



WANTED: PILOTS FOR THE COCKPITS OF THE LUFTHANSA GROUP

News / Airlines

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 **LUFTHANSA GROUP**
Careers

Lufthansa Group is seeking to enlist more than 2,000 new pilots between now and the end of 2025 to serve on its airlines' growing aircraft fleets. The Group's new 'flybig' recruitment campaign highlights the many fascinating facets of the pilot's profession. With its slogan of 'Pilot – your dream job, just better', the new campaign steers deftly clear of the usual clichés. After all, the pilots of tomorrow are more than mere aviators: they're also (and above all) managers of their crews and inflight hosts – all within an intriguing and truly global working environment.

The new 'flybig' campaign is aimed at both newcomers to the pilot's profession and previously trained ready-entry pilots looking to move to a Lufthansa Group airline. The Group's cockpit crew corps is drawn from a wealth of paths and backgrounds; and with the range of employment models available, a pilot's position at the Lufthansa Group can be readily tailored to a wide selection of life circumstances and situations. The Group is also appealing in particular to young women who may wish to pursue a cockpit career. But anyone looking to occupy the seats on the airplane with the best views of all will need to show a keen team spirit and strong interpersonal talents – 'A key cockpit instrument: social skills', as one of the campaign's messages runs.

The new Lufthansa Group pilot recruitment campaign is featuring online and in print media now. It is also being conducted via out-of-home advertising platforms and on all social media channels. The corresponding messages for ready-entry pilots are further being publicized via the relevant

specialist online and print magazines.

The Lufthansa Group first launched 'flybig' at the beginning of 2023. Further promotional waves with a focus on recruiting cockpit personnel are planned for the coming year. To not only sharpen the image of the pilot's profession but raise applicant numbers too, the campaign also directs interested addressees to the corresponding career channels and the website of the European Flight Academy, the flight school of the Lufthansa Group.

European Flight Academy trains the pilots of tomorrow

The European Flight Academy, the flight school of the Lufthansa Group, trains the pilots of tomorrow. Its two-year pilot training course consists of a theory phase in Bremen or Zurich and practical phases in Goodyear and Grenchen or Rostock-Laage . To ensure the highest safety and quality standards, all EFA flight training is conducted on a standardized advanced training aircraft fleet. The key advantage offered by pilot training at the European Flight Academy: the airlines of the Lufthansa Group give priority to its graduates to meet their cockpit crewing needs.

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