

IT TALENT RECRUITMENT CAMPAIGN

Software Engineer and DevOps Engineer

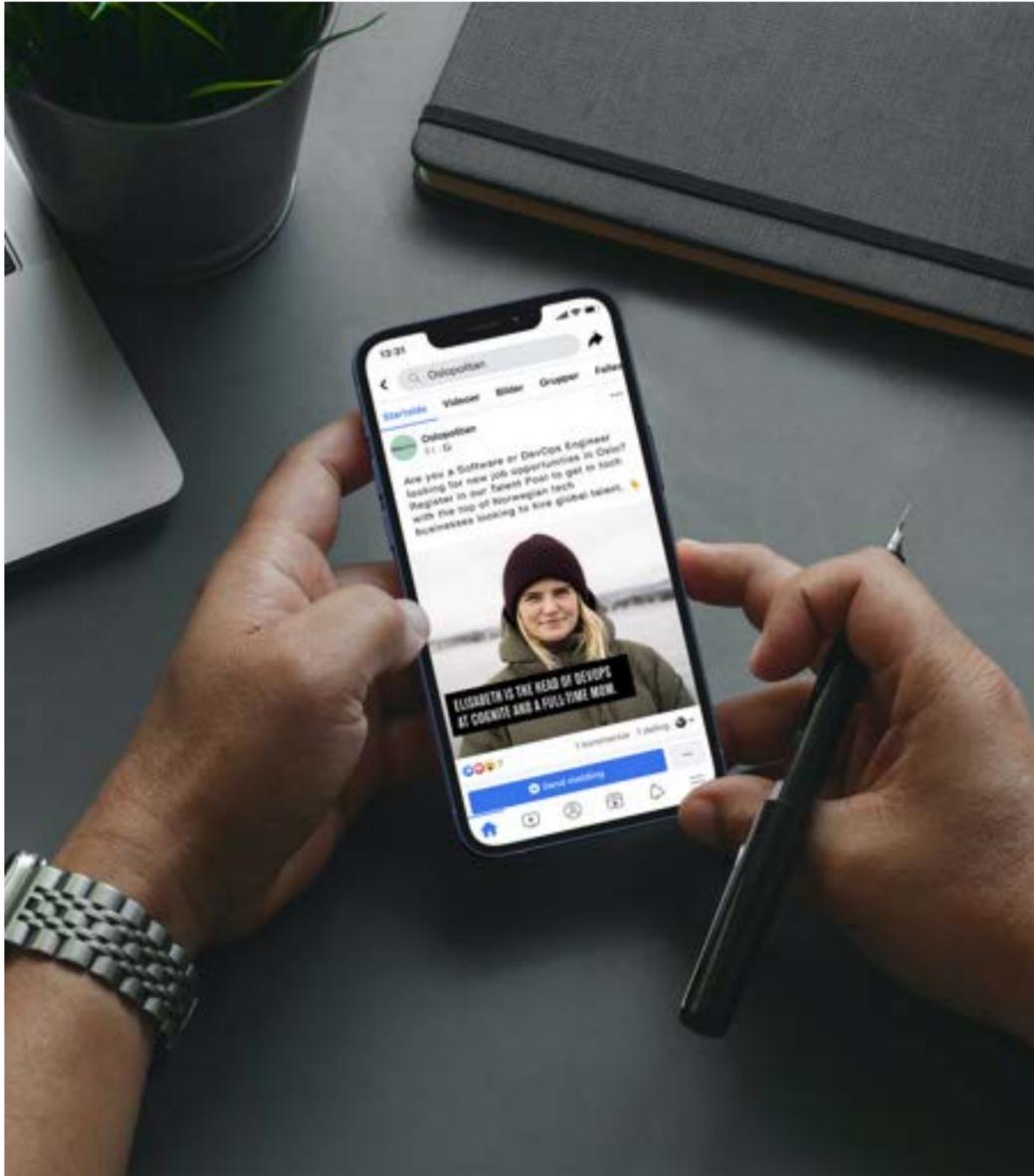
Collaborative talent attraction

Mari Strømsvåg



Osloregionen

Join the campaign - for free!



The campaign contains:

- Place and employer brand campaign
- Marketing of your company
- Marketing of specific jobs
- Build a relevant talent pool
- "Leads" to recruitment

Why are we doing this project?

There is clearly a market failure as there is not enough access to the tech talent that the businesses in the Oslo region are in need of.

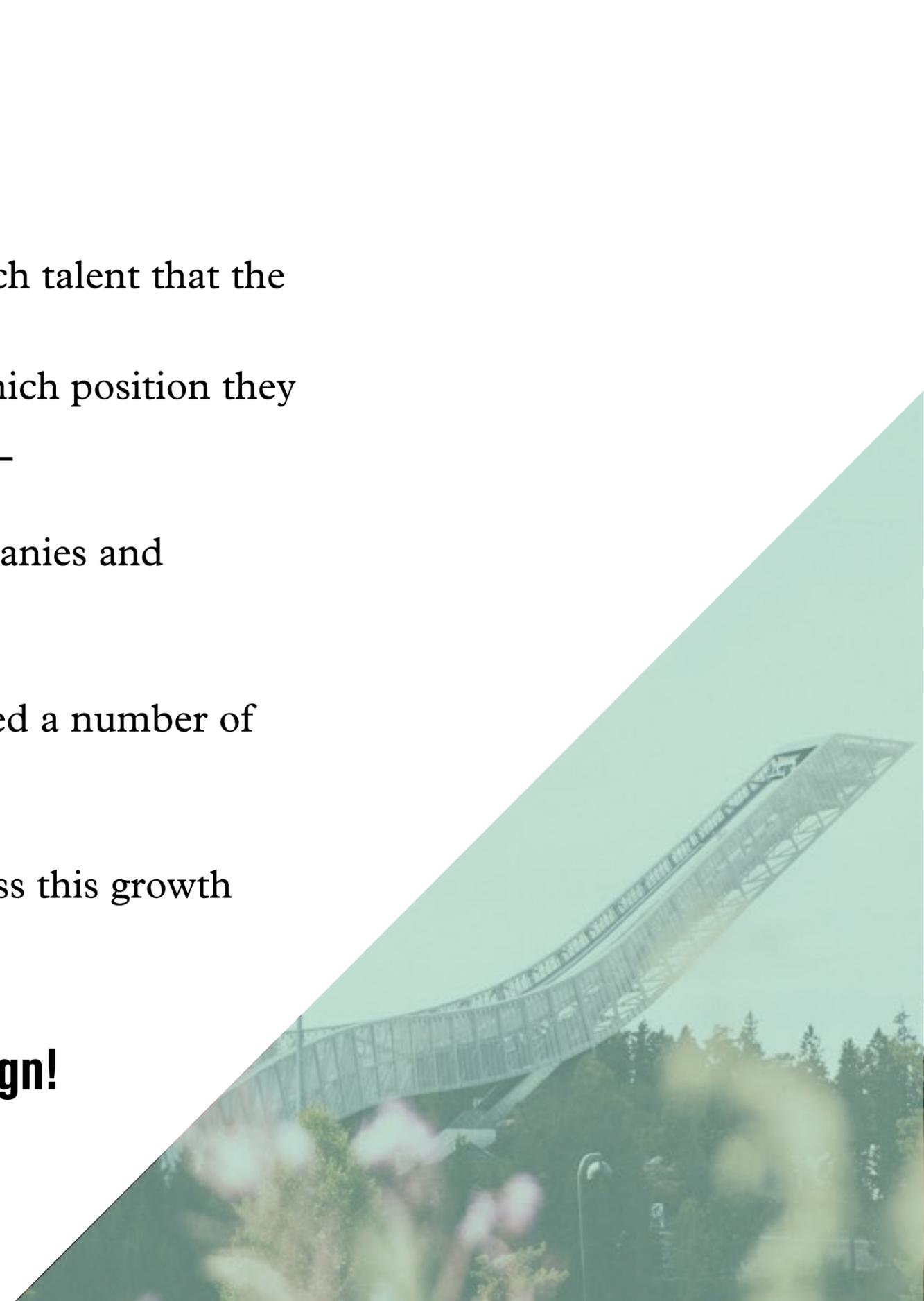
Therefore, we have been in contact with multiple companies asking which position they constantly need to recruit: Software Engineers and DevOps Engineers.

Lacking talents in these two positions is becoming a problem for companies and ultimately Norwegian economy.

In recent years, Oslo Region Alliance and partners have already initiated a number of successful interventions focused on attracting and retaining talent.

Now is the time to further develop and scale up the approach to address this growth challenge.

We invite you to join our collaborative talent attraction campaign!



Aspiration - what we are trying to achieve

- 1) Develop a talent attraction concept and pilot campaign activities to increase the awareness of the greater Oslo region as a career destination
- 2) Build a talent pool of Software Engineers and DevOps Engineers for employers in the region
- 3) Pre-screening & activation of candidates
- 4) Distribute candidates among the participating employers



"What's in it for you?"

- The company get join the first-ever joint recruitment campaign for the region
- The company get visibility towards new potential applicants
- The company will get a certain amount of potential applicants: Software engineers and DevOps Engineers
 - The two most sought-after candidate profiles (positions we are in competition with the whole world to get)
- Free of charge to try a new recruitment method
- Be a part of the solution to a problem that the entire business community experiences and bring more of these sought-after candidates to Norway



What's the catch?

There is no catch!

What we ask for in return to be a part of the campaign is:

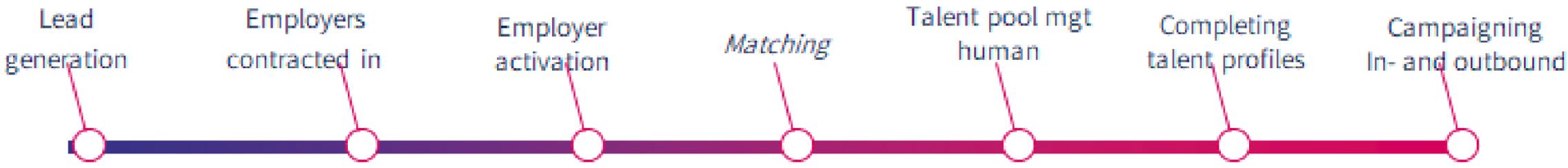
- Contribute with insights about target group profiles, personas, and channels to reach out intended audience
- Participate in implementation and working meetings (online)
- Early and constructive feedback on candidates
- Adaptation to the individual recruitment process (to your needs)
- "Ambassador candidates" - suggest employees as an "ambassador" for the campaign and your company
- Contribute to campaign evaluation



Concept, technology and timeline



Scope



Communciation and Recruitment Concept

Attention →

Find candidates through social media

Involvement →

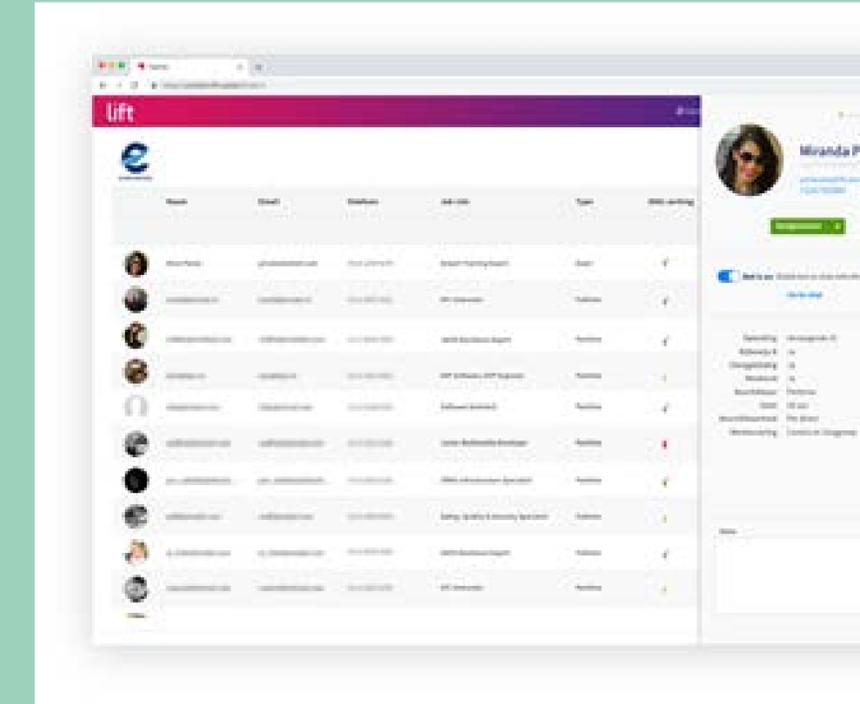
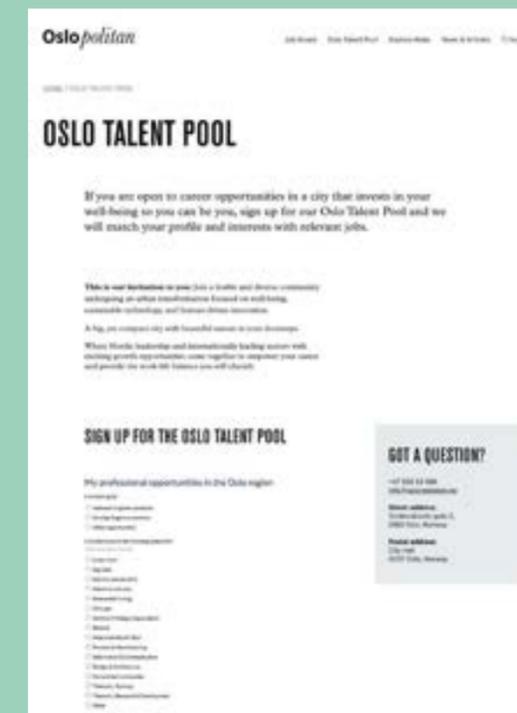
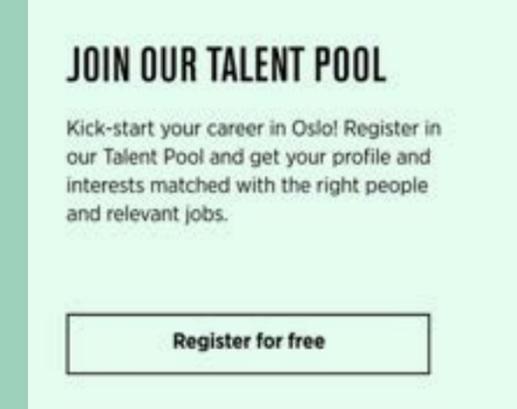
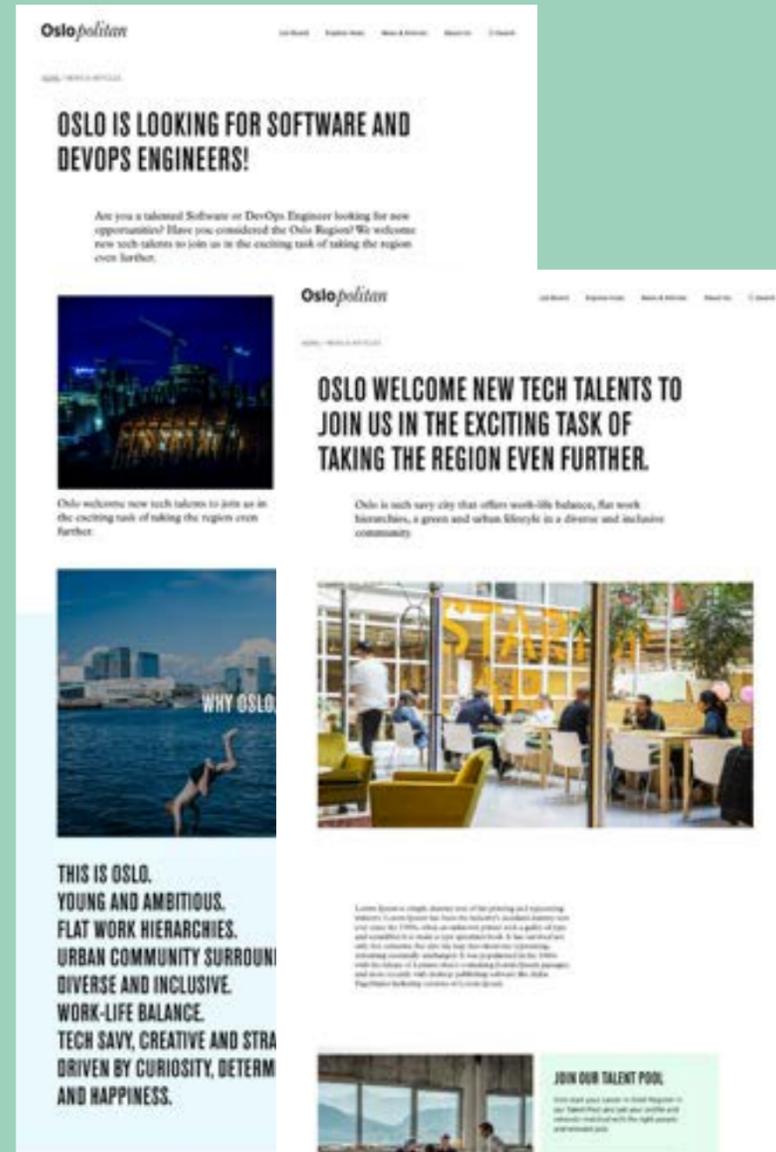
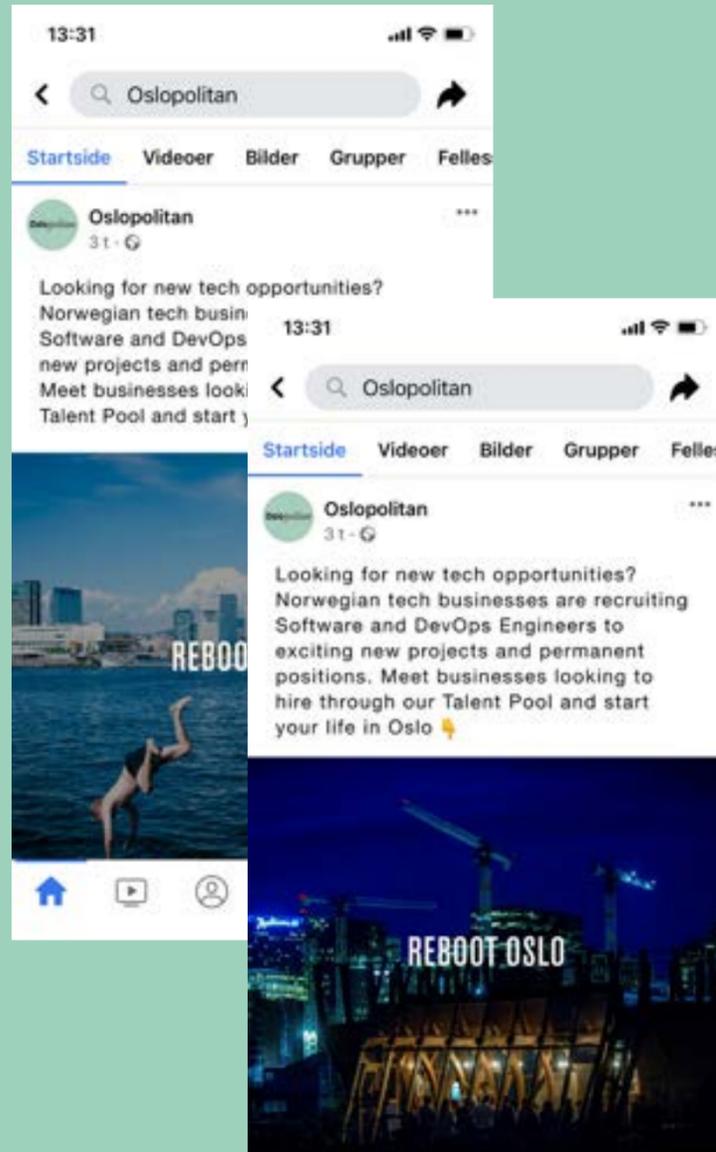
Location and employer branding

Conversion →

Convince of signing up for Talent Pool

Sourcing →

Source candidates and select to companies



Project timeline

Important dates:

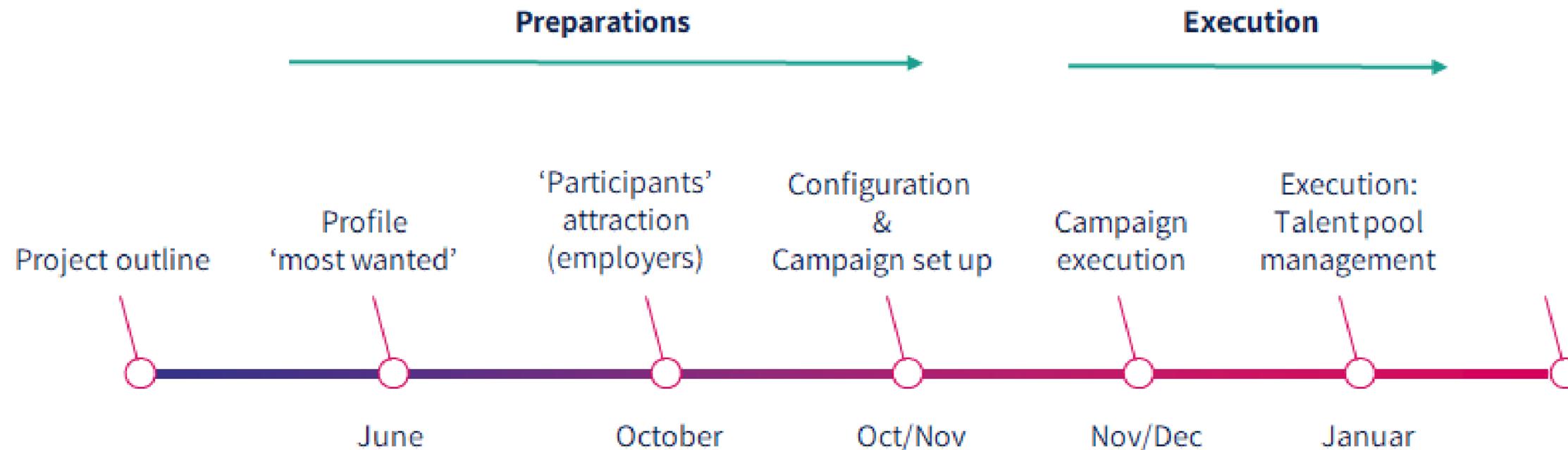
October 29 - info session

November 3 - deadline to join campaign

November 10 - Campaign start

December 31 - Campaign ends

January 3 - Start evaluation by recruiters



Quantitative campaign objectives

- 8-15 employers ‘contracted in’
- 1-3 recruitment agencies selected to review candidates
- 500,000 impressions (seen ads)
- 300 candidates talent pool registration
- 100 pre-selected candidates in the Talent Pool to be reviewed by recruitment agencies
- XX hires
We leave that to employers!



Quantitative campaign objectives

Osloregionen and Future Place Leadership:

- Project management
- Campaign lead
- Talent liaison through CRM solution

Los&Co

- Campaign production and distribution

Recruitment agencies (to be onboarded)

- Pre-selection & distribution
- Process feedback

Companies

- Alignment of campaign project in own recruitment process
- Evaluate candidates
- Process feedback



Team



Osloregionen

The Oslo Region Alliance (Osloregionen) was established on January 1, 2005 and today consists of 65 municipalities, including the City of Oslo. The region of Oslo has about 2.3 million inhabitants and is Norway's most important business region.

The alliance is a collaborative, political membership organization with a goal to strengthen the Oslo region internationally as a competitive and sustainable region.

One of the core activities of the Oslo region is the work with international marketing and branding of the Oslo region to attract international talent, tourists, students, investors, and others.

In 2015, the Oslo Region Brand Management Strategy was created together with Oslo Business Region and Visit Oslo.

To improve talent attraction for the Oslo region, the Oslopolitan website was created in 2020, to inform, attract and retain international talent in our region. In 2021, the Oslo Region Alliance have initiated several projects for recruiting international talent, including the digital Oslo International Career Fair on September 28, 2021.

Contact person: Mari Strømsvåg (mari.stromsvag@osloregionen.no and +47 975 83 987)

Oslo *politan*



Future Place Leadership

We are a Stockholm based Nordic management consultancy specialising in the development, innovation and marketing of places.

Our mission: We make places more attractive, connected and sustainable for people and business, by helping them to turn the grand challenges of our time into opportunities. In short, we make places great.

We specialize in Talent Attraction Management for places, where we work with the leading entities in Europe on strategic direction and operational support.

Our Talent Attraction Management model has been widely adopted in the market.

Client references available upon request. Cases available here.

Contactperson: Morten King-Grubert (mkg@futureplaceleadership.com)

Future Place
Leadership™

Los&Co

At Los & Co, we take pride in taking on the core challenges facing our clients. By combining creativity, business knowledge, advanced technology and a strong network, we strive to become our clients' most important commercial partner.

To us, creativity is strategy and advice that sees possibilities and creates solutions. Creativity finds expression in unexpected concepts and new technology. Creativity shows in surplus skill in every step, from concept to finished solution. It is design, communication, media advising, products, services and everything else that results in people seeing our work and saying: Why didn't I think of that?

After 10 years of creative problem solving, we've developed a strong sense of which challenges we can work with and which we should politely decline. By being selective, we allow our creativity and strong ideas to flourish where it counts: in the real world.

[See some of their work](#)



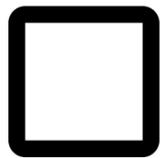
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Next steps



Yes, our company want to join this campaign!

Send an email to Mari Strømsvåg (mari.stromsvag@osloregionen.no)



This is interesting, but want to learn more before we commit.

A launch meeting will be held on Friday October 29th, at 13.00-13.45.

[Click here to register](#) for the launch meeting (digital)

Deadline to register for the campaign: November 3rd, 2021



For all participating companies, there will be an kick-off meeting for companies and recruitment agencies on November 4th (what time work for you Morten?).