



AIDA Cruises launches new career website with #PlaceToWe look

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AIDA Cruises is Germany's leading cruise company and has won several awards as the best employer. Attractive jobs are offered for qualified and motivated specialists and managers - regardless of whether they work on board one of the ships or are employed on land.

Yet a job at AIDA is anything but ordinary: blue seas, a colorful team, and a new dream location every day. The cruise company's new employer branding campaign focuses on this uniqueness and especially on the team experience. It goes in search of the #PlaceToWe - the place where team spirit is at home.

The #PlaceToWe is told in numerous team motifs, short ads, interview formats and an emotional image film. Shoots were taken and filmed with employees on land and on board.

Clearly, the careers site is also part of the campaign journey. To this end, aida.de/careers/en has been completely revamped and is now presented in a new design.

"We want to be even more responsive to the expectations and needs of our potential future employees, who want to gain concrete insights into the working world at AIDA. With the new career website, we are also presenting ourselves digitally as a modern and attractive employer," explains Haike Witzke, Vice President Human Resources Management at AIDA Cruises.

Authentic, informative, mobile

From the first click, job seekers receive real information, emotions and authenticity. To achieve this, AIDA has improved the search function in particular. Attractive filters and easy selection options take applicants directly to the relevant jobs.

The new site is the hub for all incoming applications for jobs on land and at sea. The optimization of the mobile-oriented content will make it even easier for users to find out about and apply for jobs at AIDA while on the move.

Being part of the AIDA family and the #PlaceToWe from the start

The work-life pages were expanded in the new campaign look. Here, employees have their say and talk about their jobs, the team spirit, and life and work on board. Lively quotes convey closeness and authenticity.

Once AIDA fans, always AIDA fans - whether as a guest or future team member

A direct orientation to the company website aida.de was essential for the launch. Many people interested in jobs have already become fans of the AIDA fleet as guests. A uniform, company-wide look and feel of the pages and an identical content structure make it easy to switch between the pages and also to find the AIDA product again when applying.

The range of job opportunities at AIDA Cruises is almost unlimited. Cross-cultural or career starters will find the perfect start to their career at the well-known tourism company. The multifaceted job offer includes, among others, all hotel areas such as restaurant, kitchen, bar, reception or housekeeping. There are also exciting jobs in the other departments, which for many are rather unknown on a cruise ship, whether DJ, fitness trainer, beautician, gallery owner or medical assistant. A special area is the entertainment on board, for which cameramen, lighting, sound or event technicians are sought. Furthermore, as Focus Top National Employer 2023 as well as a top training company in 2022, AIDA Cruises is interested in finding and promoting talented young people. And in addition to cool jobs in marketing or IT, travel consultants are also wanted in Rostock.

AIDA Cruises developed the employer branding campaign together with the Düsseldorf-based employer branding agency CASTENOW.

For more information about jobs at AIDA, visit aida.de/careers/en.

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