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Whitepaper KI-VO | Praxisbeispiele und Decision Pack

Use Case: JobAdBot - AI-supported creation of job advertisements

BMW Group

Note on this document

This document is part of the Queb whitepaper series on the EU AI Act in an HR context. It presents a practical use case from a member company.

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1.1 Use case title JobAdBot - AI-supported creation and standardisation of job advertisements

1.2 Organisation (optional) BMW Group - HR / Talent Acquisition (PE-2 / Recruiting & Talent Scouting)

1.3 TA process step Recruiting process: creation of job advertisements in SAP SuccessFactors Recruiting as well as for internal job boards and external platforms.

1.4 Short description JobAdBot is an AI-supported assistant within BMW's recruiting process landscape. It helps recruiters create structured, standardised and target-group-specific job advertisements based on defined inputs such as job profile, requirements and skills. The use case is deliberately designed as an assistance solution: the bot does not assess candidates, has no selection effect and clearly separates content creation from selection decisions. Final responsibility remains with recruiters and hiring managers.

1.5 Affected groups Recruiters, hiring managers in the business units, HR Services / HR IT, candidates indirectly through advertisement quality, as well as data protection, IT security and governance functions.

1.6 Data types (high level) The focus is exclusively on job-related data in data class A, especially job profiles, tasks, requirements, skills, organisational data such as location and department, and standardised text modules. Applicant data, CVs, profiles or personal data from the application phase are not processed.

1.7 Classification (short) Assistance / workflow without selection effect. The use case does not include matching, ranking or scoring; it focuses on content creation for job ads. The use of GenAI requires governance and clear data rules, but the absence of selection effect clearly distinguishes it from high-risk-near recruiting applications.

1.8 Most important decision point The decisive point was to operate JobAdBot in a way that prevents personal data from being processed in prompts, keeps usage within closed BMW systems, requires recruiter review and approval before publication, and avoids any functional extension towards matching or ranking.

1.9 What helped Clear input rules, a defined approval process with human oversight, recruiter training on the use of GenAI, standardised text modules and style guides including anti-discrimination sensitivity, transparent communication, and rule- and compliance-based approval through internal tools all helped make the use case controllable.

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1.10 Learned lesson The value of JobAdBot does not come from technology alone, but from its clear embedding in processes and governance. Efficiency gains can be realised quickly when the use case is consistently designed for assistance rather than decision-making. Acceptance is created through clear rules, transparency and training; risks can be effectively limited through simple measures such as input rules and approvals.

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