

**press release**

Bologna, 1 March 2019

## **Hera always top for its ability to attract talents**

*For the third consecutive year, the multiutility is awarded by major Swedish research company Potentialpark for being the most “talent friendly” company in on-line communication targeted at young new graduates looking for employment. An award received just a few weeks after the prestigious Top Employers certification for the job conditions offered to employees.*

Just a few weeks after the Top Employers certification, the Hera Group is confirmed among the most “talent friendly” companies in Italy for the third consecutive year. This is proclaimed by the new Italian edition of the Online Talent Communication studio, created by the Swedish research company Potentialpark which, each year, compiles the classification of companies that, through on-line communication, are more attractive for candidates looking for work.

In the 2019 edition of Potentialpark, the multiutility, in addition to joining the Top-Ten Italia, obtained an excellent position in three categories: first place in the ATS category, for the quality of the portal through which applications are managed; second place for the Mobile category, for the ease with which candidates can apply using a mobile phone/smartphone; third place in the category “Career Website”, thanks to the constant improvements made to the “Working at Hera Group” section on the company website ([www.gruppohera.it/gruppo/lavorare\\_gruppohera](http://www.gruppohera.it/gruppo/lavorare_gruppohera)).

Significant results attributable to the constant commitment shown by the Hera Group to creating, disseminating and personalising content and information on the policies regarding human resources in the different web communication tools: from the positions open to internship offers, to training courses or agreements with the universities.

In fact, numerous activities were implemented in the field to make the application process easier and provide all the necessary information for understanding “life” at Hera. As regards social networks, the multiutility is recognised for its good strategy both in terms of promoting open positions and the content of the activities described, thanks to the growing interaction through the company page on LinkedIn, the professional platform par excellence, where Hera now has more than 46 thousand contacts, and the use of other channels, starting with Twitter.

Hera is focusing more on so-called “digital” skills, which are characterising the profiles sought increasingly more. With Her@Futura, the survey in which more 700 people took part in the last two months of 2018, candidates can put themselves to the test and measure their digital skills.

---

### **USEFUL LINKS**

[www.gruppohera.it](http://www.gruppohera.it)

### **CONTACTS**

Cecilia Bondioli  
Manager  
Hera Press Office  
[cecilia.bondioli@gruppohera.it](mailto:cecilia.bondioli@gruppohera.it)  
051.287595 – 320.4790622

---



Lastly, through dedicated applications, it is possible to interact with the site, find out your degree of compatibility with Hera, get an idea of the salary policies, contracts, training, the methods proposed for facilitating a work-life balance, find out about the integrated company welfare plan “Hextra” and familiarise yourself with the corporate university HerAcademy.

“This additional recognition, just a few weeks after the Top Employers award, confirms our commitment at the forefront in favour of the new generations, to whom we turn our attention every day and to whom we strive to transmit the distinctive values of our company ethos: integrity, transparency, personal responsibility and continuous improvement - affirms **Tomaso Tommasi di Vignano, Executive Chairman of the Hera Group.** – The future we are heading towards, in fact, will give rise to professions that are completely unknown and, also in order to perform current jobs, it will be increasingly more important to invest in new skills and attract talents that, regardless of the generational characteristics, have the desire and ability to take on a challenge”.