



Press Release

Rutronik Launches New Career Platform at www.rutronik-careers.com

Ispringen, January 14, 2019 – The demand for qualified specialists is higher than ever. As a result, companies are proactively trying to recruit suitable employees, because the traditional approach using job advertisements stopped being an effective way of attracting applicants a long time ago. This is why Rutronik Elektronische Bauelemente GmbH launched its new career platform www.rutronik-careers.com.

“Applicants’ expectations have changed. And we are responding to this with our new platform www.rutronik-careers.com. We want to enhance Rutronik’s profile as an attractive employer and at the same time not only provide information, but also give visitors to the platform an authentic impression of our work,” says Dominik Schmidt, Head of HR Development and Recruiting at Rutronik. “This also means communicating in a different, more modern way,” he continues.

In cooperation with an external agency, the company has now analyzed its current communication policies and identified ways of focusing even more clearly on Rutronik’s strengths and benefits. “Last year, Focus Money recognized us as a top employer in three categories,” says Schmidt. At the same time, the Focus Money studies have shown that in addition to above-average pay, soft factors such as training opportunities, work-life balance, and authenticity also play an important role during the selection of a potential employer.

The new career platform at www.rutronik-careers.com takes this into account with four categories showing the many different aspects of working at Rutronik. In the “World” section, applicants will find quick facts about the company, its product portfolio, and target markets. As well as a quick overview of the various career paths for trainees, college and university students, graduates, and professionals, the “Heartbeat” section also offers information on additional services such as health care, advanced training, and more. In the “Stories” section, Rutronik employees from various departments offer glimpses into their work at Rutronik – in the form of both interviews and videos. In the fourth and final “Jobs” section, anyone interested in working for Rutronik can view all of the company’s job offers at a glance, filter the list based on their preferences, or even submit an unsolicited application.

About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company’s primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK EMBEDDED, RUTRONIK SMART, RUTRONIK POWER and RUTRONIK AUTOMOTIVE provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.

The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,600 staff worldwide and achieved Group sales of 950 million euros in the fiscal year 2017.

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