

# Marketing of young talents in the state administration of Schleswig-Holstein

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Schleswig-Holstein  
Der Ministerpräsident  
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# Young talent marketing of the State Chancellery.

- The state administration of Schleswig-Holstein is looking for young people every year.
- Department 17, with four employees, is therefore responsible for marketing the recruitment of junior staff.
- There is an annual action framework (media plan) in which the individual advertising measures are defined.
- The principle of "diversity" is firmly integrated into the individual advertising measures.



# Diversity in young talent marketing.



Advertisement



Recruiting movie



Images of your own junior staff for brochures, posters and flyers



Swing-Cards

## Further information.

All important information at a glance:

- [karriere@stk.landsh.de](mailto:karriere@stk.landsh.de)
- Instagram: @moin\_karriere
- Karriereportal:



# Thank you for your attention!

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