

The future of pharma:  
**Addressing talent acquisition  
challenges with on-brand  
content creation**





# Introduction

The pharmaceutical industry is at a pivotal moment. Rapid technological advancements, shifting global health priorities, and evolving workforce expectations have combined to create unprecedented challenges in talent acquisition. Companies must not only attract top-tier talent but also maintain brand consistency across global markets while navigating complex regulatory landscapes. This whitepaper explores how leveraging on-brand content creation and Digital Asset Management (DAM) solutions can help overcome these hurdles, reshape recruitment strategies, and ensure sustained success in the competitive pharma landscape.



# The evolving pharma talent landscape

## The urgent skills shortage

By 2030, the pharmaceutical and life sciences industry is expected to face a **35% talent deficit**, with critical shortages in specialized fields such as biologics, AI-driven research, and gene therapy. These skills are fundamental to advancing personalized medicine, vaccine development, and other novel therapies. Despite the growing number of STEM graduates worldwide, these roles remain difficult to fill due to the highly specialized expertise required.



# 83%

of pharmaceutical and life sciences companies have difficulty finding skilled talent, 75% anticipate the shortage to worsen over the next five years

Source: Deloitte



## The need for AI expertise

The accelerated adoption of **generative AI (gen AI)** is transforming the pharmaceutical landscape, further amplifying the demand for AI-related skills. Since 2018, AI-related job postings in biopharma have grown by **43% annually** across the top ten pharma companies (Source: McKinsey), and this trend shows no signs of slowing down. As AI adoption in recruitment is expected to increase by **60% by 2025** (Source: Gartner), companies must adapt their talent acquisition strategies to meet these new demands.

To remain competitive, pharma companies must:

- ④ **Develop AI-specific training programs** in collaboration with academic institutions to equip graduates with the technical skills required for AI-driven roles.
- ④ **Upskill existing employees** to integrate AI tools into their workflows, enabling roles such as research scientists or data analysts to leverage AI for predictive modeling and clinical trial optimization.
- ④ **Foster agile work environments** that encourage experimentation and the development of AI-driven innovations.

Equally important is the need for soft skills such as adaptability, cross-functional collaboration, and cultural alignment. As teams increasingly work across global hubs, the ability to bridge cultural differences and foster effective communication is essential. Embedding these skills into hiring criteria and employee development plans will ensure that talent can adapt to the dynamic demands of the industry.



# 80%

of pharmaceutical manufacturing facilities are struggling with skills mismatches and half of all executives say that recruiting experienced staff is challenging

Source: Alexander Mann Solutions (AMS)





## Holistic workforce development

Pharma companies must adopt a multi-pronged approach to workforce development, which includes:

- ✓ Dynamic talent allocation to align skills with evolving business priorities.
- ✓ At-scale technical upskilling programs led by informed leadership to meet the rising demand for AI expertise.
- ✓ Modernized infrastructure and workflows to ensure employees can effectively leverage cutting-edge technologies.

## Rising competition

The competitive landscape in the pharmaceutical industry is being reshaped by agile biotech startups that challenge the dominance of traditional "big pharma" players. These smaller firms often attract top talent by offering dynamic and flexible work environments that prioritize innovative cultures and creative freedom. Startups focused on niche areas such as rare diseases or gene editing appeal to candidates seeking purpose-driven roles where they can make meaningful contributions and impact patient outcomes.

The rise of remote and hybrid work models further intensifies this competition by expanding the geographical scope of recruitment. These arrangements provide access to a broader talent pool and are particularly attractive to younger professionals balancing career and personal priorities. At the same time, they heighten competition, as candidates now have more choices. To remain competitive, pharma companies must adapt by offering flexible work options and emphasizing their unique value propositions to attract and retain top talent.



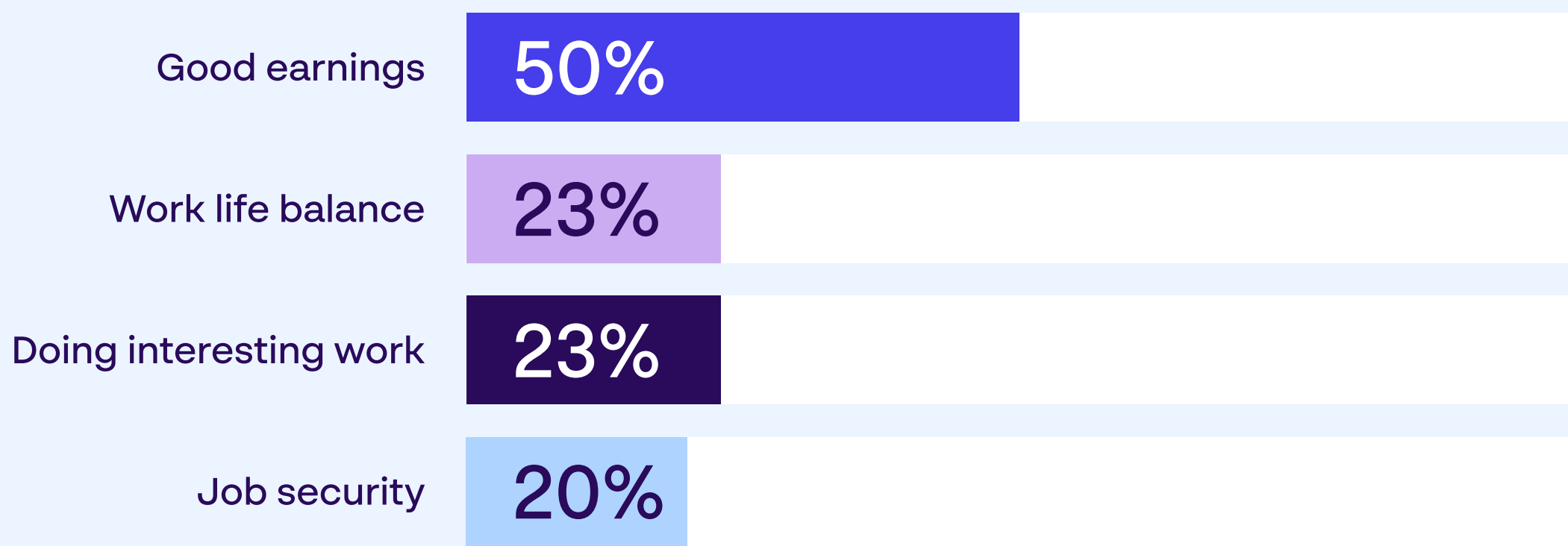
## Shifting workforce expectations

Millennials and Gen Z, who will constitute 75% of the workforce by 2025, bring distinct priorities to the workplace. They seek employers aligned with their values, particularly in areas like corporate social responsibility and sustainability. Highlighting initiatives such as reducing environmental footprints, improving global health equity, and advancing diversity and inclusion can resonate with this demographic.

Flexibility is another critical factor. Remote work opportunities, flexible schedules, and a focus on work-life balance are increasingly becoming non-negotiable for younger professionals. Companies that embrace these models will have a significant competitive advantage.

Additionally, clear career development pathways and opportunities for continuous learning are critical motivators and can attract and retain top talent in a competitive market.

### Top factors influencing young people’s career decisions in pharma



Source: Association of the British Pharmaceutical Industry (ABPI)



# Challenges in pharma recruitment

Pharmaceutical companies face unique recruitment challenges that demand tailored solutions. Key pain points include:

## 1. Navigating regulatory complexities

Recruitment campaigns must adhere to strict regional regulations, such as GDPR in Europe, while maintaining brand consistency globally. Missteps in compliance can lead to reputational damage and legal penalties. Tools that embed compliance checks into workflows can ensure adherence to these standards.

## 2. Balancing global consistency with local relevance

Pharma companies often struggle to create recruitment content that resonates locally while remaining aligned with corporate branding. For instance, recruitment campaigns in Japan may emphasize **collaboration and long-term career opportunities**, whilst campaigns in Europe may highlight **work-life balance and sustainability initiatives**.

## 3. Inadequate employer branding

Pharma companies often struggle to communicate their unique value as employers, limiting their ability to stand out in a crowded market. Effective employer branding must go beyond financial incentives to showcase the organization's purpose, culture, and career development opportunities. For example, highlighting a company's role in addressing global health crises, such as developing COVID-19 vaccines, can position it as a desirable place to work for purpose-driven candidates.

Failure to articulate workplace culture can lead to misconceptions, deterring top talent. A lack of alignment between internal and external messaging can also undermine efforts to attract diverse candidates, particularly in regions with specific regulatory or cultural considerations.





#### **4. Content bottlenecks**

Recruitment content in the pharma sector often requires high levels of customization to comply with regulatory requirements and resonate with diverse markets. Centralized production workflows can delay this process, particularly when content must be adapted for different languages, cultural contexts, or legal standards. For example, recruitment campaigns in Europe must align with GDPR regulations while maintaining consistency with global branding.

Outsourcing content creation to external agencies can exacerbate delays and inflate costs, making it difficult to execute timely campaigns. Developing in-house capabilities with tools designed for non-designers can streamline these processes and improve responsiveness.

#### **5. Failure to leverage modern tools**

The pharmaceutical industry has been slower than others to adopt digital tools that simplify recruitment. Tools that allow teams to create compliant, localized content while adhering to corporate branding guidelines are critical. For instance, a platform that integrates Digital Asset Management with region-specific compliance checks can significantly enhance the efficiency of recruitment campaigns.





# The role of on-brand content creation in addressing recruitment challenges

In an increasingly competitive and dynamic pharmaceutical industry, effective recruitment relies on a company's ability to communicate consistently, engage meaningfully, and adapt quickly to global and local demands. On-brand content creation plays a pivotal role in addressing these challenges, enabling organizations to connect with top talent while maintaining regulatory compliance and brand integrity.

## Streamlining content creation

Pharma recruitment often requires the communication of complex and specialized messages across multiple regions, each with distinct regulatory requirements. On-brand content creation platforms provide customizable templates and structured workflows, enabling HR and marketing teams to produce compliant, professional materials swiftly. This eliminates bottlenecks and ensures campaigns are launched on time, even under tight deadlines.

By leveraging scalable solutions, companies can create tailored campaigns that align with both corporate branding and regional nuances. For instance, recruitment materials for the UK can highlight community-driven workplace values, while Scandinavian campaigns might focus on sustainability and work-life balance. These adaptable workflows empower teams to respond to specific market needs without compromising on quality or compliance.

## Producing content at scale

Templates and automation allow for the rapid creation of localized, on-brand materials that reflect the company's global identity while addressing regional expectations. This is particularly crucial in regions where the competition for talent is high and recruitment messaging needs to resonate culturally. A unified yet flexible approach ensures that large-scale hiring drives can maintain brand consistency across diverse markets.



**"Because of the time savings, the consistency in brand, and a practice of sharing, we were able to create much more content."**

Global Head of Employer Brand  
Pharmaceutical



## **Enhancing employer branding**

A strong employer brand goes beyond salary offerings; it showcases the organization's purpose, culture, and values. On-brand content creation allows pharma companies to craft compelling narratives that demonstrate their contributions to global health and innovation.

### **Highlighting global impact**

Campaigns can emphasize significant achievements such as vaccine breakthroughs, advancements in personalized medicine, or commitments to rare disease research. These initiatives not only underscore the company's mission but also appeal to candidates seeking purpose-driven roles.

### **Showcasing culture and values**

Through digital campaigns, organizations can bring their workplace culture to life, spotlighting collaborative environments, innovative projects, and opportunities for professional growth.

### **Humanizing the brand**

Employee testimonials, behind-the-scenes content, and success stories provide authenticity and relatability. Prospective hires gain a realistic understanding of the company's values and day-to-day operations, fostering a sense of belonging before they even join.



## Driving consistency across channels

Consistency is essential for building trust and reinforcing credibility, particularly in a global industry like pharma. Recruitment campaigns that align across social media platforms, job boards, and other communication channels help strengthen the employer brand.

### Unified messaging

On-brand content ensures that the organization's mission and values are consistently communicated while allowing for localized adaptations that resonate with regional audiences.

### Tailored communication

Messages can be customized for specific demographics, from entry-level graduates to seasoned professionals, ensuring relevance and impact.

## Digital Asset Management (DAM): Supporting consistency and efficiency

A robust Digital Asset Management (DAM) system complements on-brand content creation by centralizing access to approved assets, such as logos, templates, and visuals. This reduces redundancy, ensures compliance, and enables seamless collaboration between global and regional teams. DAM systems allow companies to:

- ✔ Quickly retrieve and adapt approved materials for localized campaigns.
- ✔ Ensure all assets meet corporate branding and regulatory standards.
- ✔ Streamline processes, saving time and resources across departments.





## Examples of impactful content strategies

### 1. Localized campaigns

Recruitment content tailored to regional needs strengthens cultural and regulatory alignment. For example, campaigns in Europe can emphasize work-life balance, while those in Asia might highlight community engagement and innovation opportunities.

### 2. Interactive job postings

Multimedia content such as lab walkthroughs, employee testimonials, or dynamic infographics illustrating career progression adds an engaging and informative dimension to job descriptions, appealing to digital-native candidates.

### 3. Social media advocacy

Employees are powerful ambassadors for a company's brand. Encouraging them to share authentic, on-brand content—such as their experiences, career milestones, and workplace highlights—extends the reach and credibility of recruitment campaigns.







# Future trends in pharma recruitment

The evolving workforce landscape is shaped by several significant trends:

## Post-brexit challenges

The relocation of pharmaceutical headquarters and manufacturing facilities post-Brexit has created new recruitment challenges in Europe. Companies must navigate varying labor laws, language barriers, and regional regulations. Leveraging localized campaigns tailored to each market's needs can help overcome these barriers while ensuring compliance with local standards.

## Employer profile modernization

To attract digital-native talent, companies are investing in visually engaging, mobile-friendly recruitment content. This includes interactive job descriptions, virtual reality tours of facilities, and AI-driven chatbots to enhance the candidate experience. These innovations not only appeal to younger demographics but also position the company as a forward-thinking employer.

## Growing role of employee advocacy

Employees are becoming a central part of recruitment strategies, particularly in pharma, where trust and credibility are paramount. Encouraging employees to share their experiences on platforms like LinkedIn or Glassdoor can significantly enhance employer branding. Companies should provide tools and guidelines to facilitate authentic, impactful employee-driven content.



## Emphasis on sustainability and CSR

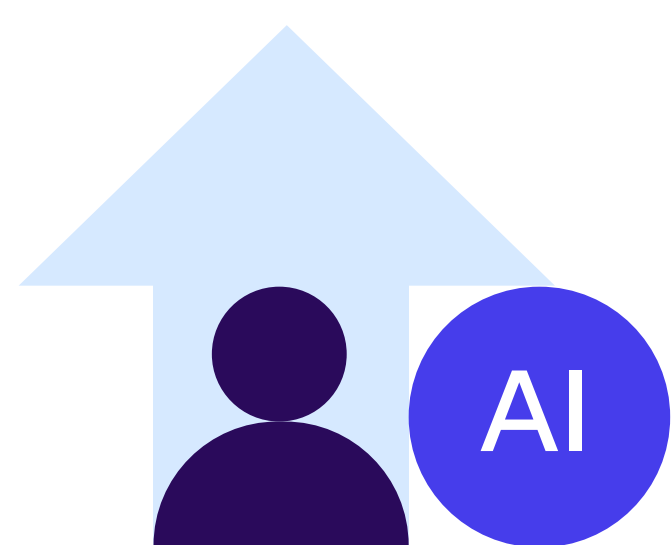
Candidates increasingly evaluate employers based on their sustainability initiatives and contributions to social causes. Showcasing efforts to reduce carbon footprints and improve global health equity can enhance employer branding.

## Hybrid work models

Flexible work arrangements have become a baseline expectation. Companies offering hybrid models can attract talent that prioritizes work-life balance, particularly in high-demand fields like data science and clinical research.

## AI-Driven Talent Acquisition

As the pharmaceutical industry navigates evolving recruitment challenges, **artificial intelligence (AI)** has emerged as a critical enabler for streamlining talent acquisition. AI is transforming the way companies attract, evaluate, and retain top talent by automating repetitive tasks, uncovering actionable insights, and enabling personalized engagement.



AI adoption in recruitment  
is expected to increase  
by 60% by 2025

Source: Gartner



# How AI is revolutionizing recruitment

## 1. Automating candidate screening and matching

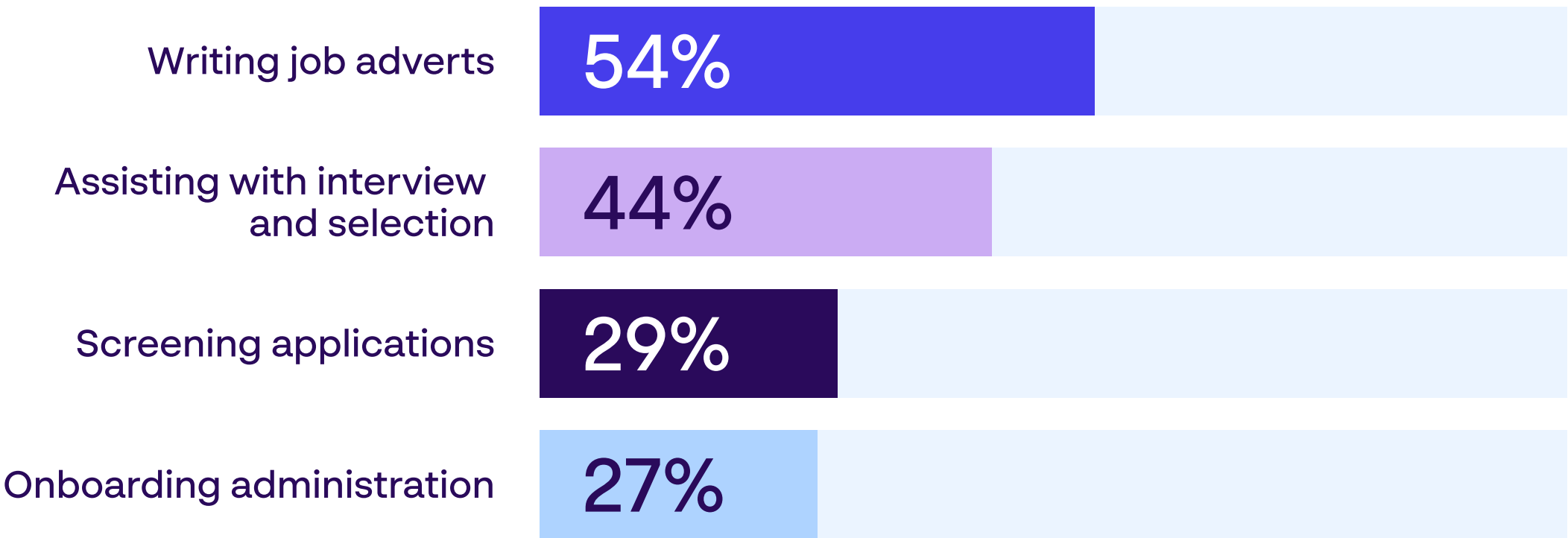
AI-powered tools can analyze candidate profiles against predefined criteria, significantly reducing the time spent on screening. By evaluating qualifications, skills, and experience, these systems provide hiring teams with shortlists of best-fit candidates, ensuring efficiency and accuracy.

- ① For example, AI systems can sift through thousands of resumes to identify candidates with expertise in gene therapy or AI-driven research—critical roles in the pharma industry.

## 2. Assisting with candidate sourcing and selection

AI can streamline candidate sourcing activities such as drafting job advertisements tailored to attract specific demographics. During the selection process, AI tools assist recruiters by offering data-backed suggestions, helping teams make more objective decisions.

## How AI is used in recruitment



Source: Standout CT



### 3. Predicting future workforce needs

Advanced analytics driven by AI help organizations identify talent gaps by analyzing market trends and internal workforce data. This allows recruitment teams to proactively plan for future needs, reducing the impact of talent shortages.

- ① For example, AI can highlight an increasing demand for biologics experts or clinical trial specialists in specific regions, enabling targeted recruitment strategies.

### 4. Personalizing communication to engage top talent

Today's candidates expect a personalized experience, and AI delivers this by tailoring messages to individual interests, skills, and career goals.

- ① AI-powered platforms can send custom email campaigns or recommend roles based on a candidate's LinkedIn profile, improving engagement and conversion rates.

### 5. Streamlining onboarding processes

AI automates onboarding tasks such as compliance tracking, training schedules, and paperwork, enabling a seamless experience for new hires and freeing up HR teams for strategic work.

## Why AI matters for pharma recruitment

The adoption of AI in recruitment enables pharmaceutical companies to address several critical pain points:

**Speed:** Automating time-intensive processes such as screening and onboarding accelerates hiring timelines.

**Precision:** AI reduces bias and subjectivity by relying on data to match candidates with job requirements.

**Scalability:** As pharma companies expand globally, AI helps manage recruitment efforts across diverse markets.

By leveraging AI and combining these tools with DAM and on-brand content creation solutions, pharmaceutical companies can not only optimize their recruitment strategies but also position themselves as forward-thinking employers, appealing to top-tier talent in a competitive landscape.





# Recommendations for pharma leaders

Pharmaceutical leaders must take proactive steps to overcome recruitment challenges:

- ✓ **Invest in on-brand content creation tools**

Implement tools that simplify content production while ensuring compliance with industry regulations. Tools like Papirfly empower HR and marketing teams to create consistent, impactful messaging tailored to their audience. Streamlining workflows can save time and resources while enhancing the impact of recruitment campaigns.

- ✓ **Adapt to workforce expectations**

Prioritize flexibility, inclusivity, and career development in your employment practices to remain competitive and attract a diverse range of candidates. Highlighting initiatives like remote work, diversity programs, and sustainability efforts aligns with the values of the modern workforce, particularly younger talent, and strengthens the employer value proposition.





✓ **Leverage AI technology**

Incorporate AI for candidate screening, campaign analytics, and personalized messaging. These technologies can provide valuable insights and improve the efficiency of recruitment efforts.

✓ **Focus on localization**

Tailor campaigns to specific regions, considering local regulations, cultural nuances, and language requirements. This ensures relevance and compliance, strengthening the company's appeal in diverse markets.

✓ **Focus on sustainability**

Align recruitment messaging with broader ESG goals to attract purpose-driven candidates. Communicating sustainability efforts can position your company as a leader in ethical practices.

✓ **Leverage DAM systems**

Implement DAM systems, such as Papirfly to centralize assets to streamline workflows and ensure brand consistency across regions.

✓ **Embrace data-driven recruitment**

Use analytics to refine campaign strategies and measure ROI on recruitment efforts.



# Conclusion

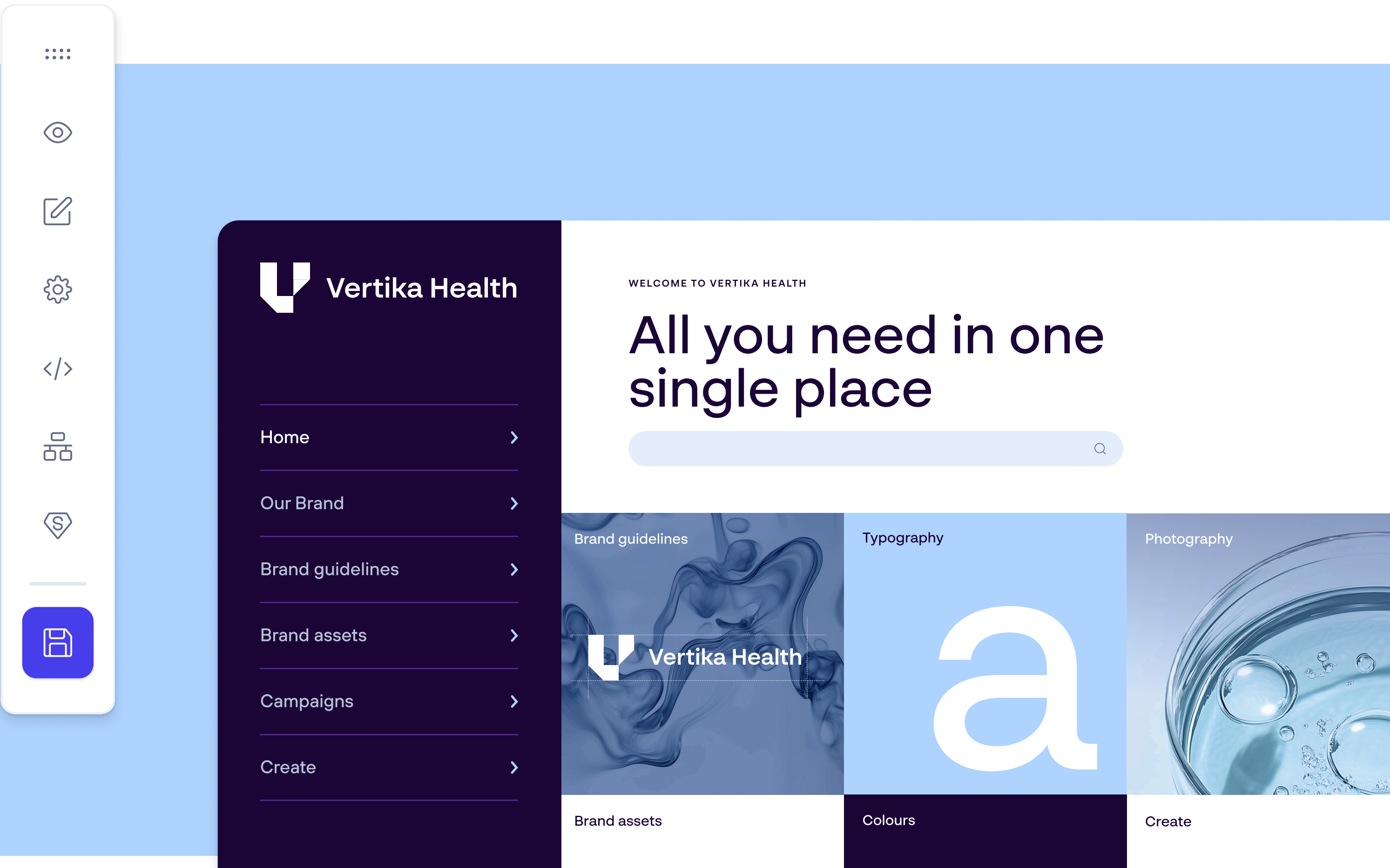
The pharmaceutical industry's ability to address global health challenges depends on its success in attracting and retaining top talent. By embracing on-brand content creation and leveraging DAM solutions, pharma companies can overcome recruitment hurdles, enhance employer branding, and position themselves as industry leaders.

Papirfly's Digital Asset Management and Content Creation Suite offers a comprehensive solution necessary to execute these strategies, enabling pharma companies to produce compliant, localized, and impactful recruitment content that resonates with today's workforce.



# How Papirfly makes the difference for pharma recruitment teams

In the fast-evolving pharmaceutical industry, recruitment teams face the challenge of attracting top talent while ensuring consistency, compliance, and efficiency across global markets. Papirfly’s suite of tools for **on-brand content creation** and **Digital Asset Management (DAM)** offers solutions designed to address these challenges head-on.







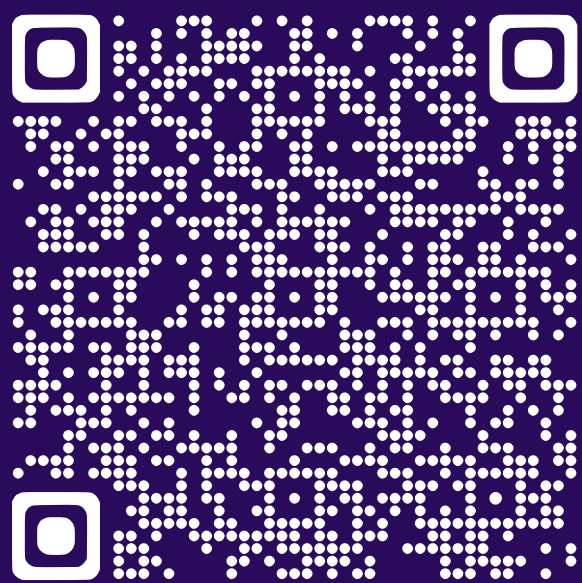
With Papirfly, pharma companies can:

- ④ **Empower HR and marketing teams to create compliant, on-brand recruitment content quickly and efficiently:** Templates and workflows ensure that even non-designers can produce professional-grade materials, reducing bottlenecks and increasing agility.
- ④ **Ensure brand consistency across global recruitment efforts:** Papirfly provides centralized tools that enable teams to align messaging and visuals, ensuring that every campaign reflects the company's identity while allowing for localized adaptations.
- ④ **Scale content creation to meet the demands of talent acquisition in expanding global markets:** Whether targeting regional hubs in Europe post-Brexit or reaching emerging markets in Asia, Papirfly supports recruitment efforts at scale.
- ④ **Streamline Digital Asset Management with a centralized hub:** Teams can easily access approved logos, imagery, and templates, reducing redundancy and ensuring compliance with corporate and regulatory standards.
- ④ **Foster employee advocacy through branded content:** Provide tools that empower employees to share testimonials, career highlights, and other authentic content, amplifying the company's reach and credibility.

The future of pharma recruitment is here. With Papirfly, HR and marketing teams can embrace the digital revolution, meet the evolving expectations of today's workforce, and position their organizations as employers of choice—all while maintaining brand integrity, governance, and compliance.

# Ready to transform your pharma recruitment?

Discover how Papirfly's **on-brand content creation** and **Digital Asset Management (DAM)** solutions can help you attract top talent, streamline campaigns, and maintain brand consistency at scale.



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