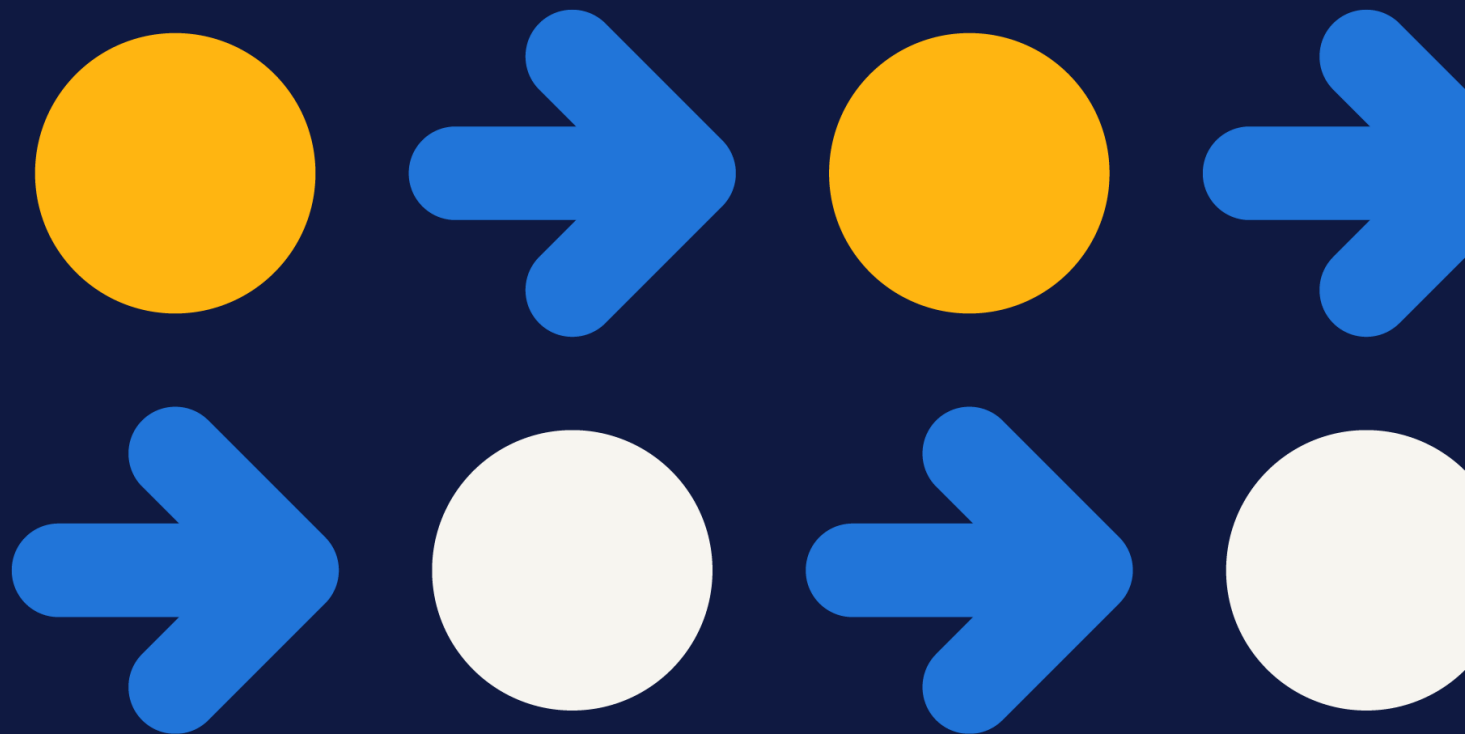


# employer brand research 2021



romania.

 randstad

human forward.

# what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 21 years of successful employer branding insights.
- an independent survey with over 190,000 respondents in 34 markets worldwide.
- a reflection of employer attractiveness for the market's 75 largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.



# the employer brand roadmap.



# why employer branding matters.



companies are overpaying on salaries by 10% if they don't have a strong brand.<sup>1</sup>

50%

of candidates say they wouldn't work for a company with a bad reputation - even with a pay increase.<sup>2</sup>

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.<sup>3</sup>

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.<sup>4</sup> As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

# why employer branding matters.

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19%

Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.<sup>5</sup>

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1-2x

companies with a strong employer brand have a 1-2x faster time to hire.<sup>8</sup>

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#1

#1 obstacle to candidates in the application process is not knowing what it's like to work at an organization.<sup>7</sup>

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76%

employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.<sup>9</sup>

---

52%

52 % of candidates first seek out the company's website and social media to learn more about an employer.<sup>6</sup>



# 34 markets surveyed covering more than 80% of the global economy.

argentina  
australia  
austria  
belgium  
brazil  
canada  
china  
czech republic  
france  
germany  
greece  
hong kong SAR  
hungary  
india  
italy  
japan  
kazakhstan  
luxembourg  
malaysia  
mexico  
new zealand  
norway  
poland  
portugal  
romania  
russia  
singapore  
spain  
sweden  
switzerland  
the netherlands  
uk  
ukraine  
usa



● markets surveyed

[click here](#) for detailed research methodology

## worldwide

- over 190,000 respondents
- 6,493 companies surveyed

## sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25 - 44
- comprised of students, employed and unemployed workforce

## country

- 4,700 respondents

## fieldwork

- online interviews
- january 2021

## length of interview

- 16 minutes

romania

employer  
attractiveness.



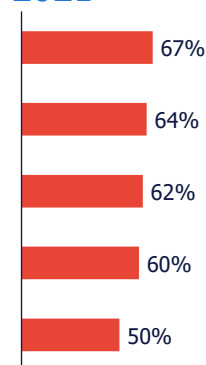
# what potential employees want

## the 5 most important drivers when choosing an employer.

### top 5 most important drivers



### europa 2021

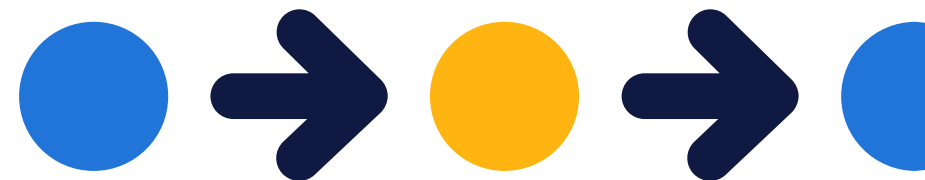


### romania top 5 drivers 2020

- 01 attractive salary & benefits
- 02 pleasant work atmosphere
- 03 job security
- 04 career progression
- 05 work-life balance

### romania top 5 drivers 2019

- 01 attractive salary & benefits
- 02 pleasant work atmosphere
- 03 job security
- 04 career progression
- 05 work-life balance



\*when comparing 2021 with previous years, please note that this question has been altered in that respondents are now free to choose as many drivers as they considered important from a list of 16 drivers whilst in previous years they were forced to pick exactly 5 out of these 16.



# what potential employees want when choosing an employer.

---

most important driver

## salary & benefits

Salary & benefits is the most important driver followed by pleasant work atmosphere and job security. All three drivers are more important among women and the higher-educated. The higher-educated attach more importance to almost all drivers as, in fact, they point out on average 8.5 drivers to be essential to them whereas the lower- and middle-educated point out 5.5 and 7.5 drivers, respectively.

A COVID-19 safe work environment is rated 7th in importance among employees. Women (53%) find this element even more important than other demographic groups, whereas the lower-educated (40%) find it less important.

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[click here](#) for a breakdown of the EVP importance results by socio-demographic profile.

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employers' proposition

## job security

Romanian employees rate their own employers highest on job security and a COVID-19 safe environment. Women are more likely to rate their employer higher on the latter aspect and so are those aged 25 to 34. Attractive salary & benefits is one of the lowest ranking drivers. However, those aged 18 to 24 are happier than their older peers when it comes to their remuneration package from their current employer. Lower ratings are also given for the possibility to work remotely, even though the higher-educated evaluate their employer higher on it.

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[click here](#) for a deep dive into the most attractive sectors and employers in 2021.

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recommended employer focus

## career progression

It can be seen as an obvious inconsistency that employees rate their salary & benefits as the one of the lowest drivers offered by their employer, despite it being the most important to them.

Next to that, career progression is rated average, when it comes to drivers offered by one's employer even though it is the second most important driver to them. It is, therefore, recommended that the average employer in Romania pays more attention to employee career progression in order to become more attractive to potential employees.

# what do potential employees want

## job collars in focus.

### white-collar

69%

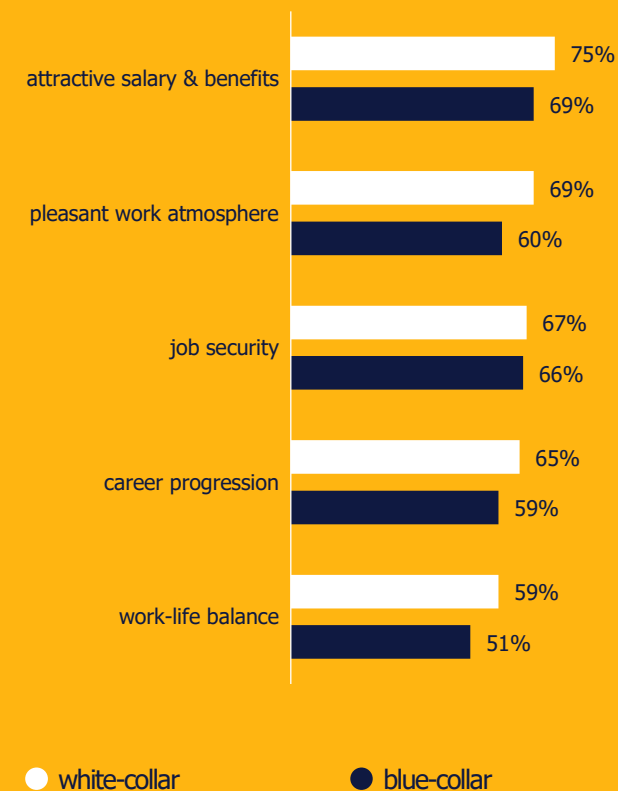
of white-collar employees consider a pleasant work atmosphere important, which is higher than among blue-collar workers (60%). Overall, this group is slightly more demanding in what they are looking for compared to the average employee.

### blue-collar

59%

of blue-collar workers consider career progression an important driver, which is lower when compared to white-collar professionals (65%). They also rate all drivers as less important when compared to white-collar employees.

### most important attributes



# switching behavior finding another employer.

## over 1 in 10 changed employer

11% of Romanian employees switched their employer in the last half of 2020, more so among employees aged 18 to 24 and the lower-educated (17% and 19%, respectively). Furthermore, 24% of employees intend to switch employers in the first half of 2021, which is higher among employees younger than 35 years (59%) compared to among those aged over 35 (36%).

## job portals – top channels to find jobs

Switchers find their next employer most often through job portals (48%) and this even more so among women (59%) and the higher-educated (57%). eJobs is the most used job portal (77%), followed by BestJobs (52%). 37% find jobs through personal connections/referrals and 30% through social media with Facebook (88%) being the most used. Those aged 18 to 24 are more likely to find a job on Google.



# most important attributes switchers vs. stayers.

## switchers

2021  
**11%**

changed employer in the past 6 months.

2021  
**16%**

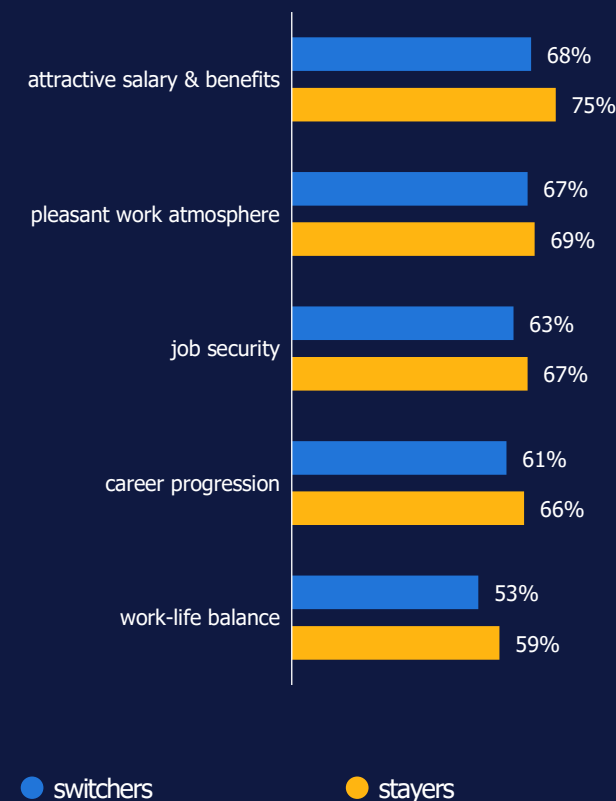
of those affected by COVID  
changed employer in the past 6 months.

## stayers

2021  
**89%**

stayed with their employer in the  
past 6 months.

## most important attributes



\* past 6 months = last half of 2020. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

# switching behavior job collars in focus.

white-collar intenders

17%

of white-collar professionals intend to switch to another employer in the first half of 2021. This is slightly lower than the average Romanian employee and blue-collar workers (24%, respectively).

blue-collar switchers

16%

of blue-collar switchers changed employers in the last half of 2020. This is only slightly higher when compared to white-collar employees (11%).



# COVID-19

in focus.





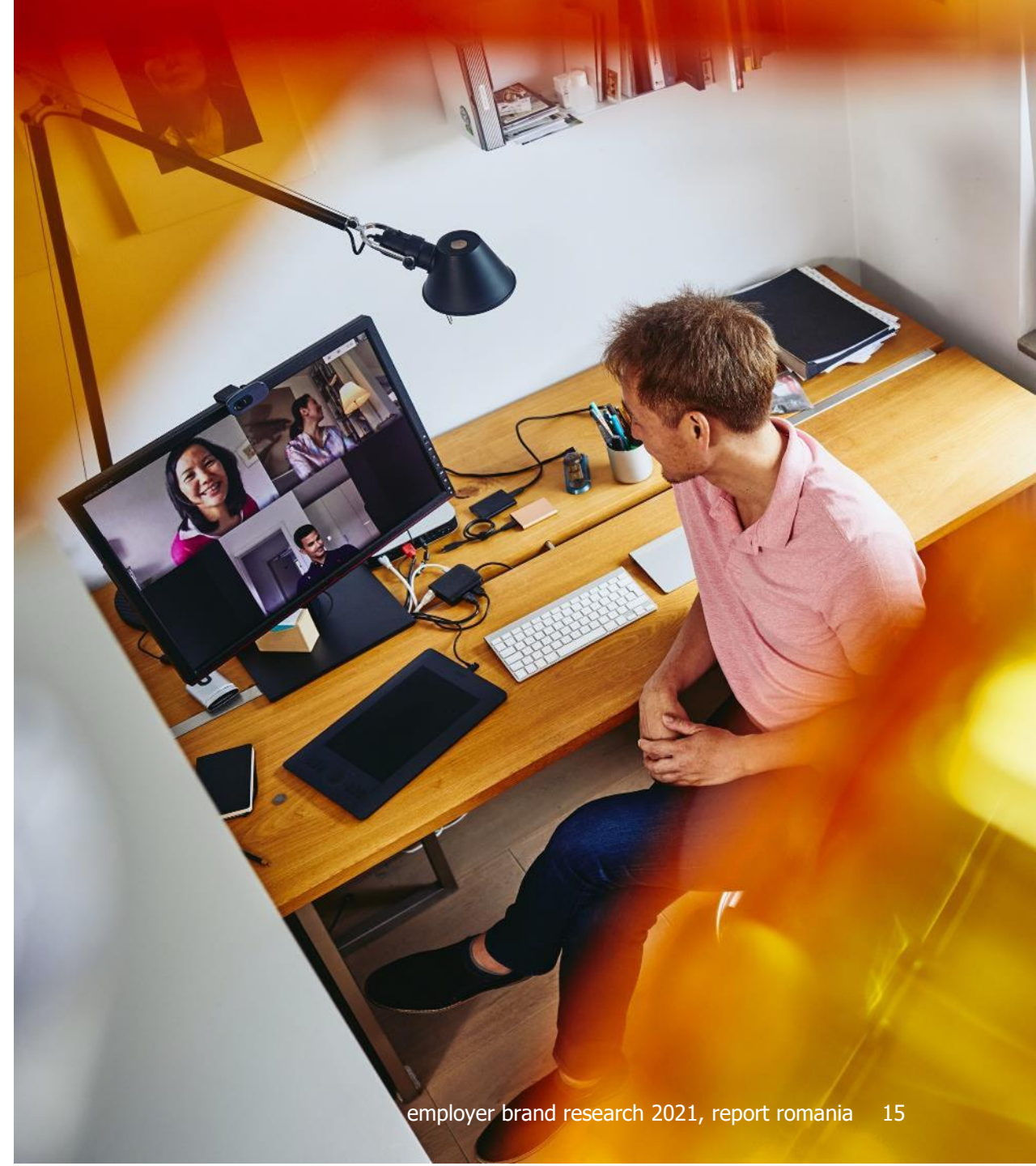
# COVID-19 and its impact on the labor market.

## possibility of working remotely relatively important

Even though not one of the most important drivers in the country, 44% of employees in Romania are attracted by the possibility to work remotely. Women, those aged 25 to 34 and higher-educated employees are more inclined to attach importance to it (48%, 46% and 49%, respectively). There is no difference between those who work part-time or full-time when it comes to the importance of working from home.

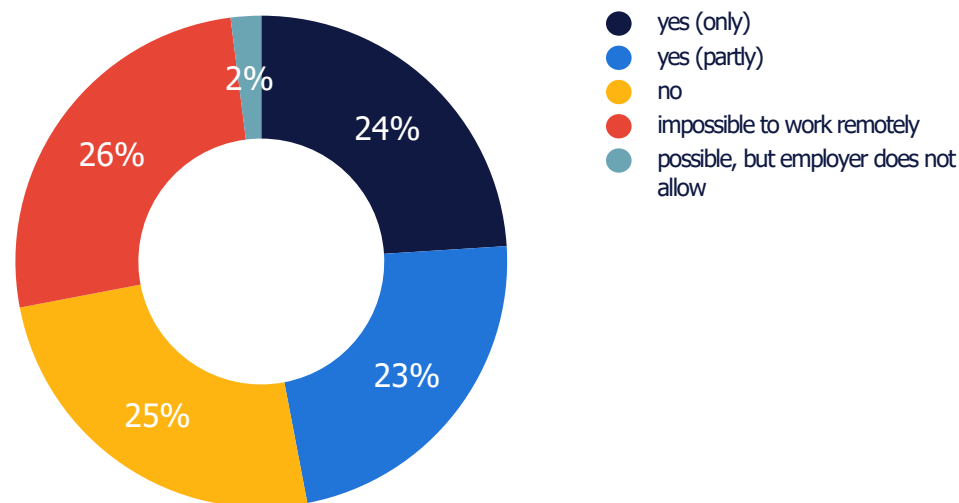
## almost half of employees started to work (more) remotely during the COVID-19 pandemic

Out of the 47% who started working more remotely, 57% were involved in the decision to work remotely, whereas for 42% of employees this decision was imposed on them by their employer and/or authorities.



# remote working due to COVID-19.

did you start working (more) remotely/ from home due to the COVID-19 crisis?



## romania

22%

of the employees who said they worked remotely, do so out of their own decision.

Men (25%) more so than women (19%) made their own choice to work from home, but it is also the men (28%) where it is impossible to work from home more often than for women (24%). However, it is primarily women (28%) who work only from home more often than men do (20%).

Only 2% of employees who can work from home are not allowed to do so by their employer. Next to that, for 26% of employees, jobs are bound to the premises which makes working from home or elsewhere impossible. This is especially true for men (28%) and lower-educated employees (43%).

## europe

23%

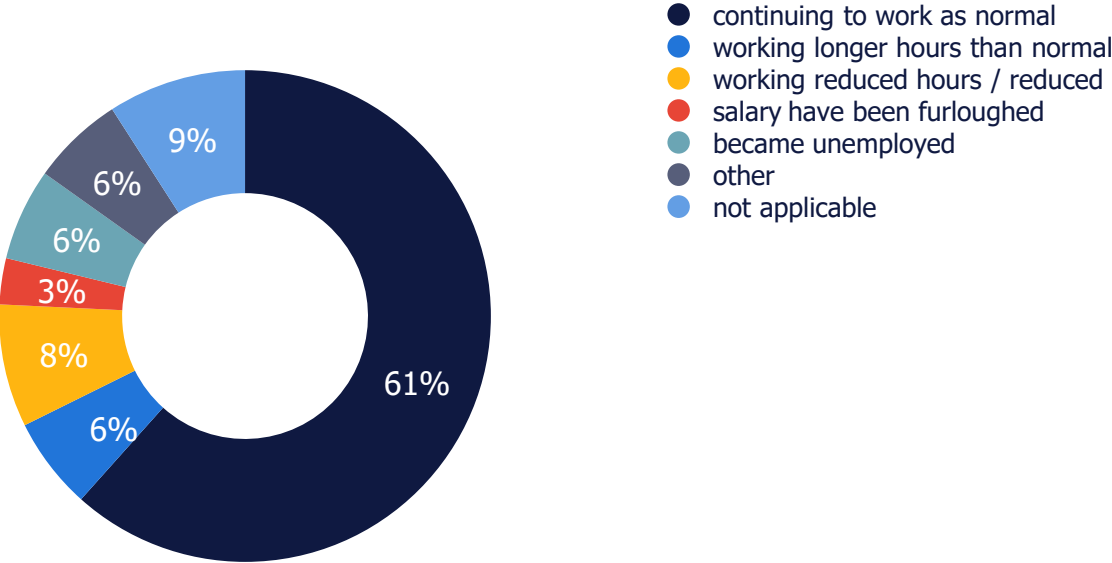
of the employees who said they worked remotely, do so out of their own decision.

When looking across Europe, we do not see major differences among the socio-demographics as far as the decision to work remotely is concerned. Most European employees (40%) were obliged to work more remotely by their employer and / or the authorities.

A very small proportion of Europeans who could work from home were not allowed to do so by their employer (2%). For 28% of Europeans, working from home is impossible as their jobs are bound to the premises with this being most often the case for the lower-educated (40%).



how COVID-19 changed one’s employment situation



one in three employees saw their employment situation change

europa

29% of employees were either furloughed, became unemployed, worked more or fewer hours than usual or for other reasons saw their employment situation change due to COVID-19.

39%

6% became unemployed. Women and the lower- to middle-educated were more likely to have become unemployed in the past year (8%, 13% and 9% respectively). Those aged 18 to 24 were more likely to have been furloughed (7%).

have seen their employment situation change due to COVID-19.

However, most Romanians continued to work as normal. Men, those aged 35 to 54 and the higher-educated continued more often to work as normal (67%, 69% and 69%, respectively).

# job loss fear in 2021 intention to switch.

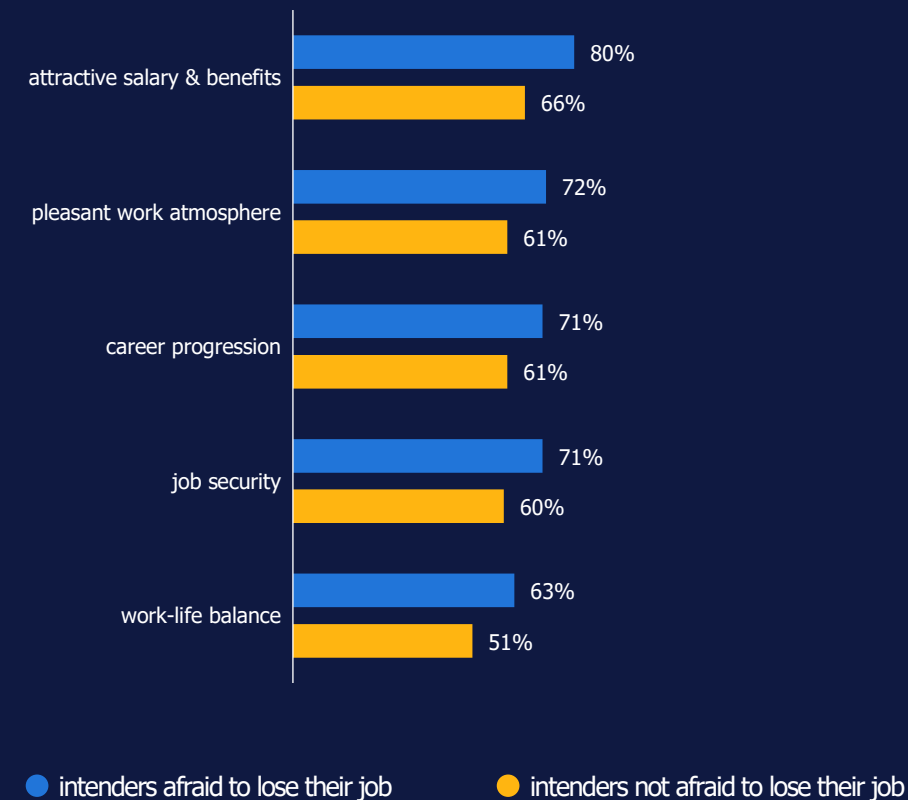
30%

of the employees who are afraid of losing their job, plan to change their job in the next 6 months.

13%

of the employees who are not afraid of losing their job, plan to change their job in the next 6 months.

## most important attributes



\* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

# intention to switch amongst those affected by COVID-19.

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intenders  
2021

24%

plan to change employer in the  
next 6 months.

---

intenders  
2021

40%

of those affected by COVID-19 plan to  
change their employer in the next 6 months.



\* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

If one's employment situation has changed due to COVID-19, the intention to change to a new employer is considerably higher (40%) than those who just intend to change employers (24%).

The way Romanian employers have supported their employees and handled the pandemic had a very positive impact on loyalty among employees. No less than 61% of employees now feel that they are more loyal as opposed to a mere 11% who feel less loyal to their employer.

Whether one was obliged to work from home or if that was a decision one could make for themselves does not have a major impact on loyalty.

# job loss fear in 2021 due to COVID-19.

## some fear of losing job

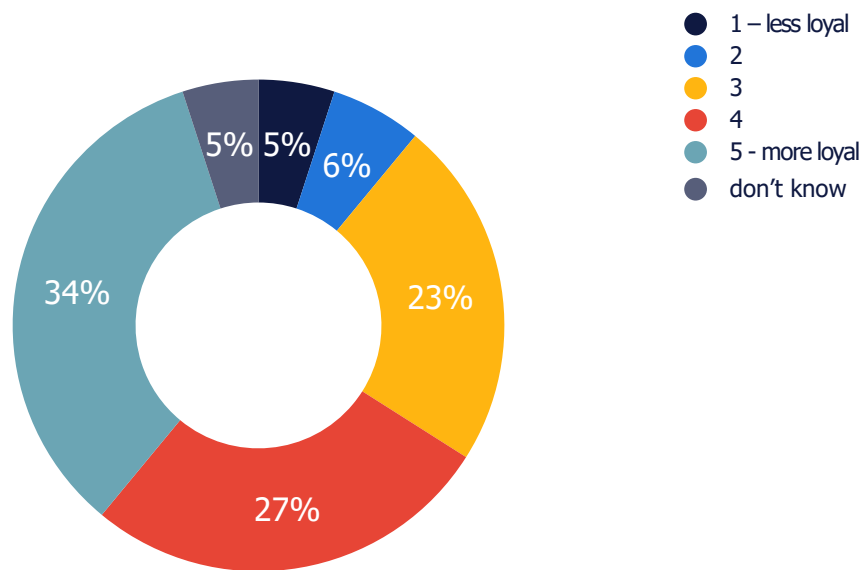
The COVID-19 pandemic has caused concerns among employees over the security of their jobs.

In Romania, 27% of employees indicated they are afraid of losing their job and this is especially true among those aged 18 to 24 (40%) and the lower-educated (43%). On the other hand, 48% of employees in Romania are not afraid of losing their job this year and this is especially true among the higher-educated (51%).



# loyalty towards employers during the pandemic.

loyalty to one's employer based on how well supported employees felt during the COVID-19 pandemic



## works only remotely

**62%** of the employees who only work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

## works partly remotely

**60%** of the employees who work partly from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

## obliged to work remotely

**59%** of the employees who were obliged by their employer / authorities to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

## own decision to work remotely

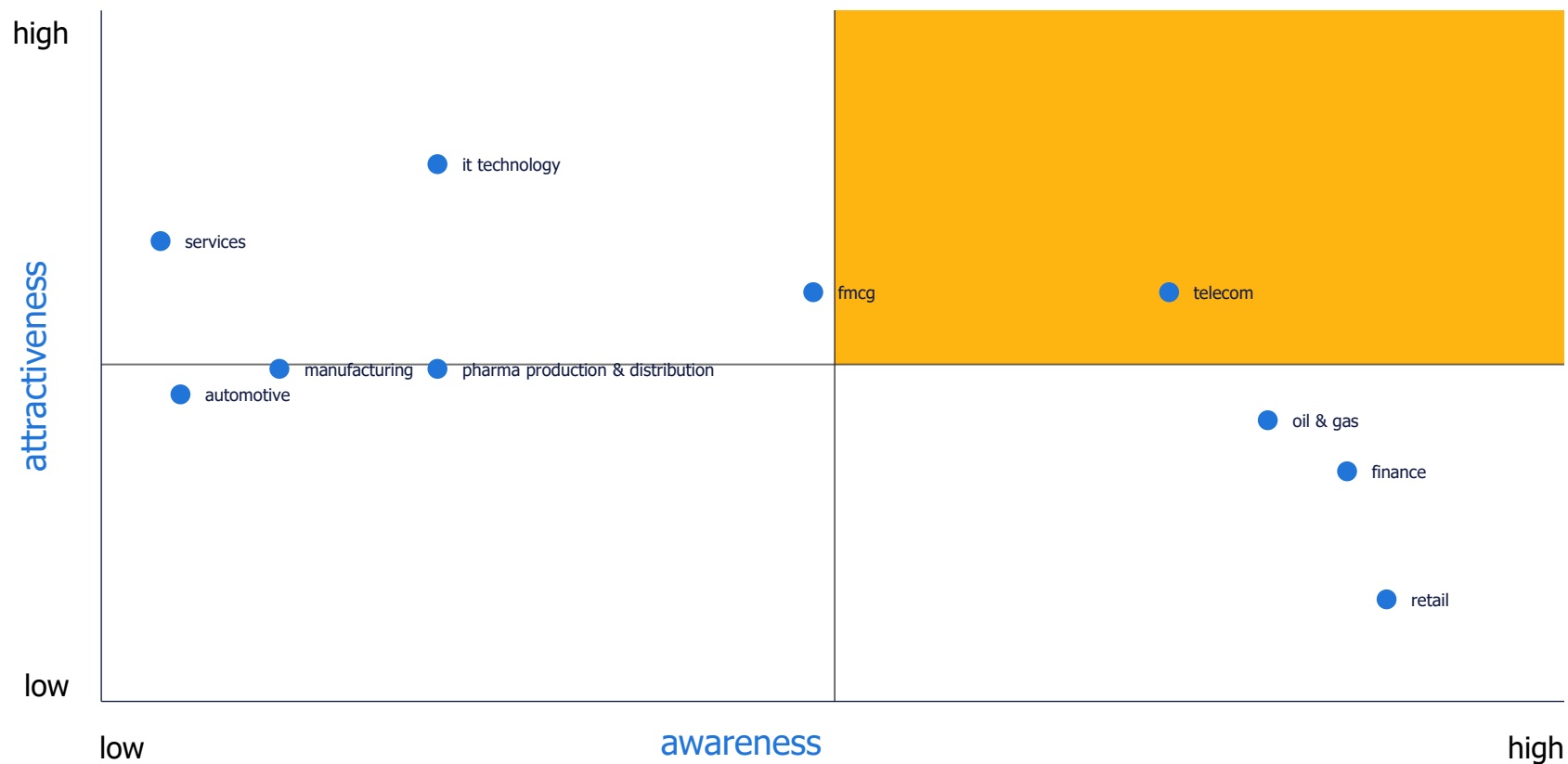
**60%** of the employees who decided on their own to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

sector

insights.



# top performing sectors in romania by awareness and attractiveness.



## high awareness

having a high awareness means that employers in the sector are widely known.

## high attractiveness

a sector with high attractiveness contains more highly attractive companies than other sectors.



# romania's best performing companies by sector.

1/1

	top 3 companies		
sector	1	2	3
01 it technology	Ubisoft Srl	Renault Technologie	Ibm Romania Srl
02 services	Amazon Development Center (Romania) S.R.L	HP	Societe Generale European Business Services
03 fmcg	Heineken Romania Sa	Coca Cola HBC Romania Srl	Maspex Romania Srl
04 telecom	Orange Romania Sa	Rcs & Rds SA	Vodafone Romania Sa
05 pharma production & distribution	Antibiotice SA		
06 manufacturing	De'Longhi Romania	Eaton Electro Productie Srl	Flextronics Romania Srl
07 automotive	Ford Romania Sa	Continental Automotive Products Srl	Pirelli Tyres Romania Srl
08 oil & gas	Omv Petrom SA	Rompetrol Rafinare Sa	Lukoil Romania Srl
09 finance	Ing Bank N.V., Amsterdam	Banca Transilvania	Raiffeisen Bank
10 retail	Lidl	Carrefour Romania SA	Kaufland Romania





top



employers.

# top employers to work for in romania.

## top 10 employers 2021

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- 01 Amazon Development Center (Romania) S.R.L
  - 02 HP
  - 03 Ubisoft Srl
  - 04 Renault Technologie
  - 05 Ibm Romania Srl
  - 06 Ford Romania Sa
  - 07 Oracle Romania Srl
  - 08 Bitdefender
  - 09 Continental Automotive Products Srl
  - 10 Heineken Romania Sa
- 

## top 10 employers 2020

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- 01 Ibm Romania Srl
  - 02 HP
  - 03 Ubisoft Srl
  - 04 Oracle Romania Srl
  - 05 Amazon Development Center (Romania) S.R.L
  - 06 Huawei Technologies Srl
  - 07 Ford Romania Sa
  - 08 Softvision Srl
  - 09 Robert Bosch Srl
  - 10 Renault Technologie
-

# let's talk.

Our research has many insightful, but complex insights so we'd love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.



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