

Inditex Careers HR SMM

Maxillence for Inditex Russia affiliate

July 2019

BIG IDEA

“More than a job”

Inditex is a **brand**
that needs to **engage**
the people we want to **recruit**

Inditex career offers a
rewarding job experience

- ✓ new friends
- ✓ new life style
- ✓ travel
- ✓ self-development
- ✓ ability be close to fashion
- ✓ be trendy
- ✓ do interesting things,
- ✓ be expert in fashion,
- ✓ financial independence,
- ✓ new opportunity,
- ✓ work as team,
- ✓ keep on moving etc)

GOALS



Increase Inditex Awareness

Positioning Inditex as the employer for our brands and as a company committed to talent

Grow Inditex Knowledge

Sharing direct, practical and useful info to attract the right talent.

Establish Quality relationships

Building strong relationships between Inditex company and current and future employees.

Provide for Communication and interaction

Making communication between company and candidate easier.

Creativity and innovation

Potentiating creativity and innovation to engage with the best candidates.

Target Audience

STORE TEAM

18-25 years old

Student

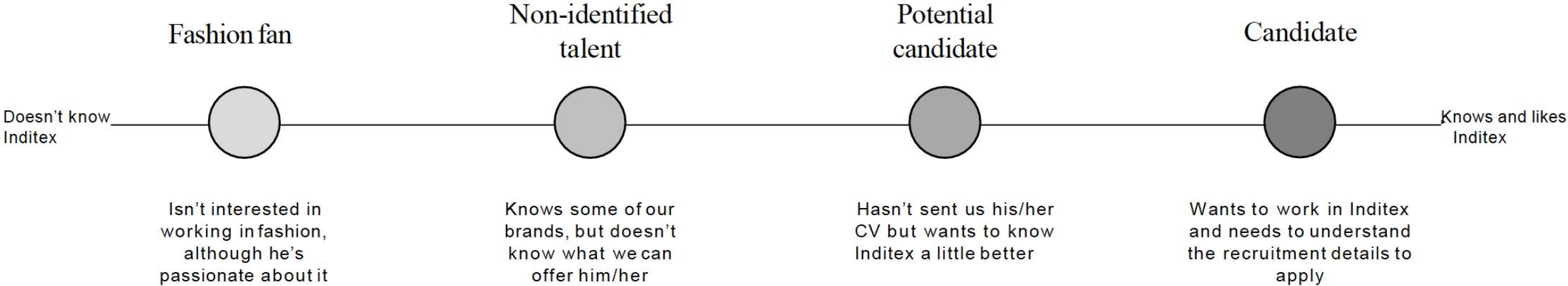
Interested in fashion

Milennial candidate

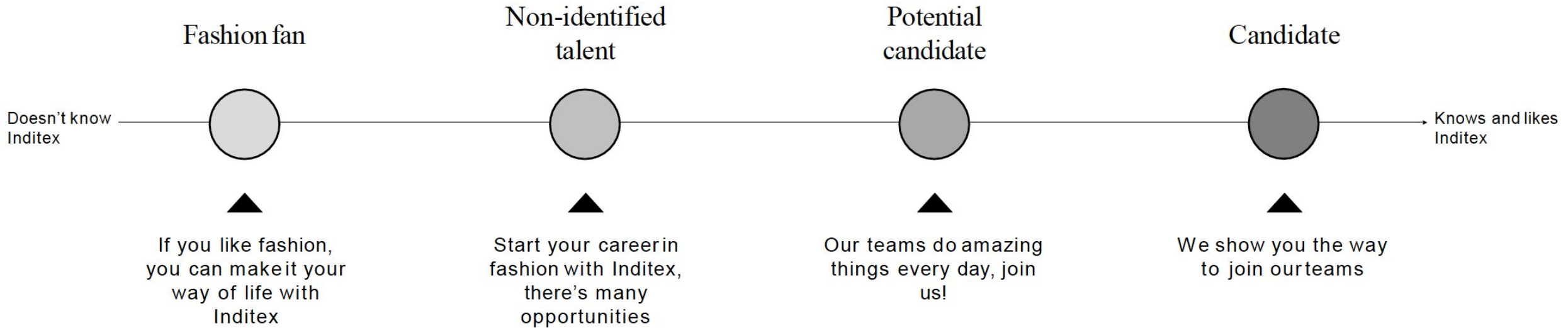
- Uses social media to look up information about companies
- Wants to live a rewarding job experience
- Needs to know the values of companies
- Looks for a place where he/she can develop professionally

- ✓ 18-25 years old
- ✓ Student of University or college
- ✓ Location of studying and leaving
- ✓ Interested in fashion, beauty, design, art, cinema, music, photo, sport, travel etc.
- ✓ Looking for a part time job or full time (first job)
- ✓ To combine study and work
- ✓ Focus on job and career in fashion retail in our brands
- ✓ Active people , with high communication skills,
- ✓ Have friends from Inditex
- ✓ Comfortable in new situations and meeting new people
- ✓ optimistic and positive person
- ✓ Interesting of new technology
- ✓ Like social responsibilities
- ✓ Follows fashion accounts in SM
- ✓ Client oriented
- ✓ Proactive, multitasked, adaptive and stress resistant
- ✓ Teamwork oriented

Target audience path to become Inditex candidates



Candidate path and campaign tasks



Brand



Our brands
Our history
General information

Engagement



Our vision
Our people
Our values

Recruitment



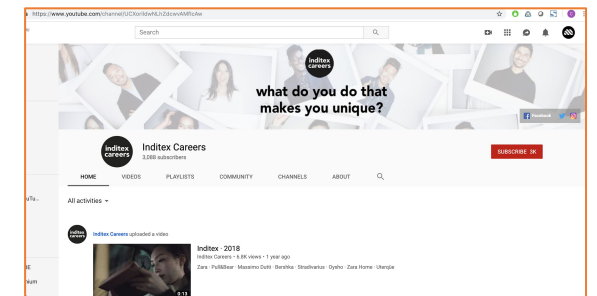
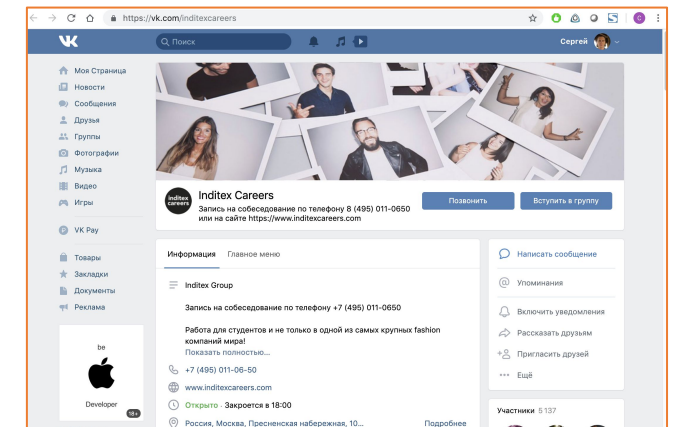
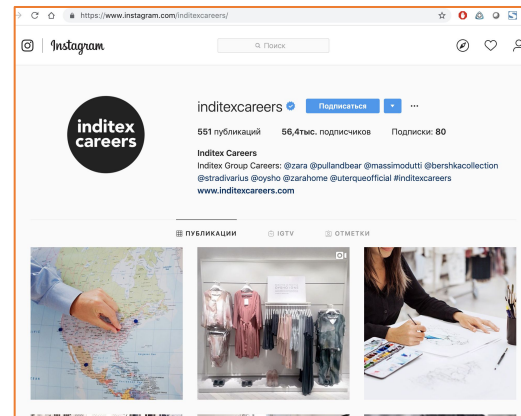
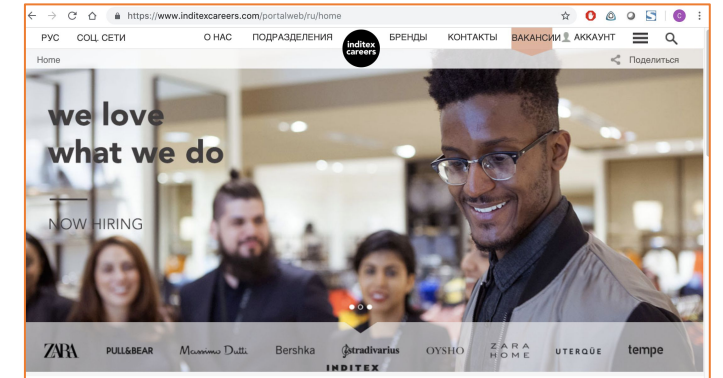
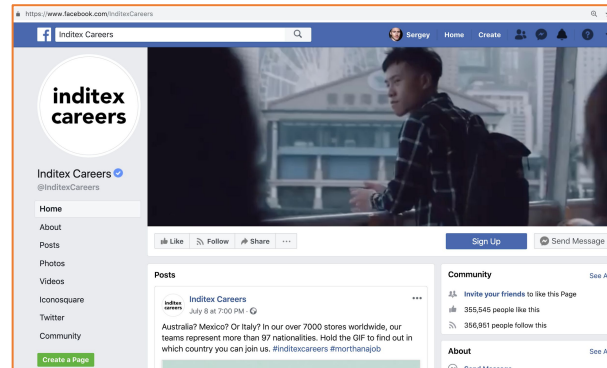
Candidate orientation
Job offers
Recruiting events

Guidance & Inspiration

Social media

Inditex Careers

inditex
careers
—
brand
book



Deliverables

VK.com

4 global posts and 9-12 local post in different format (13 – 16 posts) per Month

Service:

- Strategy
- Content plan
- Production (foto / video/ GIFs/ Animation) + adaptation
- Promotion
- Community management
- Reporting

Instagram (will be promotion with link on VK.com)