

Banks: launch of an attractiveness campaign

The French Banking Federation (FBF – Fédération Bancaire Française), in conjunction with its members and the skills operator Atlas¹, is launching a campaign to increase the attractiveness of the sector.

Each year, banks recruit nearly 45,000 employees and 15,000 new work-study placements in more than 200 business lines. The banking sector is therefore a major employer, accounting for 1.7% of private salaried employment with nearly 375,000 employees, including 20,000 work-study placements at the end of 2023.

To promote the wide diversity of professions to students, those looking for work and in the process of retraining, the “Become a Banker” campaign highlights aspirations, through five posters about relationships, proximity, innovation, the economy and building a sustainable future.



This national campaign highlights the opportunities offered by the banking sector throughout the country, encompassing a wide variety of professions and positions, and as many different profiles. A large number of job offers can be found on the dedicated platform investislavenir.fr/lesbanquesrecrutent, which also presents the different roles.

In parallel with the poster campaign, an ad will be broadcast on the *catch-up* and *streaming* platforms of French TV channels M6+ and TF1+, as well as on social media. Partnerships with content creators and digital media – Elan, Hugo Décrypte, Legend, Le Média Positif, Brut, Tonton Karim, etc. – will introduce the banking profession. Sponsorship of podcasts and specialised sites is also planned in order to broaden the coverage. The campaign will last until the end of 2024.

CONTACTS

Benoît Danton: +33 (0)6 73 48 80 40 - bdanton@fbf.fr / Clara Delmote: +33 (0)6 31 06 60 39 – cdelmote@fbf.fr
 [@FBFFrance](https://twitter.com/FBFFrance)

¹ Atlas is the skills operator (OPCO – *OPérateur de COmpétences*) for financial services and consulting companies. It brings together 13 professional branches and 185,000 companies representing 2.1 million employees.

The trade union and employer federations of the four branches of the banking sector covered by the OPCO scheme – branches of the Bank, Banque Populaire, Caisse d’Épargne and Crédit Mutuel – joined forces to launch this major national campaign. <https://www.opco-atlas.fr/>