

press release

Bologna, 07 March 2018

Hera consolidates its leadership in Italy for its ability to attract talents

Again this year, the renowned Swedish research company Potentialpark has included the multi-utility among the most "talent-friendly" companies, thanks to its online communication aimed at young graduates looking for their first job.

Once again, the Hera Group ranked among the most "talent-friendly" companies in Italy. This was the outcome of the new Italian edition of the Online Talent Communication study carried out by the Swedish research company Potentialpark, which drew up the list of companies that, due to their online communication, are most attractive to job seekers. The significant result came just a few weeks after Hera obtained another major recognition in the field of human resources: the Top Employers certification, for quality standards regarding employment conditions.

In addition to entering the Top Ten for Italy, in the 2018 edition of Potentialpark, the multi-utility was singled out both for the accuracy of the section of its website dedicated to aspiring candidates, and for the development of new forms of communication, using social networks. More in detail, the continuous improvements to the "Working at Hera Group" section of the company's portal (www.gruppohera.it/gruppo/lavorare_gruppohera) have earned it the third step of the podium, while it gained eight positions in the social media area compared to last year, thanks to the growth of forms of interaction on the company's LinkedIn page, the leading professional platform, where today Hera has more than 30 thousand connections, and thanks also to the use of other channels, starting with Twitter.

These results are significant and can be attributed to the Group's constant commitment to creating, disseminating and personalising content and information on human resource policies through the many online communication channels. These are spaces, that in addition to providing information on open positions, help candidates familiarise with the company, access information on offers for internships, training courses or agreements with universities and understand the selection process to join the company.

Dedicated applications let users interact with the site, find out how compatible they are with a multifaceted company that is active in many sectors such as is Hera, get an overview of remuneration policies, contracts, work training, the help offered to facilitate a balance between private life and professional career, learn about the "Hextra" integrated corporate welfare plan and familiarise with HerAcademy, the corporate university.

USEFUL LINKS

www.gruppohera.it

CONTACTS

Cecilia Bondioli
Manager
Hera Press Office
cecilia.bondioli@gruppohera.it
+39 051.287595 – +39
320.4790622



"In an increasingly competitive and challenging context, we need to know how to adapt continuously in order to attract talents that allow the company to keep up with the times - commented Giancarlo Campri, Central Director of Personnel and Organization of the Hera Group. That is why we are particularly pleased with Potentialpark's recognition, and it confirms that we have chosen the right direction. Both inside and outside the company we have always tried to promote two-way communication that is focused on the Group's values, on its growth objectives and on how we can achieve them. Personnel development is one of the levers to achieve these results and explaining what we do, through forms of storytelling and employer branding, is instrumental not just to promote the company, but to get in touch with people that can add value and contribute to our growth."