



Press Release

Hamburg, September 2017

Recruiting campaign: over 100 employees as corporate influencers to showcase OTTO as attractive employer

Starting in October, the online retailer OTTO will launch an internal Job Ambassador programme, with more than 100 employees to be trained as ambassadors for the company. The goal is to introduce OTTO's unique culture and working environment to potential applicants and urgently-sought specialists.

More and more employers – particularly in the tech sector – are fighting for the same young talent, while the number of qualified specialists is dropping. OTTO has conceived the Job Ambassador programme to beat the competition and establish a prime position to recruit the best young talent: “Our colleagues are the best ambassadors for OTTO. Nobody else can report so credibly on our working environment, the tasks at hand and the prospective team as they can. This makes our corporate influencers the future of recruiting“, says Angela Peipers, Junior Consultant, HR Marketing OTTO.

The employees who take part in the Job Ambassador programme attend in-house seminars on social media and HR communications, as well as courses geared towards presentations and diagnostics. Job Ambassadors thus acquire the skills to present OTTO's current topics and developments at industry events or online, conduct job interviews with potential applicants, or accompany application processes.

For example, OTTO is looking for ‘socialisers’ who represent the company at recruiting events and in blogs, as well as so-called ‘multipliers’ who provide insight on Instagram into a typical working day at OTTO. Among those also in demand are specialists, creative,

Otto (GmbH & Co KG) • Corporate Communications • Werner-Otto-Straße 1-7 • D-22179 Hamburg
Tel. +49 (0)40 64 61 8732 • Fax +49 (0)40 6464 8732

local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Petra Scharner-Wolff • Hanjo Schneider

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

contacters and co-recruiters who, after learning these skills in recruitment courses, can interview job applicants on an equal technical footing.

“The further development of the otto.de platform is one of the most exciting projects in the European e-commerce sector. We would like prospective applicants to receive first-hand information from colleagues on what to expect at OTTO – in other words, our colleagues become influencers and also help choose their own future colleagues”, says Katy Roewer, Member of the OTTO Management Board, Service and HR.

The Job Ambassador programme is just one of the numerous initiatives geared towards recruiting suitable talent for OTTO and retaining these employees long-term. The new [E-Commerce internships](#) the company is offering, [the employee recommendation tool Triplewin](#) and modern active-sourcing methods are all an integral part of the online retailer’s recruiting programme. OTTO is currently offering more than 200 jobs in Business Intelligence, E-Commerce and IT alone.

Further information and photos are available at: www.otto.de/unternehmen/en.

Press Contacts:

Eugenia Kirchmeer: +49 (0)40 6461 3629 / eugenia.kirchmeer@otto.de

Nick Marten: +49 (0)40 6461 4336 / nick.marten@otto.de