



ROSATOM

ГОСУДАРСТВЕННАЯ КОРПОРАЦИЯ ПО АТОМНОЙ ЭНЕРГИИ «РОСАТОМ»

Rosatom Employer Brand

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June 11, 2014

Rosatom graduates hiring plan

Rosatom hires from 177 universities in 42 regions

2014 hiring plan: 2,000 graduates

2014-2021 hiring plan: around 15,000 graduates



Goal setting

Rosatom employer brand benefits - successful

- attraction
- engagement
- retention

of best engineering young professionals

Target audience:



Best engineering students and graduates from leading Russian technical universities



Young professionals of Rosatom



Graduates KPIs :

- % of hiring plan fulfillment
- Grade-point average
- % of after-internship-hired graduates

ENGINEERING STUDENTS

1. Gazprom
2. Microsoft
3. Intel
4. IBM
5. Rosneft
6. **Rosatom**

Our goal in 2015

TOP 3

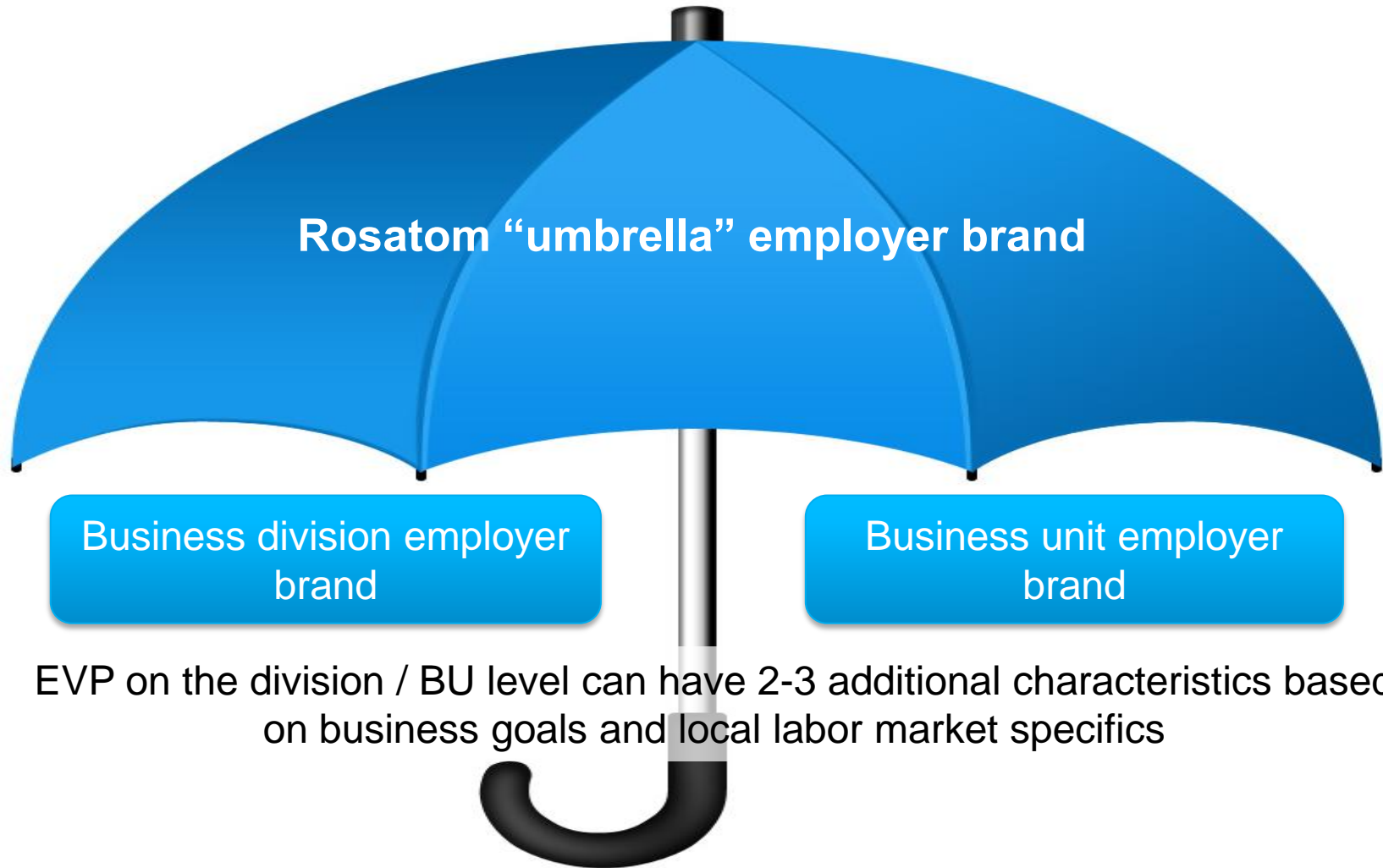
Universum, custom survey for Rosatom, 2013



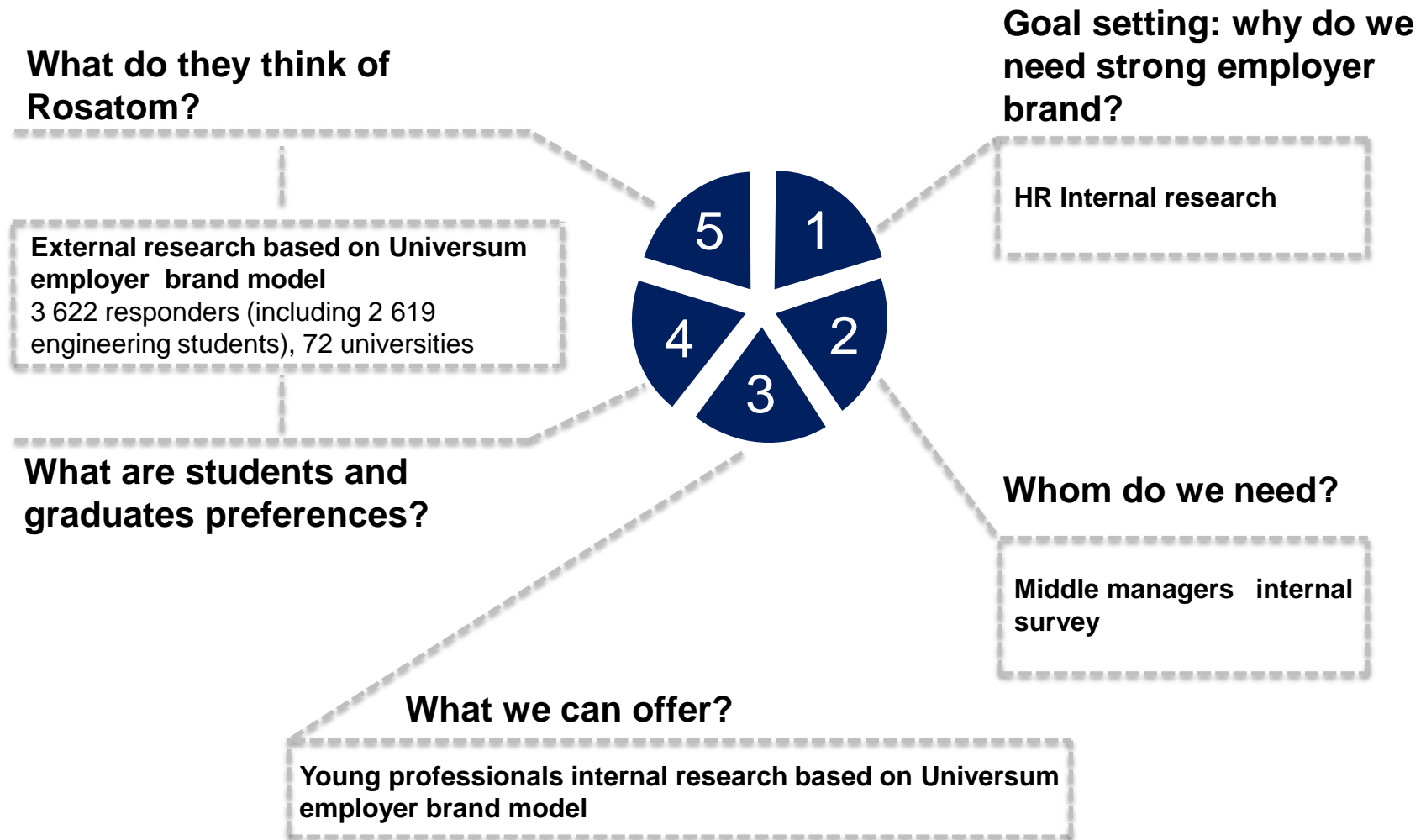
Young professionals KPIs :

- Young professionals engagement level (Aon Hewitt survey)
- 1st year at work retention rate

Employer brand concept



Rosatom employer brand development in 2013



Employee value proposition verification in 2014



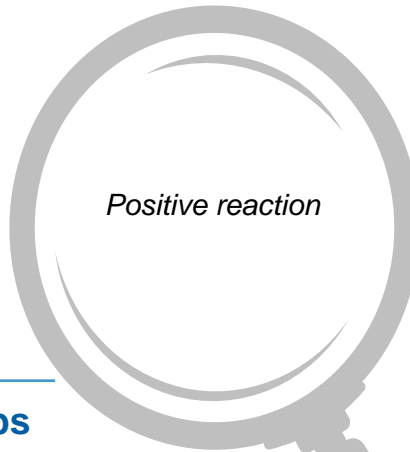
Young professionals



Students of key universities

5 focus-groups
66 persons
24 Rosatom business units

5 focus-groups
66 persons
11 Universities



Positive reaction






*Clarity in communicating
EVP's key point*

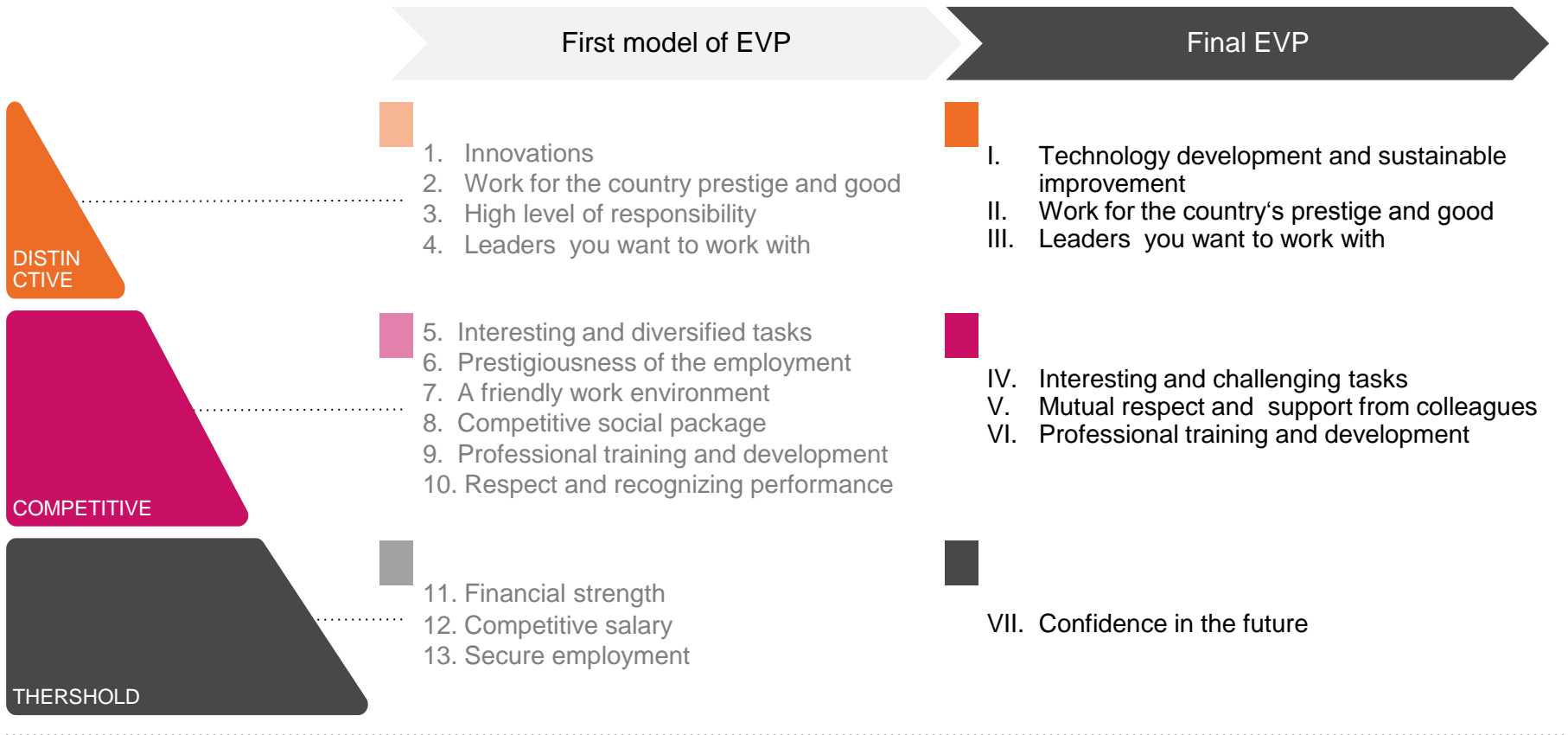
Attitude to the characteristics

Clarity of characteristics

Final decisions

-  Stay in current statement
-  Change statements
-  Delete

Rosatom Employer Value Proposition (EVP)



Further steps

Stage 3

Implementation inside industry. We build the “umbrella” brand and all the companies in nuclear industry become a part of the Rosatom employer brand

Stage 4

We create a corporate communication program to promote Rosatom as an employer of choice.

Stage 5

Employer brand promotion base on common communication plan