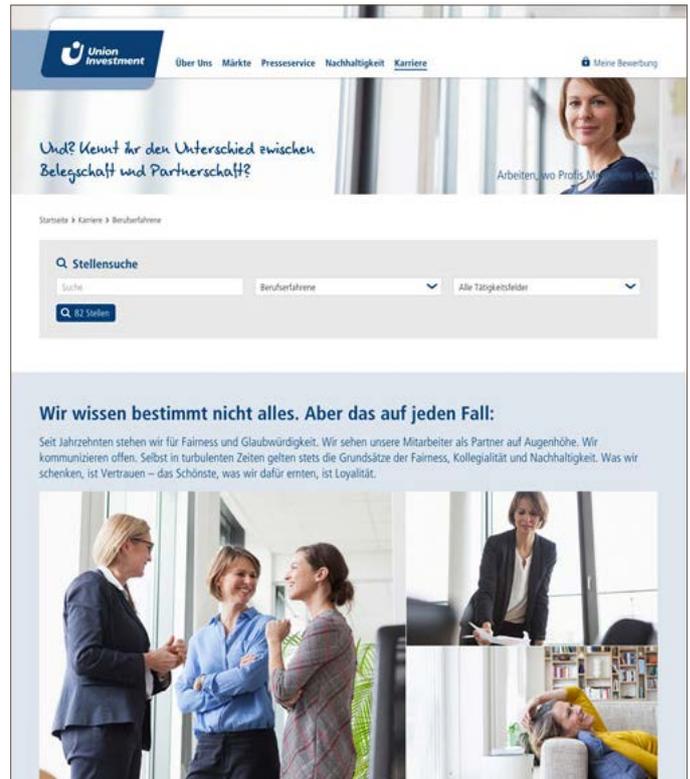
SO THAT’S WHAT WE DID

The most important objectives were to reduce the distance to applicants, create a stronger experience of corporate culture on the careers page and to present UI as a modern employer. From a technical point of view, the click path to the application form needed to be shortened, the page needed to be optimised for mobile devices and it needed to be presented in the new Online Corporate Design (CD). In terms of technology, UI has been using the milch & zucker BeeSite Recruiting Edition for job search and applicant management since 2008, and using the mobile job board since 2015. It was also essential to implement web-tracking functions to measure success.

FROM THE FOUNDATIONS TO THE CENTRAL IDEA

Content-wise, the starting point for a new, suitable way of applicant communication needed to be looked for in the EVP. This is the basis for the “What” in messages to potential candidates. Our task was to elaborate the “How” – in the form of a communicative central idea. Key elements of the EVP are “personality” and “professionalism”. The interaction of these two points creates a special strength amongst employees – this is the so-called UI Factor. We thought it was important to bring this factor into focus and to question it. What exactly does it do? The answer to this should come from the personalities of our employees. In doing so, emotionality can be emphasised at UI, whilst at the same time giving applicants the opportunity to consider UI as an employer who considers both professionalism AND personality as important.

Therefore, the central idea became clear: **People have questions. Professionals have answers.** For example, this gave us the opportunity to work with questions on the careers page and provide answers to any potential questions. This was done in line with our message to potential applicants: We consider your concerns, wishes and suggestions seriously and offer you the appropriate responses.



PROPOSALS FOR IMPLEMENTATION

The next step was to create a concrete web page concept from the central idea. In doing so, the following requirements needed to be taken into account: a closer relationship to applicants, more experience, more modern technology. Which image material, text and special features should we use to transmit the central idea to the careers page? Which policies from the online style guide and specifications from the content management system should be considered?

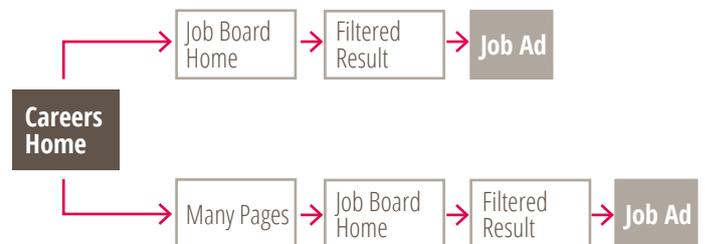
Daniela Czybik, Senior Personnel Recruitment Consultant UI: *“Nowadays, candidates are very well informed about potential employers in the run-up to an application. They expect specific information on specific characteristics of the company, regarding, for example, corporate culture or professional development.”*

Our suggestions: A radical transformation of the entire careers page to become a “one-pager” with three separate target group pages for students, young professionals and experienced professionals. These pages would have a special topic page as well as a question and answer page – conforming to the central idea. Further suggestions included: reformulating almost all pages and using new, more emotive images; and integrating useful technical features to produce a better Candidate Experience.

FEATURES, FEATURES, FEATURES: THE IMPLEMENTATION:

Simplified navigation and a clear menu guide ensure a shorter click path. The job search feature is also available on every page. Explanatory graphics and visualisations make it easy to access information. In addition, specific contact persons with a picture and XING profile can be found via the careers page. Slimmer and more emotive blocks of text help improve the reader’s experience. With an interactive FAQ, UI employees can answer questions they asked themselves before they started. For example, interested candidates will learn how flexible the working schedules are, or what ‘casual Friday’ means. If they still have any questions, these can be submitted using the available form. In terms of structure and content, the idea of “People have questions. Professionals have answers.” is consistently reflected in the individually targeted pages, as well as on the additional questions and answers page: We present candidate questions and answers from UI professionals throughout the careers page, ensuring that applicants feel directly considered and show interest in UI as an employer. All of this, of course, is within the framework of the CD specifications of UI.

Before: three or four clicks to reach the job ad



After: one or two clicks to reach the job ad

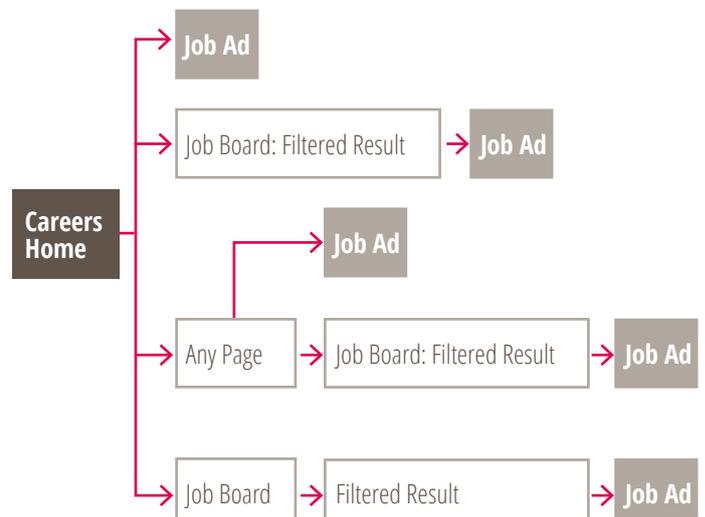


IMAGE BY IMAGE

One of the considerations is the image motifs to be used. Stock images or our own material? Existing images or a new shoot? Employees or models? Our recommendation was: It would be best to shoot new images with real candidates and real employees. This has the most potential in regards to

authenticity and capturing attention. Alternatively, working with models as the people asking questions would be possible as a first step – if it was urgent that this step be implemented. The final choice was to use existing image material or stock photos in the header motifs.



HIGHLIGHT: A LOOK BEHIND THE SCENES

With the aid of UI's main building in Frankfurt, applicants can gain insight into the various business and activity areas. To do this, a clickable graphic was programmed which invites the applicant to get to know the company.

Clicking on one of the floors opens a small information page with a brief description of the area, linking to experience reports and videos, displaying colleagues from that area with an image and social network profile and providing the available positions in this area as well as contact information for the recruitment team.

UniProfil: Für interaktive Entdecker

Sie wollen mehr über die Tätigkeiten und Aufgaben von Union Investment erfahren? Unsere interaktive Grafik des Hauptgebüdes in Frankfurt am Main macht's möglich: Hier können Sie sich über unsere verschiedenen Bereiche informieren und uns aus einer etwas anderen Perspektive entdecken.

Grafik überlagernder Layer mit Detailsicht

Portfoliomanagement

Hier ist der Name Programm. Unsere Back- und Middle-Office-Einheiten erbringen Dienstleistungen rund um die Investmentfonds und das UnionDepot. Sie agieren als zentraler Lösungsanbieter für die internen Marktbearbeitungs- und Kompetenzeinheiten und ermöglichen Wettbewerbsvorteile durch differenzierende Leistungen. Weiterhin sind sie verlässlicher Ansprechpartner für institutionelle und private Endanleger. Qualität und Kundenzufriedenheit haben dabei höchste Priorität.

Wollen Sie erfahren wie es ist: bei uns zu sein?
 👤 Hier geht es zu den Erfahrungsberichten.

Weitere Informationen

- 📄 Offene Stellen
- 📄 Job Abo anlegen

Kontakt Personalbereich

👤 Recruiting Team
+49 69 - 2567 7024

👤 **Volkan Anil**
Mitarbeiter Datenmanagement

👤 **Aleksandra Matschinsky**
Gruppenleiterin Fondsbuchhaltung

ENHANCING ATTRACTIVENESS

The common goal was to reposition UI as a competitive employer for new candidates, thereby increasing the number of applicants as well as the quality of applicants. For us, the project surrounding the candidate experience of a successful asset manager was multi-layered and therefore exciting. It took numerous changes in perspective to meet all of the requirements identified by the survey. But the harmonious combination of technology (functions from the content management system and recruiting system) and high-quality design leads to a coherent overall view with a clearly shortened click path, whilst still containing comprehensive information.

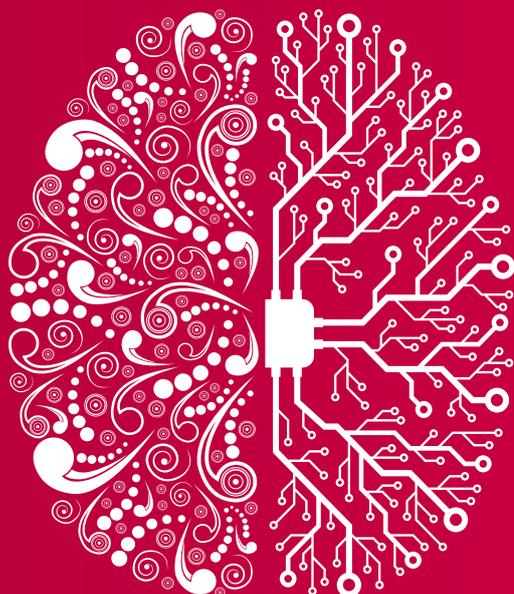
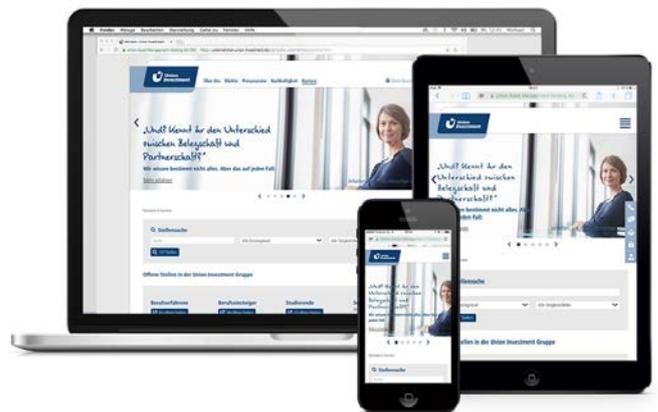
↳ **Bernd Pompetzki, Head of Department of Human Resources UI:** *"It was our goal that, on our careers page, we could see how Union Investment feels as an employer. The best feedback for us is when new colleagues tell us that the careers page really represents what it's like to work in house at Union Investment."*

DURATION

How long did this project last? A total of 7 months, from the first customer kickoff to the live release of our new careers page.

THE RESULT

<https://unternehmen.union-investment.de/startseite/karriere.html>



It is not possible to pigeonhole us: we are a software producer, agency, SAAS provider and strategy consultant all at the same time. The combination of emotional and rational thinking is deeply anchored in our minds. No matter what your challenges are: we are passionate communicators, developers, consultants and problem solvers when it comes to employer branding, recruitment, talent management and talent relationship management. How do we want to be remembered? As being seriously creative and creatively serious.

EXPERTISE
MADE IN GERMANY

SECURITY & DATA PROTECTION
STANDARDS

ADD-ON

CONTACT

On the market since 1998; approximately 100 employees
All our software products are developed in Germany.
Hosting and operation solely in Germany.

Certification according to DIN ISO / IEC 27001:2005.
HR-XML-certified interfaces in line with the HR Open Standards Consortium for the exchange of HR related data.

Operator of www.jobstairs.de – The Top Company Portal with 35,000 job postings each day from Germany's most attractive employers.

Telephone: +49 6032 9340-0

Email: solutions@milchundzucker.de

milch & zucker – Talent Acquisition & Talent Management Company AG
Bad Nauheim • Hamburg