

Press Release

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Voith Industrial Services Searches for Technical Professionals by Means of Heroic Stories

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- **Heroic stories promote barely noticed professional groups**
- **Science fiction as genre for the envisaged target group**
- **Potential applicants are addressed by means of text, video and audio book**

Voith Industrial Services provides multifaceted technical support for automotive manufacturers and suppliers with production processes on site. In order to find new qualified employees for these demanding but barely noticed tasks, the industrial service provider adopts new approaches:

Six fictional heroic stories rooted in the science fiction genre show the main tasks of the following job profiles in a completely different light: maintenance technician, industrial electrician, mechatronics technician as well as robot and PLC programmers.

The stories can be downloaded in written form or as audio books. In addition to that, short animated video clips were produced for each job profile taking up a key feature of the respective profession. The vine videos convey the activities of highly skilled employees to the viewer within just six seconds. These media elements can all be directly accessed via an interactive job advertisement.

The six “heroes” play also key roles in the industrial service provider’s real everyday working life. “At our company, people are the most valuable asset”, says Michael Witt, recruiter at Voith Industrial Services. It is therefore all the more important to address them as equals and in an interesting context. We also want to show that we offer great opportunities as an attractive employer”, he continues. The course has been set – if required, the heroic stories can be adapted to other professions and activities.

Robindro Ullah (*Deutsche Employer Branding Akademie*) supported the team with implementing Voith Industrial Services’ innovative concept.

Direct link to the six heroic stories (currently only in German available):
<http://voith.com/karriere-automotive/stories-1014.htm>

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About Voith Industrial Services:

Voith Industrial Services is one of the leading providers of technical services for key industries such as the automotive, rail, energy, chemical and petrochemical industries. In 2014/2015, the company generated sales of €1.0 billion with about 17,200 employees at about 200 locations worldwide.

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