



Employer branding for experienced candidates

Are you passionate about HR, recruitment and employer branding? If yes, the HR Business Partner team has a challenging and business critical topic, we would like your help to solve.

Consumer Denmark (CDK), located in Aarhus, is responsible for sales, marketing and customer logistics for the Danish market. The HR Business Partner team for CDK consists of 3 HR Business Partners. We provide dedicated HR sparring and deliverables that enable the business to meet our strategic goals.

The project we offer you

With the ambition to be 'employer of choice' for both internal and external candidates, and to improve CDK's image externally, the purpose of the project is to gain insights into how to attract experienced candidates to our functions. With 'experienced candidates', we mean candidates with relevant educational background and 5+ years of functional experience. More specifically, we would like you to:

1. Identify existing barriers for applying for jobs at Arla Foods
2. Suggest improvement areas in our employer branding activities towards the target group

3. Identify future demands from the target group

The outcome of the project will be used in our future employer branding activities.

Student qualifications

We are looking for a student with a background in HR, business administration, psychology or similar. But most importantly you must be curious and passionate about what makes organisations and people perform at their very best.

Furthermore, you are extrovert, able to work independently and a strong relationship builder.

How can you apply?

To apply for this thesis topic please send a synopsis and your CV to thesis@arlafoods.com no later than November 1 2015 with the subject name "06 ANNKL". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 13 2015.