

Recruitipedia Germany



Insights into recruitment in Germany

Welcome to Recruitipedia: ExecutiveSurf's occasional review of the talent landscape around the world, this month featuring Germany.



82.1 Million
Population in Germany



1.8%
Projected GDP rate



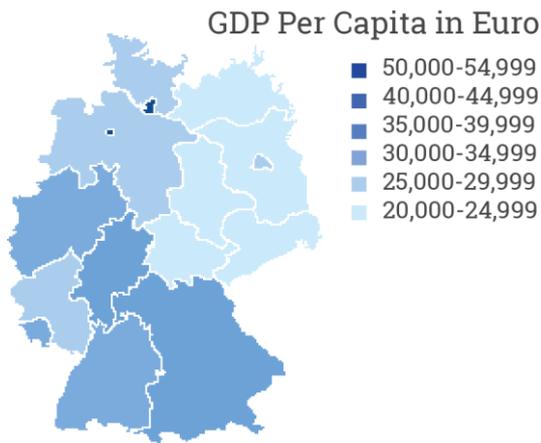
86.2%
Internet users



7.6%
Unemployment rate

Germany is made up of 16 federal states and these states have a large measure of autonomy, rather than centralised rule. Business and employment reflect this geographical diversity, with different cities often being hubs for specific types of work. Frankfurt is Germany's centre of banking, Düsseldorf of advertising, media and fashion, whereas Berlin is Germany's major hub for new media and online start-ups. Hamburg has shipping and logistics and Munich and Stuttgart are renowned for their automotive industry as well as machinery and engineering companies.

The German workplace is progressive in regards to worker's rights and labour laws, but the job market is still fundamentally conservative. Even though there is an estimate of 7,000 recruitment companies in Germany, their use is not common. This is due to many companies' extreme preference for and often effectiveness at recruiting internally to source talent.



The market is complex with its strong regional structure. This makes it difficult for recruiters to encourage candidates to relocate to another region. At the same time, due to near full employment – especially in the more sought after disciplines - and the fact that the German market is a candidate driven, as opposed to an employer driven market, it is extremely fast moving.

Employers have to act quickly and have to propose a very compelling package (not solely financial) in order to secure the best talent. At the same time, the poaching of candidates can still carry the stigma of poor form and violate various sections of the German Unfair Competition Act. Headhunting is severely restricted in Germany and firms using the practice still regularly receive irate or threatening and occasionally outright litigious communications from the targets of their work.

Amazingly, companies still advertise positions in newspapers besides using websites like Monster or Stepstone and small regional websites. Monster is the number one job site in Germany. Generalist jobsites such as these are bucking the trend in the rest of the world where they appear to have had their day. Witness the cost of an advertisement on Monster in Germany – around twice the price of the same ad in the US. Additionally jobseekers tend to prefer the process of applying directly through a company's career page, which accounts for the popularity of sites like JobStairs.de where German companies jointly market their vacancies, which then link back to their individual career sites.

When it comes to applications and resumes, great importance is placed upon education and qualifications. When applying to a German company as a foreign candidate, make sure your CV is in a German format (many examples can be found online) and includes your educational history. Even though most companies today accept email applications, believe it or not, some will still require a hard copy of your resume sent to them via mail.



Xing is the most popular social network for professionals in Germany with 7,17 million members. LinkedIn, the world's number one, is a smaller player with around 5 million members but the network is gaining ground rapidly.

One point to note is that the method of approach towards a German professional on a social network is radically different to that used in most other markets. The norm is for a German candidate not to accept an invitation to connect by a stranger. The default position is one of caution. Language used and method of approach become game-changers as a result.

Germany faces exciting developments in its job market, and given that it is so fast moving , there is much interest in the country's potential. Many recruiters see Germany with its stable economy and market growth opportunities as an important strategic region for both businesses and job seekers.

We hope you enjoyed this issue of Recruitipedia. If you want to know more about what ExecutiveSurf can mean for you or your business then don't hesitate to contact us! In our next issue we will be covering the United Kingdom.