9950 12555 Personnel Marketing Specialist (m/f|d) - Hybrid Option DE Competent and committed colleagues are crucial for  
our success at BASF. With know-how and passion we unite in  
our service unit "People" all personnel and communication issues,  
that focus on human interaction. Our  
Portfolio in the HR area covers everything from A like employer brand to Z like  
Time management everything down while communicating the positive worldwide  
BASF's image towards internal and external stakeholders.  
  
\*TASKS\*  
  
  
The area of ​​responsibility of our Talent Acquisition & Communication unit  
Services includes the talent resourcing and the recruitment of professional and  
Managers and trainees for the BASF Group in Europe as well  
communications services.  
  
  
· Responsible for Talent Attraction & Employer Branding in our new team  
you the implementation of personnel marketing measures for a defined  
target group in Germany.  
· You identify, design, plan and manage HR  
Marketing measures, educational sponsorship, HR campaigns and individual  
media appearances for a defined target group.  
· You are responsible for activities within the scope of cooperations and are  
Main contact for defined universities.  
· You monitor the KPIs of the HR marketing activities to ensure that they are appropriate  
derive recommendations for action.  
· You advise on personnel marketing measures and manage one  
allocated budget.  
· You are actively working on an up-to-date and complete  
knowledge documentation of their own field of work and are active in  
communities and in projects.  
  
\*QUALIFICATIONS\*  
  
  
· Successful degree or completed commercial  
vocational training  
· Relevant experience in HR marketing and employer branding  
· Structured way of working, quick learner, open demeanor  
and intense creativity  
· At least first practical experience in the organization of  
events and in the implementation of media HR campaigns  
· Ability to identify customer and partner needs  
and build stable relationships  
· Convincing and effective communication in German and  
English language  
  
\*BENEFITS\*  
  
  
· Flexible working hours so you can organize your workday and your  
Shaping your private life according to your needs.  
· Location-independent working models with defined presence days in Berlin  
and place of residence in Germany.  
· Gross annual salary (full-time): €43,000 – €47,000, depending on  
qualification and work experience.  
· 30 vacation days as well as special vacation and sabbatical models.  
· Development talks and programs to help you reach your potential  
can exploit..  
  
\*ABOUT US\*  
  
  
Do you have any questions about the process or the position? Leona Licina,  
leona.licina@basf.com  
  
As an international service hub, BASF Services Europe GmbH bundles a  
Variety of services for the BASF Group throughout Europe. In the heart  
Berlin, we combine know-how in the areas of finance, HR and supply  
Chain, procurement, product safety and IT. Digital and customer-centric  
we design services with a future. Find out more about us and our  
location-independent working models at: basf.com/servicehub-berlin  
  
  
\*At BASF, the chemistry is right.\* Because we rely on innovation in our  
solutions, on sustainability in our actions and on solidarity in  
our thinking. And to you. Become part of our formula for success and  
develop the future with us - in a global team that embraces diversity  
lives and advocates equal opportunities regardless of age, origin,  
gender, sexual identity, disability, religion or belief  
uses.  
  
Please note that we do not accept paper applications including portfolios  
send back. Please only submit copies and no originals  
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