

## Introduction to recruitment video to be used at the OECD meeting

“You are welcome at the Danish Tax Agency” says director, Merete Agergaard, and smiles at the camera. The video is part of a national recruitment campaign and seeks to encourage potential candidates to apply for a job at the agency. However, this is not just any job opening.

The Danish Tax Agency is recruiting no less than 1,000 employees within a four-year timespan in order to carry out a tax reform proposed by the Danish government. The reform seeks to elevate trust in the tax administration by strengthening the tax control. More specifically, the government proposes to:

- Establish eight additional tax centres across the country.
- Recruit 1,000 employees to the control field.
- Develop the current IT systems used for control purposes.

The reform is divided into four legs and is set to take place between 2020-2023. In 2020, the first leg of the reform called ‘More control. Less fraud.’ was completed. It prescribed that the first two tax centres were to be established, and 250 employees were to be recruited, within that year. In order to meet this goal, the Danish Tax Agency initiated a national recruitment campaign which included virtual job fairs, local press releases, [a landing page on the agency’s recruitment site](#), collaborations with trade unions, and organic and paid social media content.

Below is an example of a video featured on the Danish Tax Agency’s Facebook and LinkedIn pages. The video introduces the agency’s brand-new employer branding platform and is produced in-house by the Internal Communications and Social Media office.