YOUR COMPANY
in
”WE HIRE 45+”
ANGAJEZ
UN PROIECT GREAT HRS
45+

are you an employer?

Do you want your organization to be part of the project?

Do you know that you deserve to be recognized as a pioneer in the first project in Romania, dedicated to the 45+ years old segment in the labor market? Do you have a success story about the performance of your 45+ employees and you want to make your inclusive policy and culture known? Do you want to make changes internally and need help getting started? Do you want to benefit from national exposure and promotion? Welcome to Angajez 45+ (”We Hire 45+)!

"DO IT YOURSELF"

implement with your own team,
but with our help

1 Internal change and alignment with the principles of inclusion and diversity

- Action plan for optimizing internal processes with own resources
- Action plan for the development of new capabilities

2 Internal research - employee perception

- Internal image of the employer, desired tangible fringe benefits and perception on the organizational culture etc.

3 External communication and positioning

- Trainings for your Employer Branding team
- Consultancy in positioning and brand promotion

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we implement
for you

4 Internal change and transformation of organizational culture

- Alignment of the organization with the principles of inclusion and diversity

5 Market reseach

- Image of external employer and benchmarking with other employers, alignment of communication with the reality perceived by candidates during this period, etc.

6 External communication and positioning

- Visibility and positioning as a partner in the campaign of the project
- Dedicated promo campaign

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1 INTERNAL CHANGE AND ALIGNMENT WITH THE PRINCIPLES OF INCLUSION AND DIVERSITY

Action plan for optimizing internal processes with your own resources (support for the start-up stage of the process)

Allocation of a full day for process design, accompanied by a professional coach. Subsequent implementation will be done by your project team

Action plan for optimizing internal processes with your own resources so as to facilitate the inclusion and diversity of employees (eg defining the right mix to facilitate recruitment and integration of newcomers, action plan for developing new skills, acceleration of learning and development - strategy retention for newcomers etc.)

- Creating the project team (diverse team of relevant stakeholders in the organization) and preparing the necessary information for implementation
- Transformation design (1 day accompanied by the coach)

1. Objective setting for transformation and success indicators (quantitative and qualitative KPIs)
2. Design or re-design of processes that support transformation (Example: recruitment, onboarding process and performance management process)
3. Creating practices for training and cultivating a mindset open to diversity and collaboration (6-8 hours allocated)
4. Creating the project team action plan, which includes check-in moments in the project and monitoring progress

2200 Euro

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2 INTERNAL RESEARCH - EMPLOYEE PERCEPTION

Internal image of employer

Desired tangible fringe benefits

Employees' perception of organizational culture etc.

from € 700
(Studies can be customized according to the objectives of the department / colleagues who benefit from the final reports)

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3 EXTERNAL COMMUNICATION AND POSITIONING

Trainings for your Employer Branding, Internal and External Communication and Recruitment team:

- Marketing & Communication Basics
- Employer Branding Basics
- Social Media Basics for Communication and Recruitment
- Sales Basics with the transferability of newly acquired skills in recruitment approach
- Basics of Career Planning for Employees
- Basics of Employees' Experience

€ 1000 / training
(Trainings can be customized according to the objectives of the department / colleagues receiving training)

Consulting in positioning and promoting your Employer Brand

- Strategy and planning of actions and resources
- Implementation consulting - one-to-one sessions with analysis on successes and ideas, alignment on objectives, etc.

The budget will be established after a previous conversation
(needs, objectives, time, etc.)

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4 INTERNAL CHANGE AND TRANSFORMATION OF ORGANIZATIONAL CULTURE

Alignment of the organization with the principles of inclusion and diversity (full process support)

Allocation of several days throughout the year, from the coach, for the accompaniment of the project team in implementation and the creation of workshops dedicated to training of the new mindset.

I. The start-up stage of the process:

- Creating the project team (diverse team of relevant stakeholders in the organization) and preparing the necessary information for implementation
- Transformation design (1 day accompanied by the coach)
  1. Objective setting for transformation and success indicators (quantitative and qualitative KPIs)
  2. Design or re-design of processes that support transformation (Example: recruitment, onboarding process and performance management process)
  3. Creating practices for training and cultivating a mindset open to diversity and collaboration (6-8 hours allocated)
  4. Creating the project team action plan, which includes check-in moments in the project and monitoring progress

II. Middle of the process (meetings in the project team, accompanied by the coach, 1-2 hours / month)

- Communication about the project in the organization
- Implementation of processes and check-in meetings and monitoring of progress towards the objective (and recalibration of actions if necessary)
- Appreciating successes (announcing and celebrating them)
- Diversity and inclusion champions (models)

III. Final (2-3 hour project team meeting)

- Evaluation of achieved results
- Goals set for the next level of development and indicators of success
- The action plan

€ 1900 / day

We advise it should be a process of at least 1 year, the number of days will be established according to objectives and evolution and will be communicated previously, after the analysis of the company.

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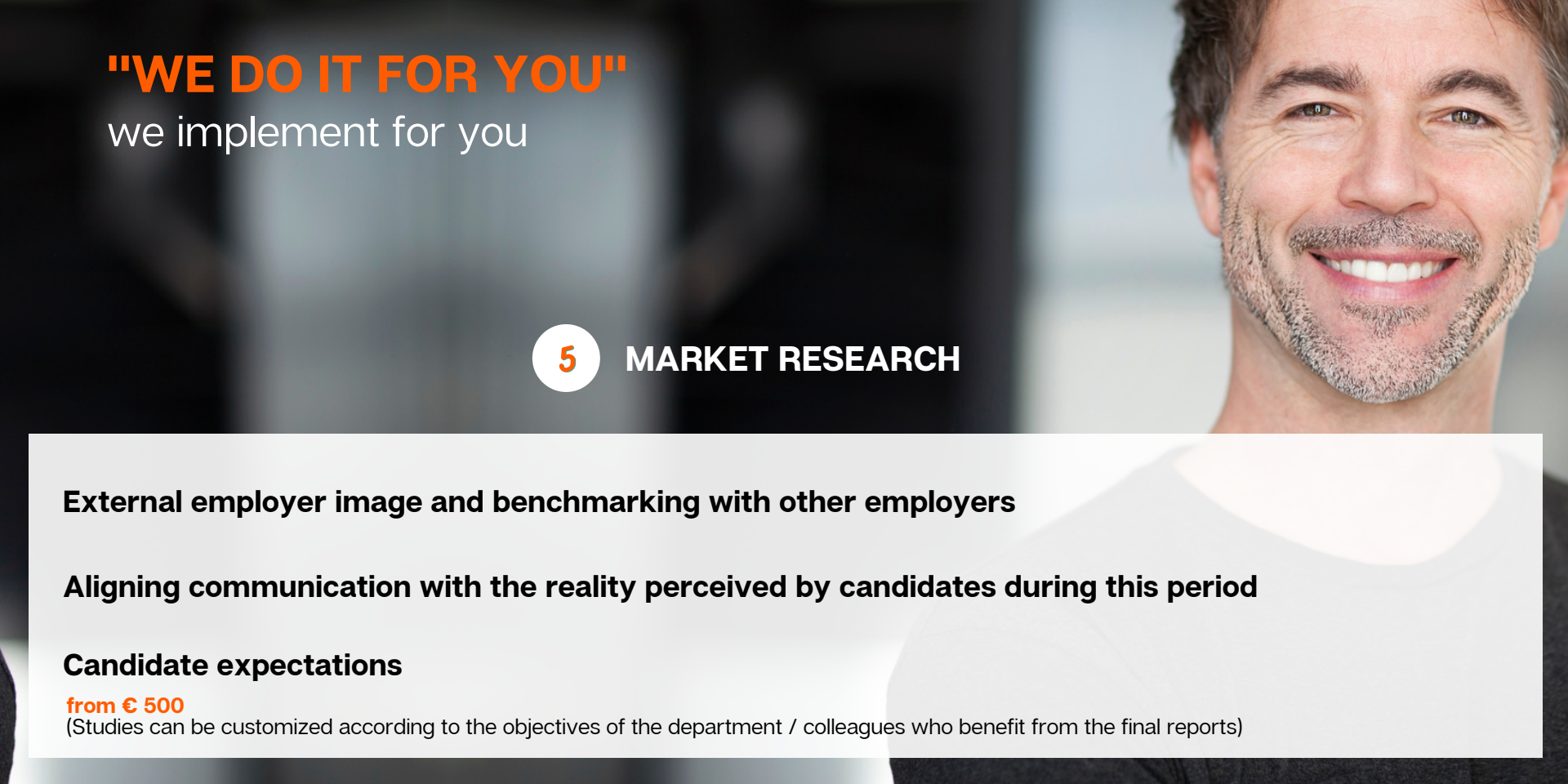

5 MARKET RESEARCH

External employer image and benchmarking with other employers

Aligning communication with the reality perceived by candidates during this period

Candidate expectations

from € 500
(Studies can be customized according to the objectives of the department / colleagues who benefit from the final reports)

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6 EXTERNAL COMMUNICATION AND POSITIONING

Promotion as project supporters

- Promotion and mentioning in the general communication campaign of the project, in order to help as many candidates as possible to reach messages about your company as a supporter of the project
- Positioning your company as an inclusive organization, which we recommend, to help candidates find out which companies have similar values, in which their experience is appreciated

Dedicated promo campaign

- Information and material (either from you, or created with the help of our branding specialists), for brand promotion and communication
- Dedicated recruitment campaign (optional) on some hard-to-reach roles

from € 500

See all packages for this category on the following page

EXTERNAL COMMUNICATION AND POSITIONING (continuation of previous page)

		GOLD - € 10.000	SILVER - € 5.000	BRONZE - € 1.800	BASIC - € 500
WEBSITES:	Logo on the official website	12 months - Platinum section	9 months - Gold section	6 months - Silver section	3 months - Bronze section
	Your company's page on the site - dedicated microsite (description, video etc.) - as a recommended employer	12 months	9 months	6 months	-
	Video interview on the site	1-3 interviews	1-2 interviews	1 interview	-
	Written interview on the site	1-3 interviews (idem)	1-2 interviews (idem)	1 interview	-
	Company success story on video site	1-3 stories (idem)	1-2 stories (idem)	1 story	-
	Logo on the banners on the site	yes	yes	-	-
	Logo on banners on partner sites	yes	-	-	-
SOCIAL MEDIA:	Dedicated Social Media campaign - constant news from you	12 months	9 months	6 months	3 luni
	Logo and mention on Social Media	12 months	9 months	6 months	3 luni
	Video promoted on Social Media	yes	yes	yes	yes
DIRECT MAILING:	Logo and mentioning in the project newsletters	yes	yes	yes	yes
	I insert a special announcement in the project newsletters	yes	yes	-	-
	Logo and mention in partners' newsletters	yes	-	-	-
EVENTS:	Speech at events (online or offline, depending on the circumstances) - eg: the "Conversations Engage45 + - with candidates" series	3 events	2 events	1 event	-
PODCAST:	Dedicated interview invitation	yes	yes	yes	-
PR:	Menționare în comunicatele de presă	yes	yes	yes	yes
RECRUITMENT:	Mention in press releases	yes	yes	yes	yes
	Dedicated media campaign for your jobs Paid promo (online ads creation and management) for your jobs (eg Facebook Ads, Google AdWords, etc.) - one month dedicated to each role	2 roles	1 role	-	-
BONUSES:	Using "Dora, your recruiting robot" - HappyRecruiter	1 month	1 month	1 month	1 month
	Free posting jobs on partner job sites (Undelucram.ro)	yes	yes	yes	yes
	Promotion in the Internship 45+ project (optional)	yes	yes	-	-

Do you want to benefit from the project? Your payment may be in the form of sponsorship to the NGO behind the project. Contact us for details!

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