

Successful recruitment in the automotive industry with onlyfy one Job Ads



Situation & challenges

Terberg Spezialfahrzeuge GmbH is Germany's leading supplier of special vehicles. It rents and sells terminal tractor units, for which it also offers all-round service. Maintenance, repair, and the sale of spare parts and accessories are part of the daily work. The vehicles are mainly used in industry, ports and logistics centres, with individual solutions also offered for other areas of application. They currently have 135 staff members.

Terberg's HR department consists of two people. One of them is recruiter Kristin Semelka. She is responsible for all recruiting at all hierarchical levels and departments, supervision of trainees and interns, and employer branding. "I like to describe myself as being responsible for the creative part of HR work," says Kristin Semelka.

At the moment, the most frequent demand is for motor vehicle mechatronics technicians for commercial vehicles. "It is also a mammoth task to find skilled workers in the automotive industry. This is not helped by the fact that Terberg does not yet have the reputation we merit, despite our rapid growth. It is therefore all the more essential to be positioned as an attractive employer," says the recruiter. Kristin Semelka had an extra challenge on her hands in her search for a new team leader for parts management. "The hardest part was making it clear what the job was about," she recalls. The requirements for the position were quite specific: it called for technical expertise in reading construction drawings and, at the same time, a high level of customer empathy to offer customers the best possible service, from ordering to shipping and aftersales support. And all that in the specialised field of special vehicles.



**High reach and data-driven
placement
of job advertisements**



**Easy to use,
good results**



**Multiplier effect: employees
share job advertisements**

Terberg Spezialfahrzeuge GmbH is part of the Royal Terberg Group, the leading producer of special vehicles for ports, distribution centres, industry, recycling and airports.

Company name

**Terberg
Spezialfahrzeuge GmbH**

Industry

Automotive

Size of company

135 employees

Website

www.terbergspezialfahrzeuge.de

Products used

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

Solution with onlyfy

Terberg is broadly positioned in recruiting. As well as sponsorships and events, job advertisements are also used in a very classic way – onlyfy one Job Ads Ultimate. On top of this, Terberg has opted for Employer Branding Profile by kununu & XING to show presence and strengthen its image as an attractive employer.

onlyfy one Job Ads Ultimate offer high reach and feature data-supported and automated display on other relevant job and social media platforms. Kristin Semelka says: “That is one reason why we decided to do this. We simply want to be more present. Having the job advertisements accurately targeted through programmatic job advertising and able to be found on Google for Jobs has had a very positive effect.”

We also have very loyal employees in the field of work who are happy to share published job advertisements among their own network. “This works wonderfully with onlyfy one Job Ads and, most importantly, helped us fill the position of team leader for parts management,” reports Kristin Semelka.

Actively targeting talent is also an important key to success these days. onlyfy one Job Ads Ultimate make automated candidate recommendations from over 21 million members on XING available. They can be contacted directly. “This is a fascinating and, above all, helpful feature. It saves me having to spend time first identifying suitable talents,” she emphasises.

Conclusion and looking ahead

The automatic candidate recommendations function is going to be more intensively used. “I see a lot of potential there and am keen to focus on this more,” says Kristin Semelka.

Terberg also wants to test other intriguing possibilities in recruiting. “I imagine that taking part as an exhibitor at a racing event will be very exciting. We will then be right there on the home straight with our target group,” says the recruiter.



We have no hesitation at all in recommending advertising jobs with onlyfy: the **simplicity of creating them** as well as the opportunity to share onlyfy one Job Ads with the **network** won us over.

Kristin Semelka
Recruiting & Training, Terberg Spezialfahrzeuge GmbH

Top successes of
Terberg Spezial-
fahrzeuge

5x more

clicks on onlyfy one Job
Ads

Easier

to find Job Ads

4.0

kununu score,
industry average 3.5

Loyal

employees who share Job
Ads

onlyfy by XING