



Valletta, Malta - Credits: Photo by Joshua Kettle on Unsplash

# GERMAN LANGUAGE TALENT **MALTA**

*An analysis of demand and availability of German language talent in Malta by Workwide Group in co-operation with the German Outsourcing Association*



# GERMAN LANGUAGE TALENT IN MALTA

This paper analyses the demand and availability of German speaking workers in Malta as well as economic conditions that influence Malta's labour demand.

More specifically, it aims to give an overview of where geographically, in which economic sectors, and professions German-speaking work-

ers are needed most and what the demand and the availability for them is.

This analysis was initiated and executed by Workwide Group in cooperation with the German Outsourcing Association (Deutscher Outsourcing Verband e.V.)

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## PREFACE

The small yet remarkable island nation of Malta has emerged as a dynamic global business hub, over the past decade, drawing an increasing number of people to its shores. On just 316 km<sup>2</sup>, the Republic boasts a rich cultural and historical past, a breathtakingly beautiful and unique Mediterranean architecture, three UNESCO world heritage sites, of which one is the capital city of Valetta itself; Coupled with its strategic location, robust economy, well educated workforce, and favorable tax policies, Malta has attracted an ever-growing group of expats, companies, and investors.

This has specifically amplified the demand, aside from the universally needed IT specialists, for multilingual professionals across the board,

especially for languages essential to key target markets, such as Germany, which is one of Malta's main trade partners. While it wouldn't be accurate to describe Malta's demand for German speakers as "substantial," there is a steadily increasing and validated need for foreign language proficiency, relative to the size of the target market, and Maltese companies are expanding constantly.

Our findings provide an overview of the current economic landscape and labor market development, specifically in regard to the opportunities and demand for, and availability of German speakers in Malta.

## GERMAN - MALTESE ECONOMIC RELATIONSHIP

**563,443 inhabitants**

**290,000 workforce**

**6% GDP growth 2022**

**Germany's exports to Malta  
grew by €63.7M (36.1%)**

**Exports from Malta to Ger-  
many soar by €99.7M  
(135%)**

**Service sector contributes  
almost 78% to the GDP  
(with iGaming industry  
alone more than 13%)**

Malta stands as the 7th smallest EU state, with only half a million inhabitants and a workforce of approximately 290,000 (about 63% of its population). In only one decade - from 2012 to 2022 - Malta's GDP grew by 76%, which resembles an annual growth rate of almost 6%. In 2022, the island nation's economy surged by 6.9% reaching a GDP of €16.11 billion, outpacing even the high inflation of 6.1%, despite perennial skill shortages and with a moderate forecast of 3.9% growth for 2023. The GDP per capita was €30.783 in 2022 forecasted to grow gradually in the coming years.

Malta recovered quickly from the pandemic, after the economic downturn all countries experienced, by implementing a €316.4 million recovery and resilience plan, which was promptly endorsed by the European Commission (EC 2022, 2023a, ToM 2022a).

The Island country's economy is driven by financial services, tourism, real estate, iGaming as well as manufacturing, particularly of electronics. The services sector contributes 77.69% of GDP (with the iGaming industry alone accounting for more than 13%), followed by the industrial sector with 12.82%, and a low 0.41% percentage share of the agricultural sector (Statista 2023). Given the predominant focus on services and little room for sector diversification, a well-educated workforce is a crucial resource for Malta, making education a political imperative for the Maltese government. This can be especially witnessed in the Government's education strategy that supports modernization processes of vocational education and training, apprenticeships, trainee programs, and other learning initiatives, and which are in turn keeping the unemployment rate at an all-time low of 2.6% in June 2023 (EC 2023b).

The Federal Republic of Germany is one of Malta's main trading partners and largest export destination. Between April 2022 and April 2023 exports of Germany to Malta grew by 36.1% (€63.7M) while Malta's exports to Germany soared by 135% (€99.7M), resulting in a trade deficit of €35.9M (OEC 2023).

Despite post-pandemic growth decelerating, the economic disruption caused by the war in Ukraine, and negative global growth projections, Malta is projected to grow by around 4% annually according to recent forecasts (EC 2023, IMF 2023).



# Malta's Startup Sector and its growing demand for Jobs

***As the whole tech world has witnessed exponential growth Malta's startup scene also flourished in recent years especially in areas like FinTech, iGaming and AI. More than 22% of the nation's population consists of expatriates, making Malta increasingly appealing to founders worldwide.***

The Maltese Government offers funding packages through ME, such as the Startup

Finance Scheme and the Business Development Grant, and its pro-business environment and strong economy make it an attractive destination for startups.

English, along with Maltese, serves as an official language, further bolstering the country's attractiveness to expats, along with its well-connected infrastructure and favorable business hours. The Malta Startup Residence Program benefits many non-EU founders by facilitating residence for startup-related activities. There are over 300 startups now on the densely populated island drawing more

and more expats from all over the world (but mostly from the EU or European non-EU countries), rising over the past decade, from around 5% (20k people) in 2011 to 22% in 2022 (115k). This indicates, that about one-fifth of Malta's population consists of foreigners.

Simultaneously, the acquisition of venture capital is on the rise, reaching an all-time high in 2022 and quadrupling from 2021 (ToM 2023), which implies, that even more foreigners with specific skillsets will be required in the near future (ToM 2023).

***Malta-based startups, such as Singular (a SaaS provider in the gaming industry) Vaiot (offers FinTech and logistics services for the shipping industry), VistaJet, and SmartAsset, are just a few examples of the island's success stories driving economic growth.***

Additionally, Malta offers a very safe environment, excellent education, a very robust healthcare system, and a vibrant cultural scene, not to mention its rich history, architecture, and a unique flair. Overall, Malta provides an ecosystem where startups can thrive, supported by funding opportunities and a favorable environment for innovation and entrepreneurship. Yet, as the industry continues to grow exponentially, Maltese entrepreneurs recognize the need to supplement their local professionals with expatriates, particularly in the iGaming industry (WWM 2021).



# Malta's iGaming industry

No matter whether you love sports betting, slot machines, poker, or any other form of betting and gambling, online gaming is booming and Malta is at the heart of this thriving industry. Over the past twenty years, the island's iGaming sector has become a major part of its economy.

This development, which started in 2004, when the Maltese Gaming Authority (MGA, founded in 2001), put a trailblazing gaming framework into place, that made Malta the first EU member state to regulate remote gambling.

Much of this growth is relying on the development of new smartphones, tablets, and the expansion of mobile and broadband internet around the world.

However, there are many other factors that influence the industry, including advancements in virtual reality and blockchain technology, but above all, it is the global easing of laws and regulations on gambling that ensures to sector's growth, coupled with a favorable tax regime.

**iGaming companies on Malta benefit from competitive license fees, relatively low taxes on sales (only 5% on profits), and a low corporate tax rate of 35%. While there are certainly other locations that offer comparable conditions and licenses, such as the UK, the Philippines, Gibraltar, the Isle of**

**Man, or Antigua, Malta's strength lies in its diversity, strategic location, and EU membership.**

Today, the sub-sector contributes around 13% (equivalent to more than €700 million in 2022) to the country's GDP. It has more than 300 companies, employing well over 10,000 individuals, and its value was estimated to grow to 94.4 billion USD by the end of 2024 (up from 45.8 billion in 2017).

Along with the growth of the iGaming industry there is also an ever-growing need for professionals, particularly in IT, marketing, customer services, translation, law, accounting, and other administrative jobs. Simultaneously, an entire sub-industry, of law firms, marketing and translation agencies, and others has been created, whose services are specialized and tailored to the needs of the iGaming sector. All these developments, as well as the industry's

rapid and constant growth, have naturally also led to a constant demand for new talents, and Maltese entrepreneurs have recognized the need to supplement their local professionals with an increasing number of expatriates.

Furthermore, it attracted and/or hosts many of the major events of the industry, such as the Summit of iGaming Malta, (SIGMA), iGaming NEXT, its own sector specific award event iGaming IDOL, CasinoBeats Summit, and the KPMG Malta Gaming eSummit.

All these developments and regulations have not only made the small island of Malta the home of over 10% of the world's iGaming companies but the capital of the entire industry (MGA 2022/2023, Statista 2023c, ToM 2022b, WWM 2021).



# GENERAL LABOUR DEMAND IN MALTA

Job vacancies in Malta have seen a steady increase from 1.5% in 2020 to 2.9% in December 2024. As of Q4/24 there were 7,892 vacant positions in Malta, and increase from 6,458 in March 2023. (EC 2023, Trading Economics 2023, Malta Statistical office 2025).

Half of all vacancies are reported from retail, transportation, accommodation, gastronomy, professional services, science and research, technical services, administration and support service. (for Q4/24 National Statistics Office Malta)

Small enterprises (up to 49 employees) accounted for about 52 % of open jobs. Medium sized

companies (+250 employees) amounted to 16.7 % of vacancies. The public sector seems to have less trouble filling open positions, reporting only 3.6% vacant jobs. The majority falls on the private sector reporting 96.4 % of all vacant positions.

## These jobs are in high demand on Malta:

**Information Technology:** In general, the industry seeks developers and experts with specific profiles, especially in iGaming there is additional high demand for network administrators and cloud specialists.

**Finance & Legal:** accountants and auditors, finance managers, tax and investment advisors, insurance managers.

**Pharmaceutical & Medical:** mainly researchers & analysts, engineers, especially for manufacturing/packaging, quality assurance, sales, doctors, pharmacists, medical assistants, and many other professions.

**Tourism:** hotel managers, guest relations agents, customer care/travel representative, reservation and

event managers, and many other jobs related to the whole industry in hotels, restaurants, bars, and different tourist venues.

## Multilingual talent acquisition made easy - with workwide group and workwide recruit

**Workwide** provides recruiting solutions for German and multilingual speakers that work. Talk to us for more information and individual solutions

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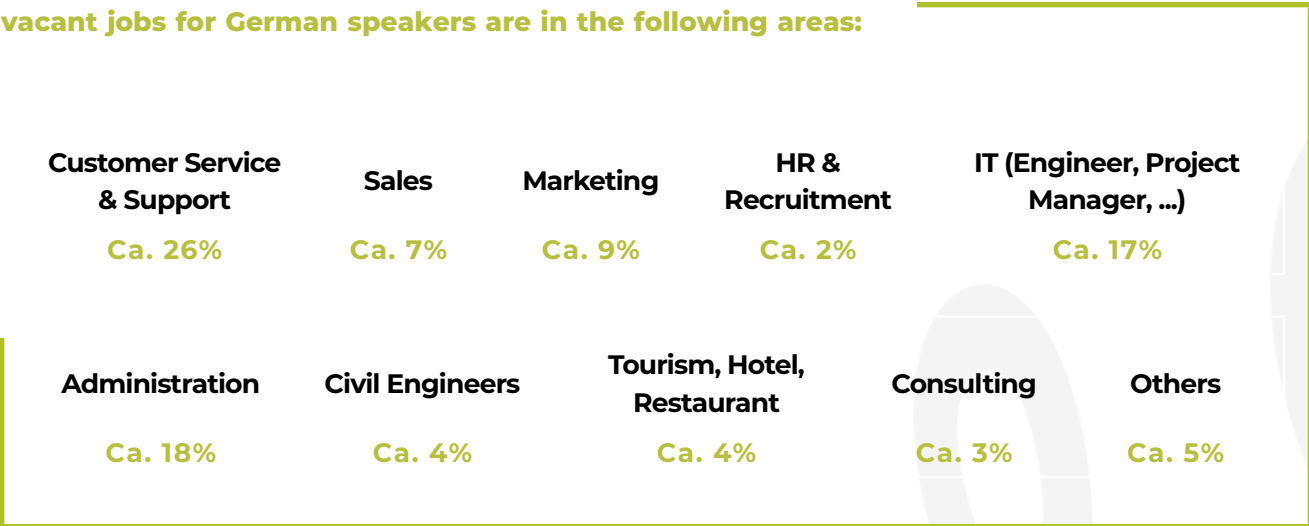


CURRENT DEMAND FOR GERMAN SPEAKERS

Our analysis of relevant job portals, shows a significantly increased demand for German-speaking workers in Malta. In April 2025 relevant job sites, incl. LinkedIn, jooble.org, jobsinmalta.com, www.careerjet.com.mt and others list at least 380 job openings for German speakers in different industries. This reflects a sustained demand for professionals fluent in German, particularly in customer service, technical support, sales, and IT-related roles. (links see sources)

Our investigations show that the most demanded and vacant jobs for German speakers are in the following areas:

Our investigations show that the most demanded and vacant jobs for German speakers are in the following areas:



Please note that this is a data snapshot retrieved from the fore mentioned job sites at the beginning of April 2025. It is important to understand that these figures can change very quickly. Nonetheless, the data indicates a very high demand for German speaking professionals in customer service, administrative, and IT related jobs.

However, it is important to clarify that not all the job offers are exclusive for individuals who are fluent in German. They are, without excep-

tion, aimed at candidates who have a native level proficiency in German along with a solid command of English. Furthermore, there are also job vacancies for which it is not mandatory to be a native German speaker. A solid B level requirement was the minimum we could find.

GERMAN AND INTERNATIONAL COMPANIES OPERATING IN MALTA AND THEIR INDUSTRY-SPECIFIC DEMAND

Furthermore, and beyond previously outlined demand, there are also between 50 and 60 German companies operating in Malta. These companies include prominent names such as Lufthansa, Siemens, ProMinent, Playmobil, and even Tipico, a sports betting and casino games provider, which has its headquarters on the island (GTAI 2022, LinkedIn 2023).

Job openings with these companies are more industry-specific compared to the overview we provided earlier. If you're however interested it could be worth checking their job advertisement or career website. Typically, these job offers require German natives or individuals with highly proficient language skills. The roles encompass a wide range of fields, including administrative tasks, legal services, finance and accounting, engineering, IT development, project management, leadership positions, and other specialized expert roles.

Open positions of selected European companies in Malta (April 2025)







# AVAILABILITY OF GERMAN SPEAKERS IN MALTA

there are German immigrants, resulting automatically in a higher demand, which will probably persist well into the foreseeable future.

During the past decade, immigration to Malta skyrocketed and is filling the island state with more and more expatriates than ever before. While Malta does not have any larger German expat communities as often seen in other countries, it is estimated that there are over 2,000 German citizens living on the island of which after OECD are about 1,300 working age (64%).

In 2022 official immigration of Germans to Malta stood at 294 (219 in 2021). However, at the same time, 142 also returned home, which effectively translates into a net increase of just 152 (AI 2022, iMalta 20). Thus, there are more vacant job offers (206) at the moment than

In regard to local German speakers there is only limited information available. The basic Data provided by the German Foreign Office as well as the National Statistics Office does not include specific figures on the number of German speakers. Additionally, there is no Goethe Institute established on the island, and the German-Maltese Circle also lacks comprehensive information or data on this topic.

The only available information indicates that Malta's University offers both BA and MA programs in German studies, the German-Maltese Circle provides language courses, and around 22 schools offer optional DaF (Deutsch

als Fremdsprache / German as a foreign language) lessons within their secondary education curriculum (AA 2020, NSO 2023, UM 2023). The lack of data, along with a paper we found from 2004 (423 German Speakers in Malta in 2004 who had at least some proficiency) lets us however infer that there are not many native Maltese who might be able to satisfy the demand for proficient German speakers (Odriozola 2006).

Nonetheless, Malta's GDP is on the rise, the number of both domestic and foreign companies in the country is increasing, and the unemployment rate has been very low and stable. Furthermore, German-Maltese trade is expanding, numbers increased to 50-60 German companies operating on the island.

***This growth invariably fuels an augmented requirement for bilingual services spanning across various sectors. Additionally, the Maltese government aims to diminish its reliance on tourism and offers enticing incentives to attract foreign enterprises.***

However, the sustainability of Malta's tax advantage within the context of European oversight remains a subject of inquiry.

Malta serves some German companies as an assembly location especially for components and goods that are easy to transport. Currently, Germany's share of Malta's imports is quite stable and it has not changed much during the past ten years. Especially the energy industry offers an interesting field of action in the near future and in mechanical engineering, German suppliers have been able to gain market share in recent years, which could stimulate demand across numerous market segments (GTAI 2022).

***Malta's great advantages however remains and lies in its EU membership, coupled with a low corporate tax, and its strategic location in the Mediterranean. Especially the latter, its proximity to North Africa, will***



**probably become of strategic importance in the near future (GTAI 2022).**

Overall, the growing expatriate population, the current demand for German speakers, the

# LABOUR COST FOR GERMAN-SPEAKING TALENT IN MALTA

According to the data collection of the Maltese National Statistics Office (NSO) for Q4 2024 monthly salaries average at €3,170 for management positions and €1,239 for elementary occupations and across all sectors and occupational groups.

The NSO data shows wages for customer service, sales, and marketing at an average of €1,450 our own findings have shown that salaries for these jobs, especially in combination with specific language skills, can be much higher between €2,250 - €4,250 gross, while jobs for marketing specialists, and content writers, who speak a certain language, are compensated in a range between €2,500 - 5,200 gross.

## Average monthly basic salary for selected industries in Malta (Q4/2024)

Industry / sector	Nr. Of employees	Average salary
Craft and related trades workers	24.202	1.573
Plant and machine operators, and assemblers	14.674	1.425
Technicians and associate professionals	38.144	2.066
Clerical support workers	30.651	1.588
Management	31.528	3.170
Services and Sales	49.131	1,415

various economic indicators, but also the development of German - Maltese trade relations point towards an increasing overall demand.

**This means, that Maltese companies are paying way above the national average when it comes to specific much needed language skills in comparison to other European countries.**

For example, in Germany a customer service job (although without specific language requirements) only pays between €2,000 - €3,000 (NSO 2022, Indeed 2023).

Furthermore, Malta boasts significantly lower taxes and national insurance contributions compared to other countries, with a combined rate of around 25% for all jobs earning under €70,000. This rate only slightly increases for earnings exceeding this threshold (MSC 2023, PWC 2023).

**Example:** Average National Salary €1,750 / Example: CS&S jobs €1,450 national average / Average of CS&S jobs with needed language skills €2,100 monthly.

# CONSUMER PRICES IN MALTA

The cost of living in Malta is about 17.2% lower than in Germany (excluding rent, (Numbeo 2024).

However, in Malta, these averages tend to be closer to actual costs due to its small and densely populated nature. In contrast, the German average may not accurately represent the true expenses of living in major metropolitan areas like Berlin, Munich, Hamburg, or Frankfurt.

Consequently, the current prospects for German speakers are highly favorable, presenting an opportunity to secure a job with higher net income than what one might earn in their

home country, particularly within customer service and marketing roles.

The primary requirement for candidates is proficiency in both German and English languages, with English being ideally at a C1 level or at the very least a B2 level. However, it's important to note that this simplistic view needs some clarification. Maltese companies, given their comprehensive compensation packages, enjoy a broader selection of candidates compared to much larger nations. They prioritize quality over quantity due to not requiring a large workforce, thus favoring experienced professionals in their recruitment over young professionals.

Cost of living in Malta is 17.2% lower than in Germany (without rent)

Cost of living including rent in Malta is about 11.9 % lower than in Germany

Rent Prices in Malta are 5.8% higher than in Germany

Restaurant Prices in Malta are 3.2% lower than in Germany

Groceries Prices in Malta are 14.4% lower than in Germany

Local Purchasing Power in Malta is 39.6% lower than in Germany





# CALCULATING THE REAL DEMAND / SUPPLY GAP

## MALTA FACES A STRUCTURAL SHORTAGE OF GERMAN-SPEAKING TALENT

Malta is facing a severe shortage of German-speaking professionals, creating significant challenges for companies operating in customer service, sales, IT, and finance. Despite the country's growing business appeal, the local labor market cannot supply enough German speakers to meet demand.

Recent job market data initially identified 206 German-speaking job listings in Malta. For the sake of our calculations, we assume these listings were all posted together at the beginning of the year. On average, each listing represents 2.76 vacancies, meaning the actual number of jobs behind these listings is closer to 568.

Each of these positions remains open for an average of 42 days before being filled. Assuming consistent demand throughout the year—due to factors such as short-term contracts, replacement hires, and turnover - the same listings are reposted across the year. With an average time-to-fill of 42 days, each posting is typically filled 8.69 times annually. This results in an annual demand for 9,114 German-speaking professionals.

However, this figure is likely an underestimate, as it does not account for the hidden job market, which, according to recent statistics, may represent 50% to 80% of all job opportunities.

On the supply side, approximately 1,300 German nationals of working age reside in Malta. However, this number is inflated, as not all individuals are actively seeking employment. A significant portion of the German-speaking population is already employed, studying, or financially independent, such as retirees and digital nomads. Additionally, many lack the necessary bilingual skills, as most positions require both German fluency and strong English proficiency, further limiting the effective supply of qualified candidates.

**When comparing supply versus demand, the talent gap becomes even more apparent. The ratio stands at 0.14 (1,300 available candidates vs. 9,114 positions), meaning there are about 7 open positions for every available German speaker.**

Given this severe imbalance, companies are increasingly turning to international hiring strategies, actively recruiting talent from Germany, Austria, and Switzerland.

To attract professionals, businesses offer relocation packages, competitive salaries, and career growth opportunities. This growing demand for German-speaking talent highlights the structural labor shortage in Malta and underscores the need for long-term strategies to develop a sustainable multilingual workforce.

### Calculation

Scenario: Sum of listings for Germans in Malta with average vacancies per listing factored with time-to-fill

1. Job listings German-speaking positions: 380 (see page 10, April 2025)

2. Based on our internal calculations, the actual number of jobs per listing is about 2,76 jobs (internal data Workwide, client's average, snapshot from 14.02.2025), resulting in a real number of open

positions of 1,049 (380 advertised jobs x 2,76 = 1,049)

4.  $365 / 42$  days open = 8,69 factoring (AIHR)

5.  $1,049$  open positions x 8,69 = 9,114 annual demand

$1,300$  Germans of working age (s. Page 14) divided by annual demand of 9,114 = 0.143 talent-shortage ratio.



# STRATEGIES FOR ATTRACTING AND RETAINING GERMAN-SPEAKING TALENT

Malta's relatively small size and population, the number of vacant positions is not as high as in other countries, and thus it is also much easier for Maltese companies to acquire suited personal, by putting well rounded and also very lucrative job offers on the market.

This specific scenario gives Malta, coupled with the country's alluring Mediterranean ambiance and rich history, provides a distinctive competitive edge, further amplified by their favorable compensation and taxation policies. Additionally, their job marketing strategies effectively highlight the nation's picturesque landscapes, high-quality lifestyle, abundant sunshine, as well as its rich cultural heritage; and many Maltese companies even provide relocation packages and other

enticing incentives, enhancing their appeal to potential recruits.

**Here is an Overview of the additional strategies they pursue and incentives they offer in recent job advertisements:**

1. Highlighting **favorable work-life balance**, including flexible working hours and a relaxed lifestyle for a better quality of life.
2. Promoting their **diverse and inclusive work environment** that welcomes talent from all over the world, picturing a welcoming atmosphere for German-speaking professionals.
3. Many are also offering **training courses** and career opportunities.
4. Some sort of **relocation assistance** or travel reimbursement is found in almost every job offer, along with additional medical insurance (especially dental), in some cases even life insurance packages.
5. **Above average payment** for CS with specific language skills
6. Attractive performance based **bonuses**
7. Highlight **career progression** opportunities

## Incentives for German Speakers

- |   |   |
|---|---|
| 1 | Relocation Packages between EUR 2,000 - 5,000 €                               |
| 2 | Reimbursement of initial travel costs after 6 month working                   |
| 3 | Yearly two-way flight ticket to visit friends and relatives                   |
| 4 | Comprehensive help with all paper work  |
| 5 | Additional private health insurance and/or supplementary dental insurance     |
| 6 | Training courses with certification   |
| 7 | Accommodation for 2-8 weeks paid by the employer (or accommodation allowance) |
| 8 | Life Insurance  |

SOURCE: (LinkedIn / Workwide / Indeed 2023).



# SUMMARY AND FUTURE OUTLOOK

Over the past decade, Malta has emerged as a dynamic business hub. Its strategic location, robust economy, and skilled workforce have attracted many entrepreneurs, investors, and expats. It really merits to be called an attractive and alluring destination. With its pro-business environment and a strategic edge as the EU's gateway to emerging African economies, Malta blends its rich, European and Semitic heritage, vibrant nightlife, and picturesque beaches into an incomparable gem.

***The country offers exceptional opportunities for both companies and expats, and particularly for specific native speakers who also possess a strong English proficiency.***

The demand for these specific skills remained steady for a while now and is, even on a slight upward trajectory, a trend that's likely to persist given Malta's recent economic progress and the forecasts available. Malta's unique combination of location and well crafted job postings demonstrates their strategic approach and financial capability. Maltese companies effectively promote their nation's inherent advantages, offering competitive compensation packages that intertwine with lifestyle and career advancement incentives to attract top-tier expertise. Simultaneously, the

government established a business-friendly political framework, notably in regard to the tax structure, which is aimed at enticing foreign companies and investors to help to diversify the economy and reduce Malta's reliance on the tourism sector.

However, Malta has arrived at a juncture where the reality and implications of continual growth and immigration become increasingly more evident, and these patterns are encountering the inherent and natural constraints of the small island nation. Despite the plethora of opportunities, there are also adversities that such a small and delicate ecosystem has to deal with and unbridled expansion is simply not sustainable, due to the country's limited landmass and finite resources. Escalating rental prices pose a particularly acute concern for lower-income households without highly compensated expatriate contracts compared to a national average salary of €1,750 gross. Locals already started to utter their discontent about newly erected buildings and constructions which alter and disfigure the original landscape. Furthermore, the proliferation of congested roads choked with an excessive number of vehicles is causing much Frustration. As a result, the Maltese Government faces a complex task of



Map of Malta: licensed via 123rf.com  
Background: Photo by Olaf Janssen on Unsplash

harmonizing tradition with modernization, and navigating the dichotomy between growth and the ecological boundaries. Nevertheless, Malta remains an amazing and unique place to be. It offers extending opportunities for companies and expats alike.

**This holds especially true for well-educated European native speakers with strong English language skills and momentarily even more so for German native speakers, given**

**that, for the second consecutive year, there are more job openings than German's immigrating.**

However, confronted with these figures, Maltese companies have proactively introduced additional incentives, such as higher remuneration, work-life balance, career development opportunities, life insurance, full remote contracts (but with tax residency maintained in Malta) or annual remote work quotas for up to 40 days from home. In summary, our findings strongly indicate, that the majority of Maltese companies offer fairly compensated jobs that are designed for long term planning security and not for short term adventurers.





Photo by Mike Nahlii on Unsplash

**tipico**

## TIPICO MALTA: BEST PRACTICE IN HIRING GERMAN SPEAKERS ABROAD



**Interview with Hannah Borg Costanzi, Employer Branding Manager at Tipico, Malta**

**Hannah, could you provide a little context about Tipico as a company and what your role is?**

Tipico is a leading international sports betting company, headquartered in Malta, with a strong presence in Germany and Austria. It offers both online and retail betting services and is known for its innovative use of

technology to enhance the betting experience. Tipico processes millions of bets, especially during peak sports events like Bundesliga match days. We have over 1,000 employees working in our different office locations.

My role as Employer Branding Manager focuses on positioning Tipico as an employer of choice by telling our story and shaping our

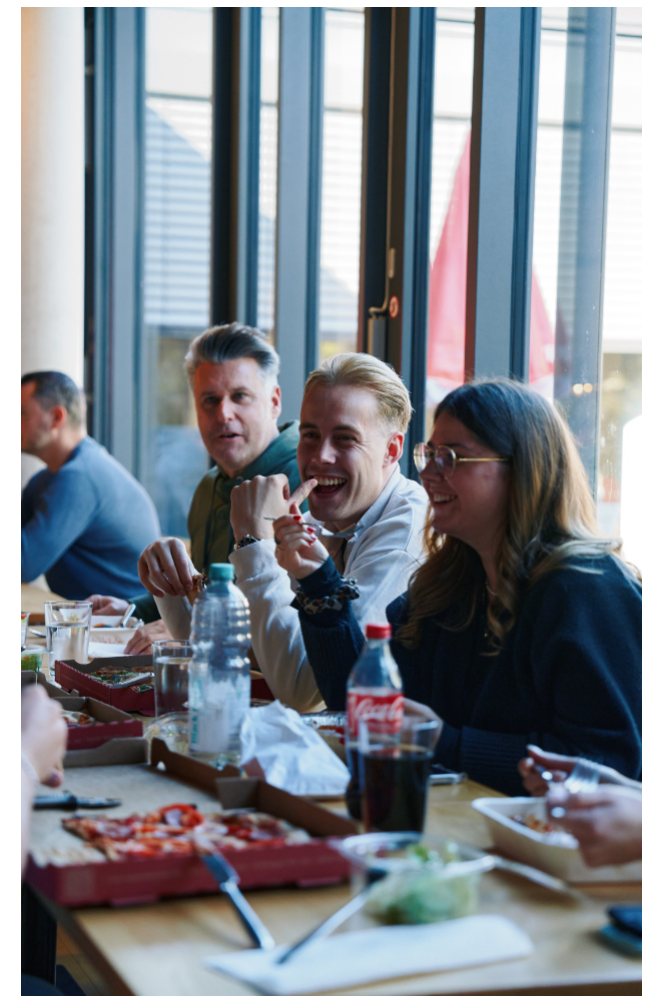
brand both internally and externally. We create engaging content for social media and our career website to highlight our culture and opportunities, while also building brand awareness through our presence at career fairs, university events, and industry meetups."

**Tell us a bit about your general talent acquisition - like branding, process, general job profiles, locations, recruitment practice?**

We have an international team of 5 recruiters based in Malta and Germany. They recruit for all our locations - Malta, Germany, Croatia and Gibraltar. We have on top of that (my) area of employer branding which supports recruiters in attracting the right talent. We run the social media channels and campaigns to reach broader audiences and make more candidates aware of our jobs and our culture.

Our main focus is to deliver the best talent for Tipico but at the same time creating the best possible candidate experience. We want to show our candidates our culture and team mindset at every step of the process. As we say here "Play your best game".

Picture: Tipico Culture. Copyright: Tipico





We hire different kind of roles. From software development, over Marketing and Branding to Compliance and Legal - And of course Customer support and other entry level roles. Most of the roles require a certain level of knowledge of the German language.

**You told me that a lot of the roles require German language. On an Island like Malta how do you manage to attract and hire German speakers?**

Even Tipico is a very well-known brand in Germany, it requires a distinct and efficacious recruitment process to hire German-speakers for our headquarters in Malta. We run paid campaigns on social media, we book job adverts and we, depending of the seniority of the role, contact candidates directly on LinkedIn and other social media platforms. On top of that we partner with different providers like workwide, who are specialized in targeting

and attracting candidates to work in the “native” languages abroad.

**What are the particular challenges for you in hiring the right talent?**

As said before, as a well-known brand doesn't necessarily mean that we can attract all candidates. Once we receive an application or contact a candidate directly, the first challenge is the relocation to Malta. Most of the candidates have changed their opinion about working and living abroad since COVID hit. On the other hand, we are not just looking for a “resource” we are looking for a new team member and for someone who can grow and evolve within our culture. Therefore it feels like we are a bit “picky” in the selection but we want to make sure that we hire the fit to the job and also the company culture.



St. Julian's Bay Malta, Credit: Michelle Maria via Wikipedia, [https://commons.wikimedia.org/wiki/File:St.\\_Julians\\_Bay\\_Malta\\_-\\_panoramio\\_\(2\).jpg](https://commons.wikimedia.org/wiki/File:St._Julians_Bay_Malta_-_panoramio_(2).jpg)



Picture: Tipico People. Copyright: Tipico

**You told me that you are also working with agencies and recruitment partners like workwide. Where do you see recruitment partners adding to your talent acquisition, e.g. in comparison to classical methods?**

In certain cases we really need to dig deeper into networks to search for a very niche set of skills. And here is where specialized partners (agencies) can help us to succeed. Especially as we can invest the time of our internal recruitment team on other searches. These partnerships act as an extension of our team, helping us scale effectively and efficiently. We don't review any candidates profiles from agencies, which were not selected to work on that project. It might sound like a missed

opportunity and waste of a good profile, but we are committed to upholding GDPR compliance and we can't ensure that candidates have consented to the sharing of their personal data. In this way we protect our candidates but also our business.

**Thank you for the interview!**

*This interview was conducted by Stephan Fricke, CEO at independent German Outsourcing Association ([www.outsourcing-verband.org](http://www.outsourcing-verband.org))*



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*The information in this paper has been carefully researched by the research and editorial team of the German Outsourcing Association (www.outsourcing-verband.org).*





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# GERMAN LANGUAGE TALENT **MALTA**

*An analysis of demand and availability of  
German language talent in Malta by Workwide  
Group in co-operation with the German  
Outsourcing Association*