

International recruitment campaigns

Empower
your career
- think Denmark

Foto: Ursula Bach

Attract international specialists through targeted, free recruitment campaigns.



Talent Attraction Denmark promotes Denmark as an attractive career destination to international specialists by implementing targeted recruitment campaigns in collaboration with Danish companies.

The Talent Attraction Denmark campaigns are a complement to your company's existing recruitment efforts. The campaigns target passive job seekers among international specialists working within cleantech, life science and ICT.

The benefits for your business:

- Exposure to relevant audiences, which often cannot be reached through traditional recruitment channels
- Increased traffic of relevant applicants to your website and the specific job posts.
- Opportunity to participate in multiple campaigns simultaneously, if your company has jobs in several sectors.
- Free to participate

Promotes Denmark and specific career opportunities

The Talent Attraction campaigns tell the story of Denmark's exciting business environment and of career opportunities within the target groups' academic field. For example, campaigns has included marketing in scientific journals, through professional organisations on LinkedIn, via alumni networks, at conferences and on other platforms where international specialists might seek information about their field of study.

The campaigns highlight the Danish work culture, including the opportunity to combine career and family life, while showcasing Danish companies and their specific job openings in Denmark.

The only requirement to participate in a campaign is that your company has one or more vacancies within cleantech, life science or ICT, which can be filled by an international candidate.



29%

conversion rate

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Many professionals in the IT industry are so attractive that they are not looking for jobs – it is us with the jobs who are looking for them. For this reason the campaigns that brand Denmark through channels other than job portals is a very good way to reach them.

Linda Wendelboe, Public Affairs & Brand Manager,
Microsoft Development Center Copenhagen.



See the campaign

www.talentattractiondenmark.com

What should your company contribute with to participate?

- Logo and a brief description of the company in English.
- Link to your career site.
- One or more vacancies in English in cleantech, life science or ICT.
- A brief evaluation of the campaign's value for your business.



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