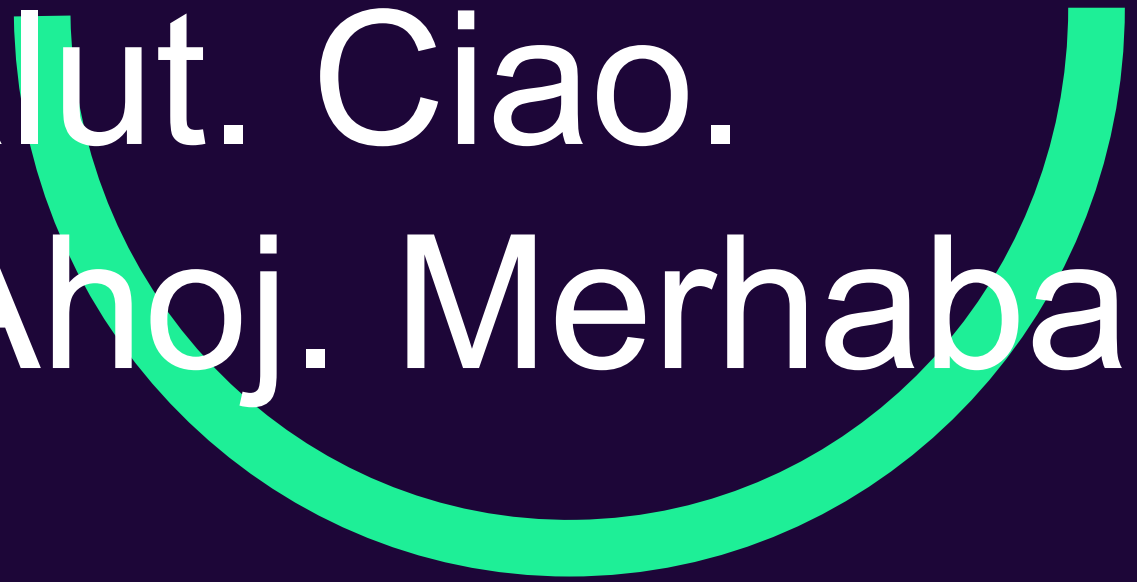
TalentAcquisition@CARIAD
At the core of Automotive Transformation

We transform automotive mobility.

CARIAD
A VOLKSWAGEN GROUP COMPANY

Hi. Hallo. Hola. Tere.
Bonjour. 你好. Buongiorno.
Hej. Salut. Ciao.
Hello. Ahoj. Merhaba.



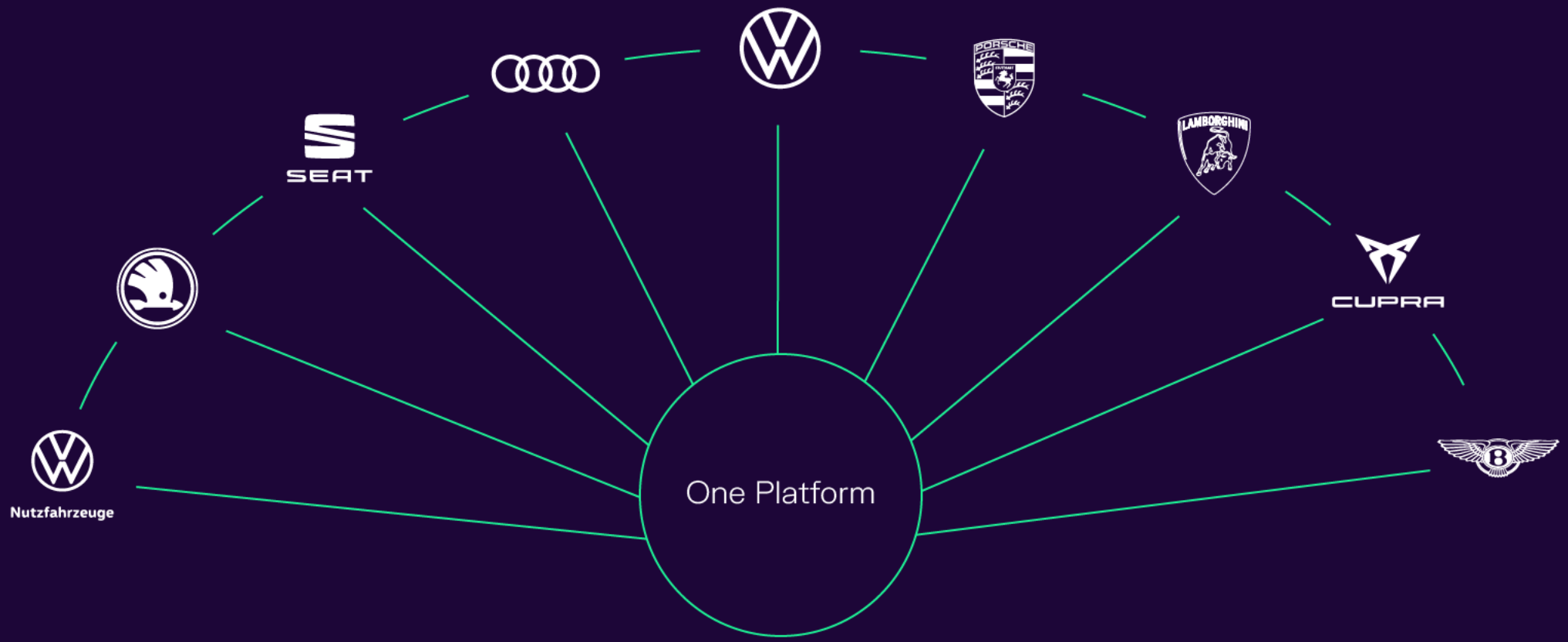
We are the newest member of Volkswagen.

We transform automotive mobility.

For the movie click here 👇:

WeAreCARIAD.

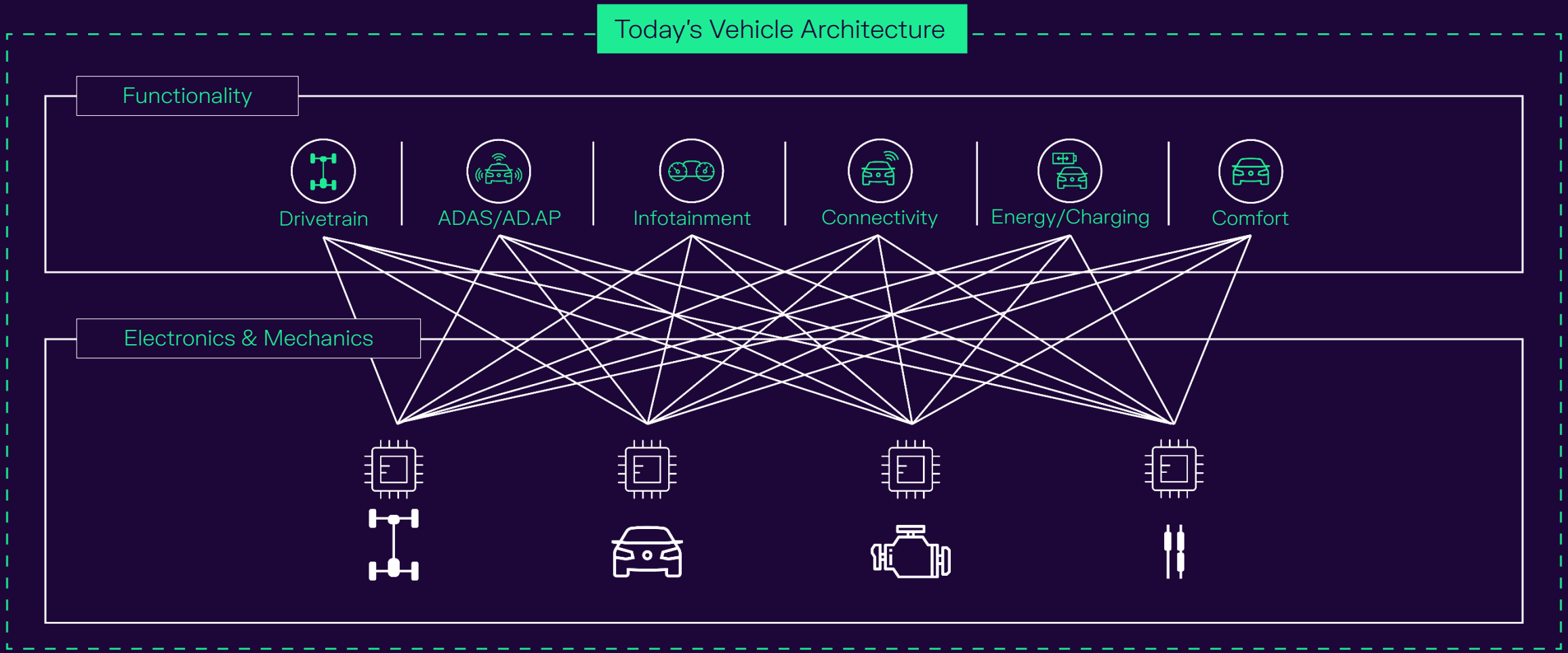
Platform is key.



Volkswagen is the pioneer in platform development

We are building a unified technology and software platform including a vehicle OS, vehicle cloud platform and new unified architecture for all of Volkswagen Group's brands.

THE PROBLEM: Car software development is way too complex & cars have limited capabilities.



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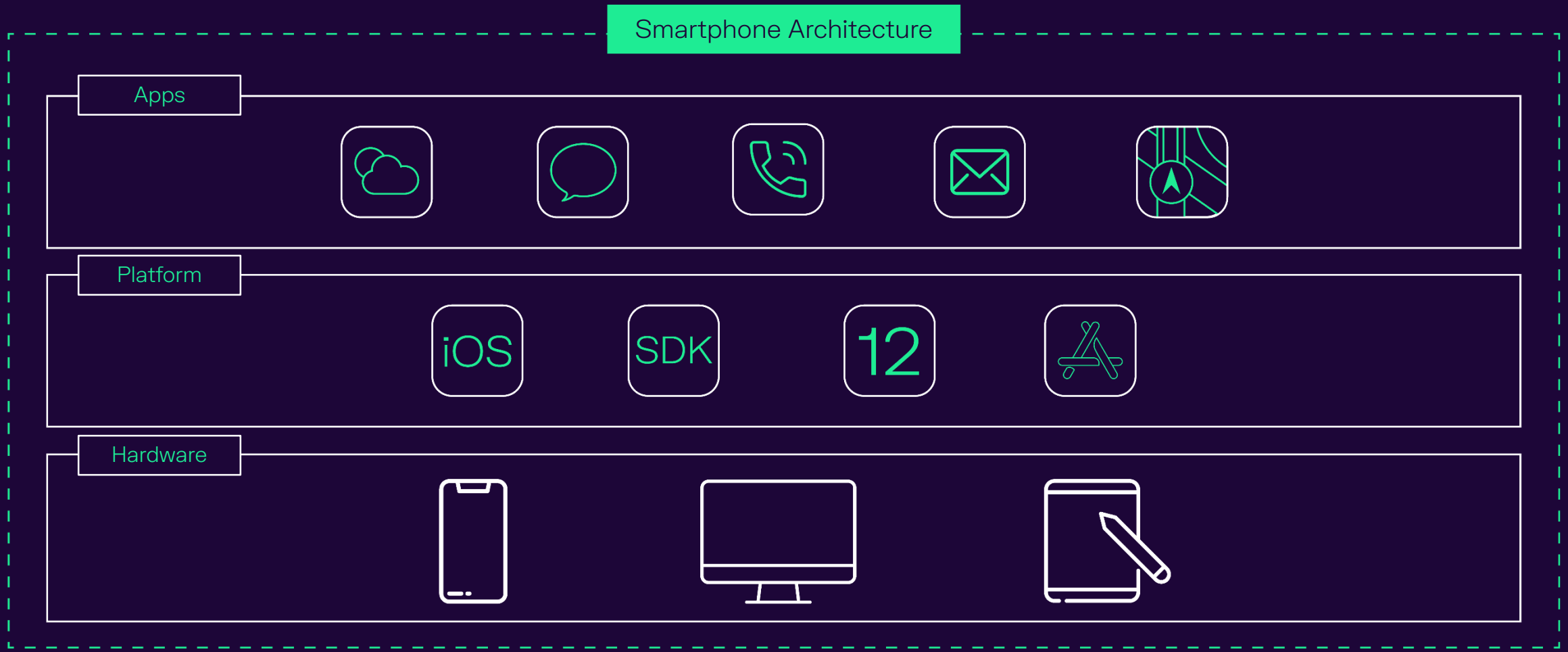
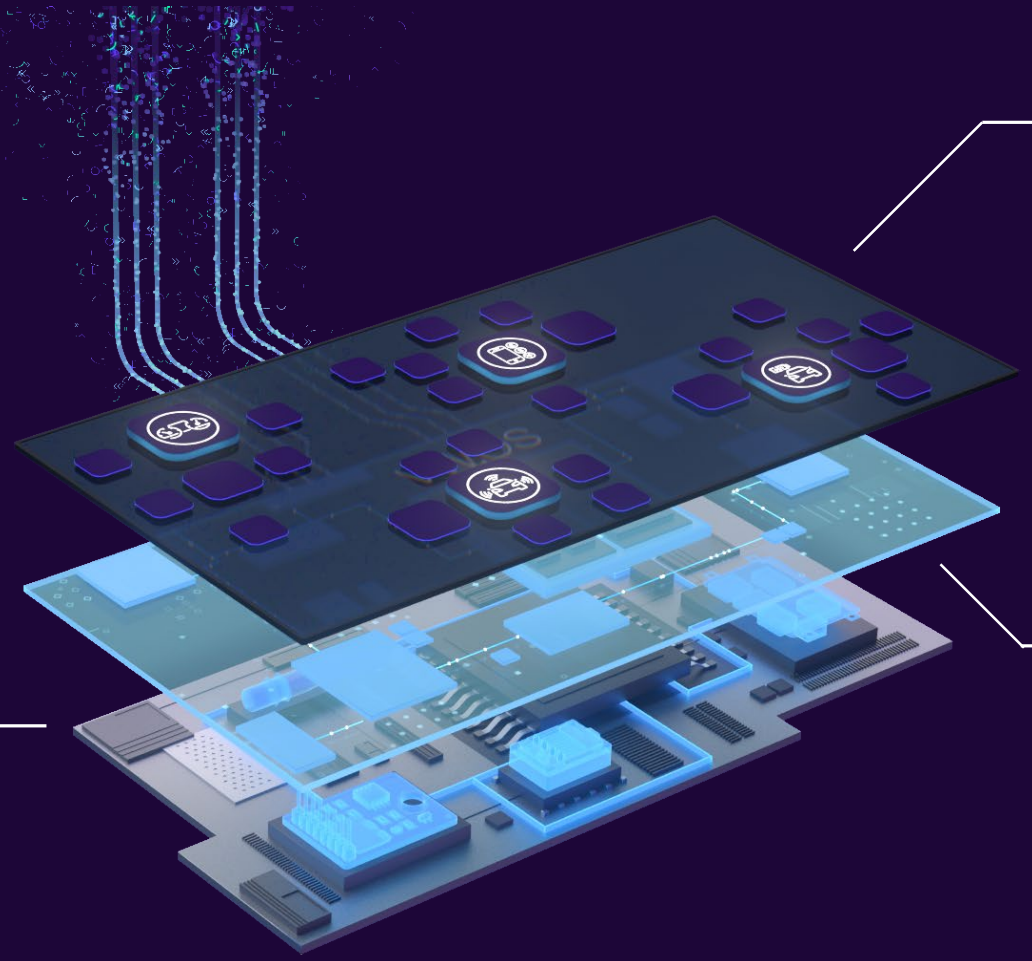
OUR SOLUTION: Dispose complexity, adding functionalities.



OUR SOLUTION: One unified and scalable platform for all.



3. Application layer

The application layer enables all the automotive features and services that shape the great experience of millions of customers.

2. Software layer

The software layer features VW.OS – our groundbreaking Volkswagen Operating System. This in-vehicle software is constantly connected to our global Volkswagen Automotive Cloud VW.AC.

1. Hardware layer

The hardware layer consists of cameras, sensors, actuators – and a very powerful and scalable computing platform.

Transforming the automotive industry isn't that easy. For such a huge challenge you need a great team.

Our staff shares the belief, that software has the potential to transform the automotive landscape, making mobility more comfortable, safer and more sustainable for everyone.

They are the digital minds who shape the future of mobility.

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More than 70 nationalities

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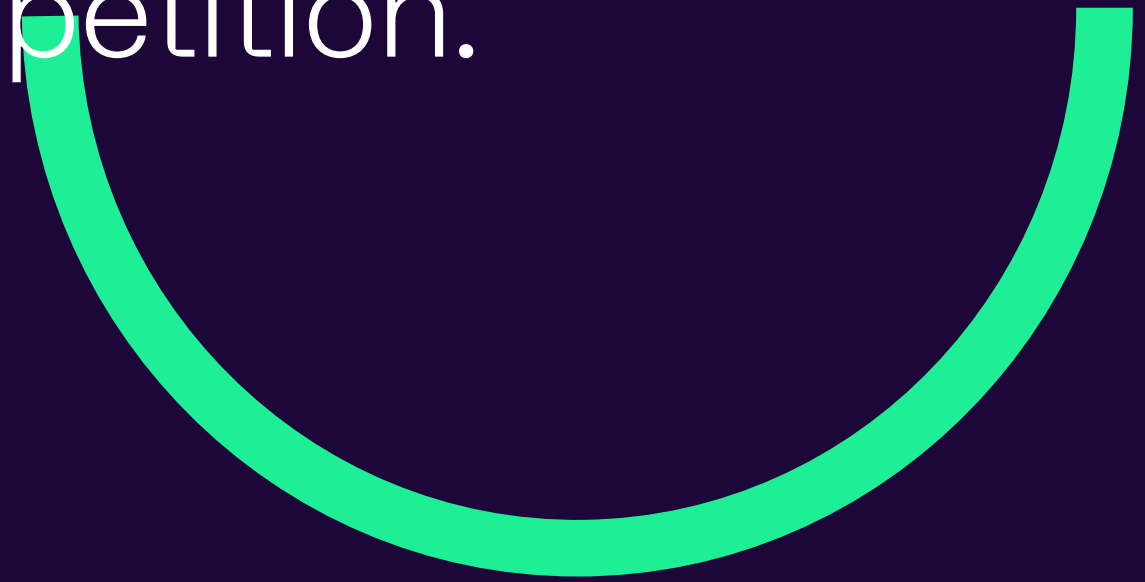
Around 5.000 team members from different backgrounds.

1.500

Tech Talents currently needed. How to find and attract them with an unknown brand?

Challenge 1: Expanding Competition

The war for talent is becoming a global war, which stretches far beyond our direct competition.



Challenge 2: Age of Employees

Top talents have the freedom of choosing between the best companies and jobs, while CARIAD lacks awareness.

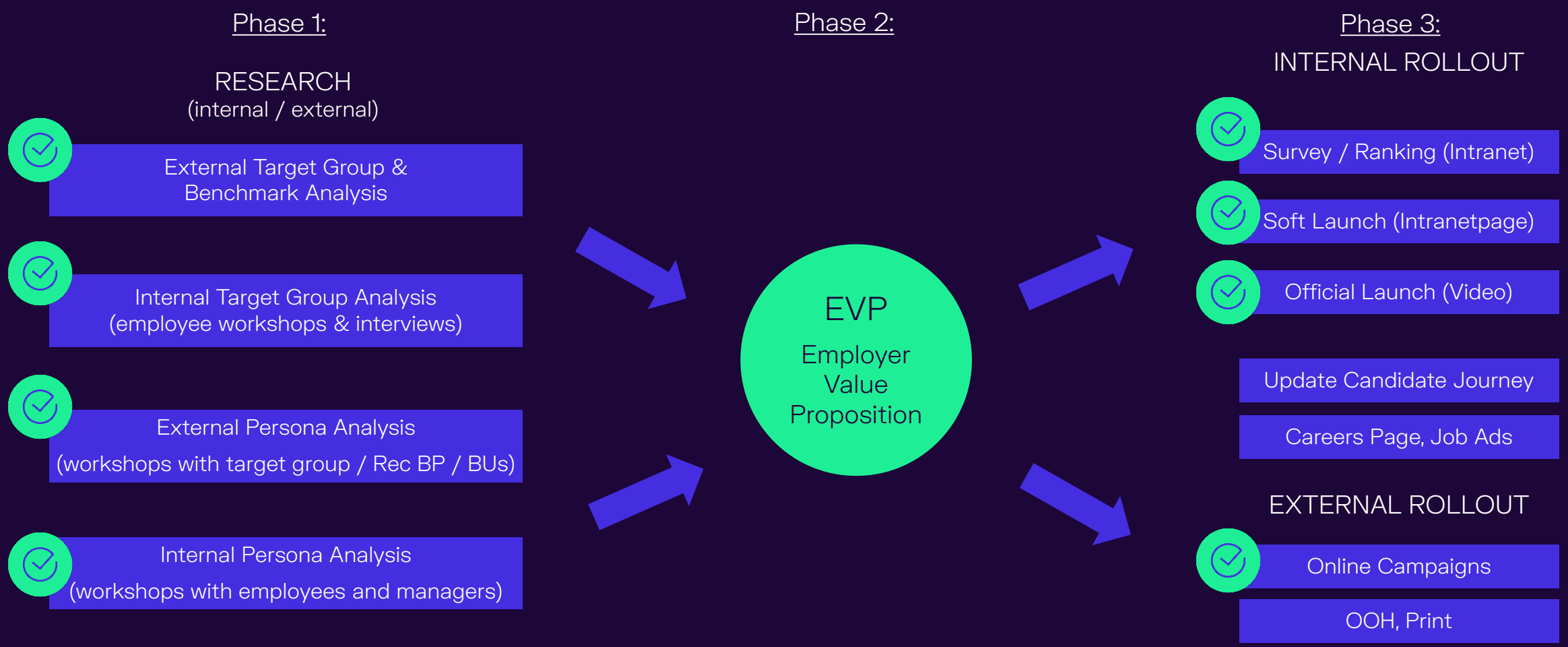
Challenge 3: Lack of Identification

CARIAD consists mainly of employees of the Group's subsidiaries and partner brands and lacks identification.

Challenge 4: New Work Demands

Employees are expecting the benefits from new work that CARIAD is promising, but is not able to holistically deliver it everywhere yet.

Three steps of our Employer Brand Development



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Our Employer Value Proposition (EVP)

We continuously invent. We realize the unthinkable.
We grow beyond ourselves and shape the mobility of tomorrow.

EXTRAORDINARY COMBINATION

We provide you with the unique combination of a global corporation and tech stack dynamics. Established and new. Software with hardware. Your ideas have funding. Your thoughts have reach.

SCALABLE IMPACT

With us your impact goes far beyond your role description. Make more than just a decisive difference but change the world on a large scale: Test and implement new ideas with the punch of one of the largest global corporations.

FUTURE RELEVANCE

Work with outstanding colleagues to solve the key issues of the future and help to make people's better: Mobility behavior, inner-city infrastructure, safety, sustainability, and the end of the automobile as we know it.

HUMAN GROWTH

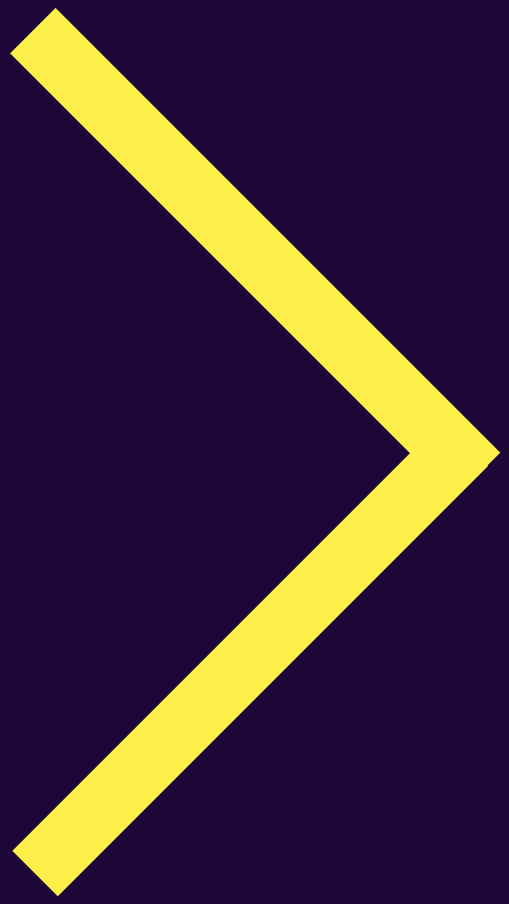
At CARIAD we believe in our mission. We are not yet perfect, but we are well on the way to grow with our challenges. As part of our team, you expand your horizon and grow beyond yourself.

Hey CARIDIANs – Thank you for voting!

You decided what makes us employer of choice.

Hey CARIDIANs! Yes, you heard right! We are the CARIDIANs – thanks to your idea and vote, we have finally found our name. And since we want to celebrate this appropriately, we prepared a few teams backgrounds for you.

A yellow book?



READY TO TRANSFORM AUTOMOTIVE MOBILITY?

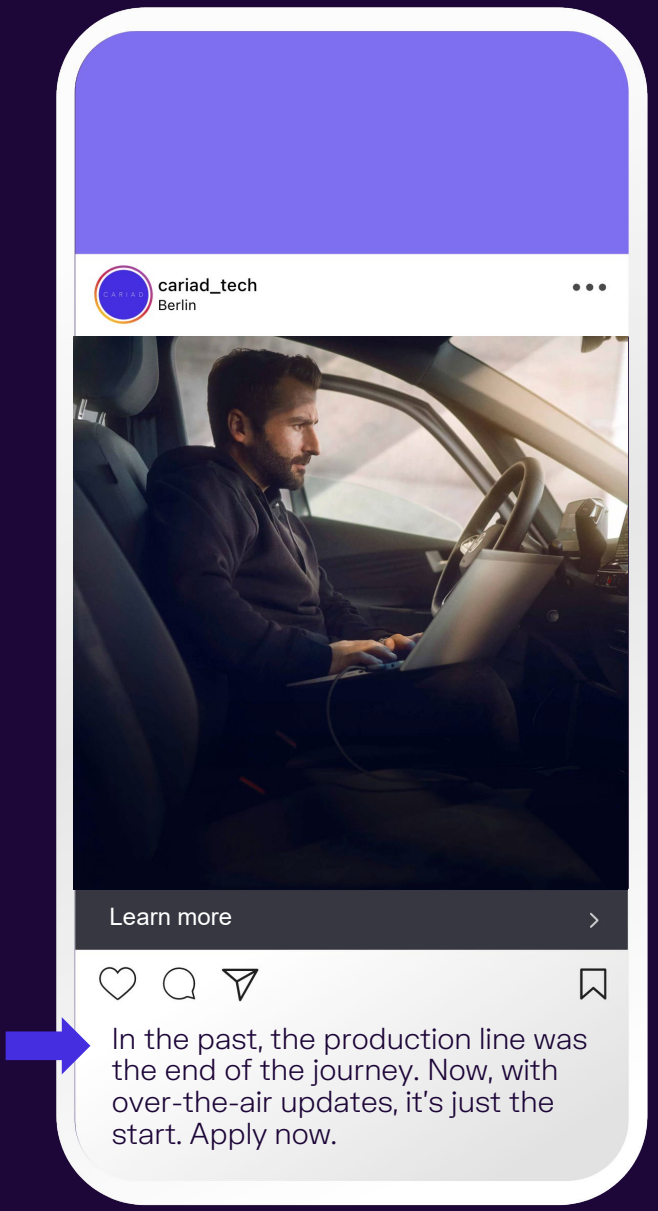
CARIAD

2 days. 14 people.
168 pages. 24 ideas.
3 already in use.

„WE CARIAD“ Campaign

We want to create awareness for CARIAD as a tech employer – and draw attention to the special features that make us unique:

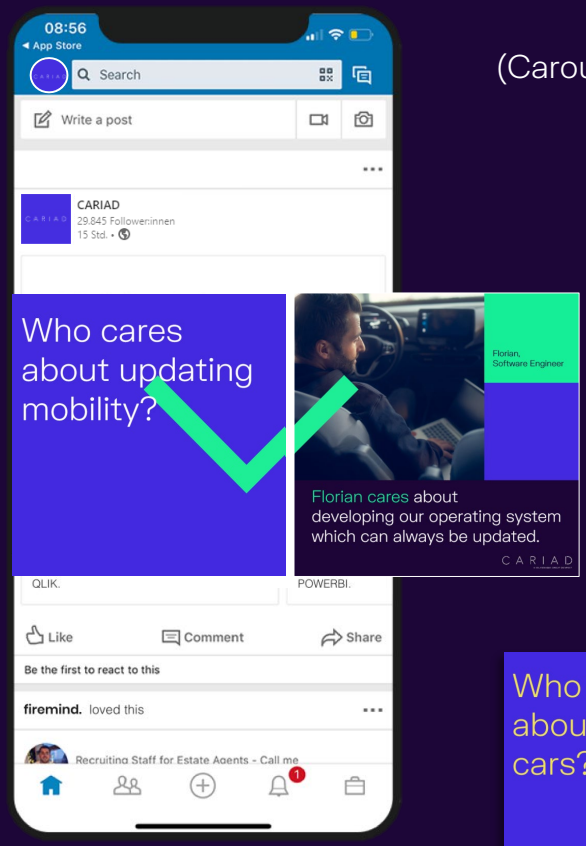
1. Future Relevance
2. Scalable Impact
3. Human Growth
4. Extraordinary Combination



„Who cares“ Campaign

We want CARIAD to have a face. That‘s why we‘re introducing CARIDIANS who “care” about keywords related to our EVP pillars.

WHO CARES ABOUT …?

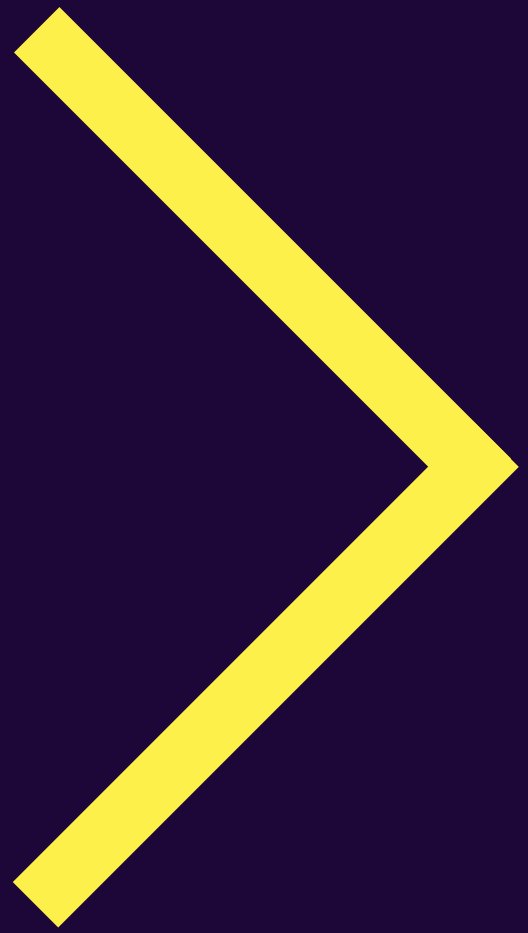


(Carousel) posts

- Visual with the question including keyword
- Visual with a picture of the employee and a short excerpt of his/her answer
- Integration of Job ad and call to action via “We CARIAD about you! Join us!”

Alternative: GIFs & animated videos

Thank you!



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