

Omnicom Reputation Group Recruitment Policy

At Omnicom Public Relations Group, the agency's strength lies in its employees, whose commitment, skills, and spirit of cooperation support our mission and growth.

Our HR policy, aligned with the company's strategy and based on our values of foresight, creativity, and teamwork, aims to create an inclusive, stimulating, and responsible work environment. It is based on four key principles: respect for individuals, diversity, skills development, and personal responsibility.

In a constantly changing professional environment, this policy aims to support the agency's growth, ensure safety at work, enhance the attractiveness and retention of talent, and optimize career management.

In line with this, we have implemented a structured recruitment policy that governs each stage of the hiring process and is systematically applied to all new hires within the agency. It ensures consistency in practices, transparency in decisions, and alignment between the profiles recruited and the strategic needs of the company.

1. Objective:

This recruitment policy enables us to anticipate and analyze the agency's staffing needs in order to optimize the organization and conduct of recruitment. Its purpose is to define a clear framework for recruitment practices, ensuring consistent methods that are in line with the company's values.

It helps to identify the most suitable candidates, streamline the various processes, and effectively support the agency's development. It thus supports the continuous development of its activities and the sustainable structuring of its teams.

2. Scope of application:

Omnicom Reputation Group's recruitment policy is defined and approved by the agency's Management Committee, which ensures that it fully reflects our values, commitments, and vision.

It applies to the entire agency and has the strong support of senior management. Everyone involved in recruitment is responsible for promoting and implementing the principles set out in this policy in their daily work to ensure a harmonized, fair process that complies with Omnicom Reputation Group standards.

3. Recruitment process

Before any recruitment procedure is launched, a request to open a position must be duly expressed by the recruiting manager and addressed to senior management.

Once the job opening has been approved, senior management agrees with the hiring manager on the recruitment strategy and whether to use recruitment agencies.

Step 1 – Sourcing candidates

The hiring manager makes an initial selection of candidates based on established criteria. They share the selected resumes with their departmental supervisor, conduct preliminary telephone interviews, and submit their reports. At the end of this stage, a shortlist is drawn up in order to organize interviews with the selected candidates.

Step 2 – Analyzing applications

Applications are evaluated in relation to the desired profile: technical skills, experience, soft skills, and suitability for the position.

Step 3 – Interviews

Structured interviews are conducted, depending on the department, by the hiring manager and their line manager in order to assess the candidates' skills, experience, values, and cultural fit. Several rounds of interviews may be organized if necessary. Senior management then meets with the candidates shortlisted based on the selection made by the hiring manager and his or her line manager.

Step 4 – Candidate selection and administrative formalities

The hiring manager and senior management decide together on the final candidate. A reference check may be carried out if necessary. Senior management approves the contractual terms, and the department manager informs the candidate of the salary offer. Once acceptance has been confirmed, the administrative procedures are completed in order to prepare for the employee's arrival. The recruiter then informs the other candidates that they have not been selected, marking the end of the recruitment process.

Step 5 – Onboarding the new hire

An onboarding program is put in place as soon as the offer is accepted to facilitate the employee's integration, including introducing them to the teams and providing support from a mentor. The new employee receives the essential information they need to start their assignment. Regular meetings are organized until the end of the trial period to ensure a smooth transition into the role.