

# More than administration: convincing professionals of the benefits of public service

STUTTGART



## Situation & challenges

Working for the city? Many people from Stuttgart will think of civil servants in the town hall when they hear this, not the many positions that the public service actually has to fill. From waste disposal to organising daycare places and accompanying construction projects, the State Capital Stuttgart (SCS) offers many services. In short, everything that is a part of public life.

But despite employing more than 15,000 people, the largest municipal employer in Baden-Württemberg is basically still an insider tip, particularly when it comes to careers in the medical, education, engineering, and IT fields. Professionals from these fields are particularly in demand in Stuttgart—but not just in public service. For jobs not in administration, there is fierce competition with renowned companies in the region and other public employers that also pay very well, which makes the search much more difficult.

In order to counter the shortage of qualified personnel and the demand for personnel arising from demographic changes, personnel retention and development play an important role for SCS—but most important is recruitment. ›



Received more  
applications



Filled positions  
faster



Raise its profile as an  
attractive employer

With its broad range of positions, the State Capital Stuttgart is one of the largest employers in the region.

Company name

**Landeshauptstadt Stuttgart**

Sector

**Public administration**

Company size

**> 15.000 employees**

Website

**[www.stuttgart.de](http://www.stuttgart.de)**

Products

**onlyfy Employer Branding  
Profile by kununu & XING,  
onlyfy TalentManager,  
onlyfy one Job Ads**

## The solution – onlyfy

Checking application documents, conducting interviews, and filling positions with the right candidates—at SCS, the individual authorities' HR departments deal with all this themselves. But everything associated with recruiting is the responsibility of the main and personnel office. Just four employees deal with recruiting, using job ads, university marketing, talent management, and HR marketing in general. This is no easy job with the number of different positions they have to recruit for. This means modern, digital, and intelligent recruitment solutions are absolutely vital.

With XING, the largest career platform in the German-speaking countries, and the HR solutions provided by onlyfy, SCS is ideally placed to master the challenges it faces in recruiting staff. By placing onlyfy Job one Job Ads on XING, creating an onlyfy Employer Branding Profile by kununu & XING, and directly addressing candidates using onlyfy TalentManager, SCS has received more applications and filled positions with highly qualified staff faster. At the same time, SCS was also able to raise its profile as an attractive employer—and significantly improve the image of public service in general.

## Conclusion & outlook

With the right HR solutions, public service can liven up its dusty image and display its broad range of strengths on the market for applicants. After all, it offers well-paid positions with a secure future and location. And most importantly it offers jobs that are meaningful. This makes public service more interesting for young talented individuals in particular from all professional fields.

The shortage of qualified personnel, for example in the medical field, will be a long-term issue for public services, but it can improve its competitiveness. In order to exploit further potential in searching for candidates, one topic is becoming more important: lateral entry into public service. In Stuttgart they are already working on sounding out the legal and pay-scale options.



„With onlyfy Employer Branding Profile by kununu & XING we can showcase **our unique strengths** and improve the image of public services as an employer across all professions.“

**Sabine Reichert**  
HR Marketing and Recruiting, Team Lead  
Landeshauptstadt Stuttgart

## Top successes of Landeshauptstadt Stuttgart

**795 %**

**more profile visits  
within one year**

**10 x**

**more counts as an ideal  
employer within one year**

**> 25 %**

**more followers on  
Employer Branding  
Profile within one year**