

Step Three - I Promote the Job Opportunity

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WITH WHOM do I take this step?

- The Talent Attraction partner (recruiter) assigned to my job request
- My internal network to boost internal mobility
- My external network to attract external talents.



MY CHECKLIST & links to TOOLS

What are the critical outputs of this step **before** going to the next?

- a. **Social media** (LinkedIn/WeChat...) and your network are activated
- b. Job posting is promoted actively internally, and among relevant networks (Alumni, Professional networks, Chamber of commerce, Schools...)
- c. I activate my team and the **Referral Program**: employees can be rewarded for promoting the vacancy towards external talents
- d. I've checked the **Employer Value Proposition** and supporting arguments about why to join Syensqo today and explain Po2.



HOW I CAN BOOST ONE DIGNITY & SUSTAINABILITY

- Is the job opening one that will not easily attract diverse talents and reach gender parity in the candidate shortlist ? Don't forget your TA partners cannot crack the gender parity gap on their own, decide as a management team to go for a diverse profile on this hiring.
- What talent pools / partnerships (e.g. ERGs for internal, professional bodies for external) might we consider to attract a diverse pool of candidates?

AND NOW, WHAT CAN I EXPECT?

Word-of-mouth promotion has the best impact! We trust that your efforts will bring more traffic to your job posting and will catch the attention of stronger profiles.

The results can be followed through your **TA tool** access and during your touchpoints with the TA Partner.

[Click here for STEP FOUR - I Evaluate Applications](#)

