

romania

country report
employer brand research 2023

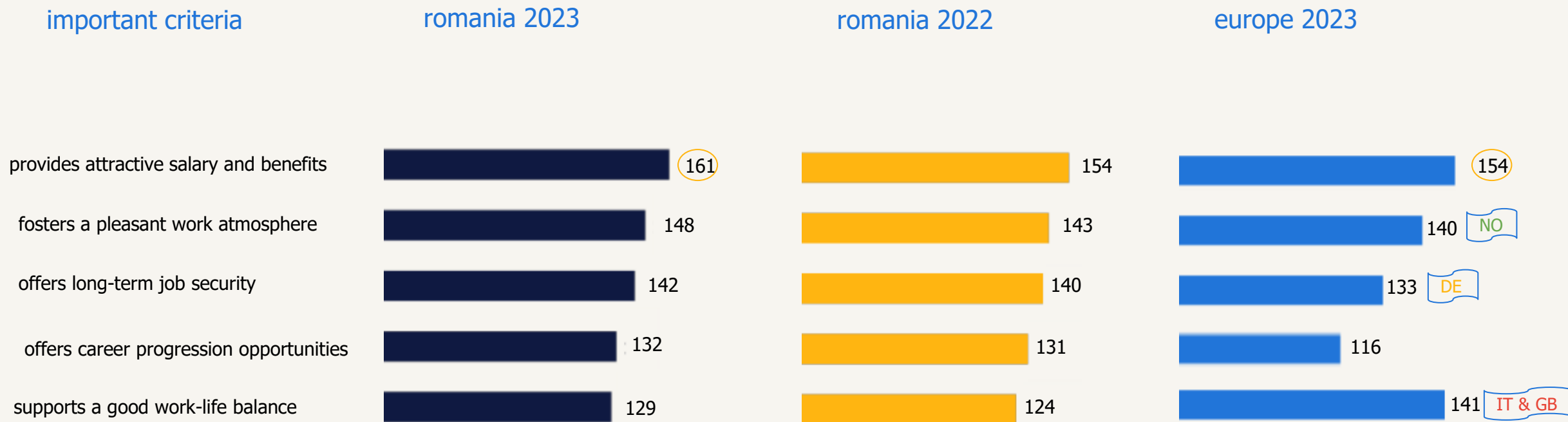


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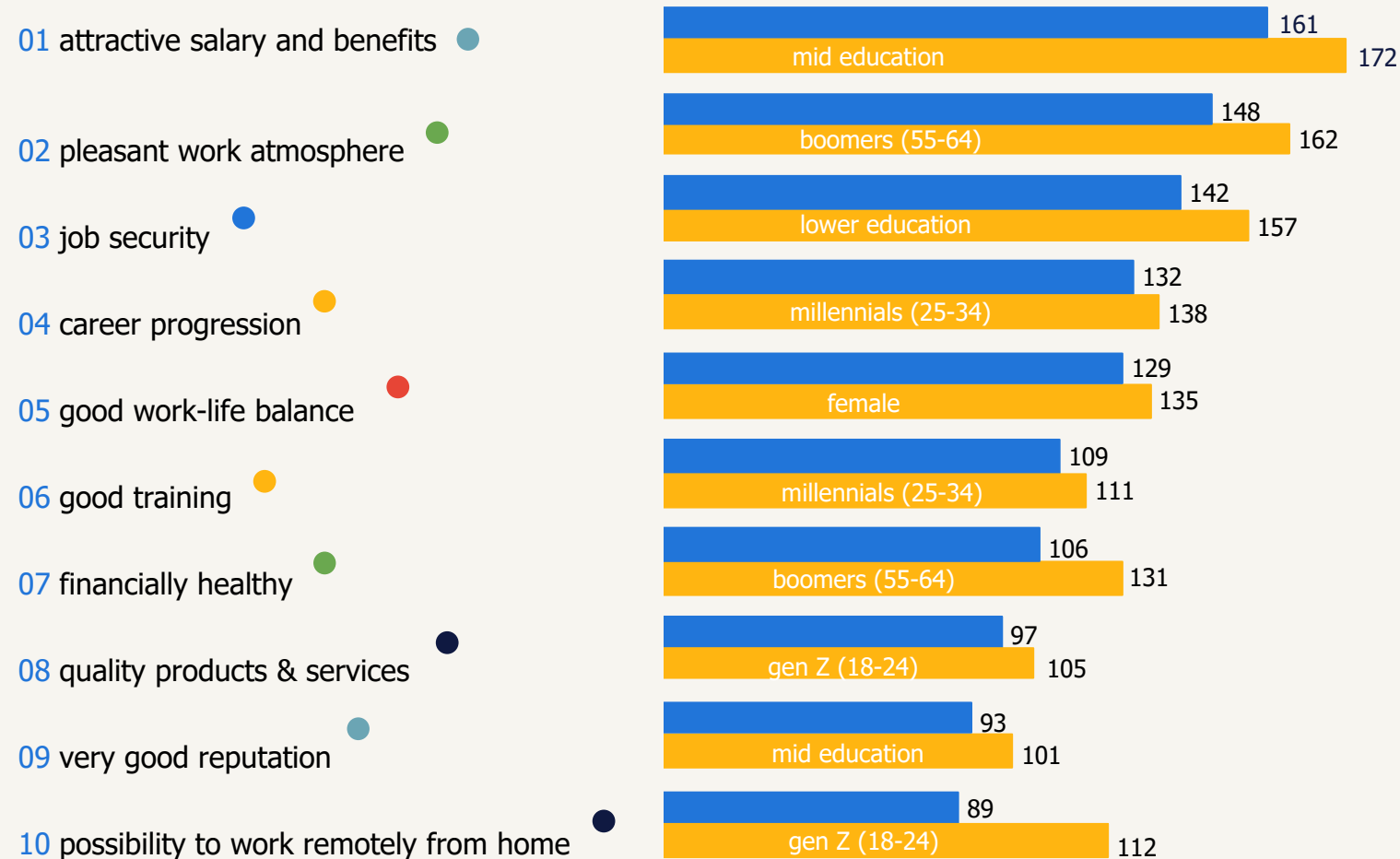
human forward.

what potential employees want, the most important drivers when choosing an employer.



demographic preferences when choosing an employer.

ideal employer demographic highlights



perception of employer offer in romania.

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand. Furthermore, benchmarking against what employees perceive being offered by their current employer gives more context to the gaps that need to be bridged.

evaluation of current employer

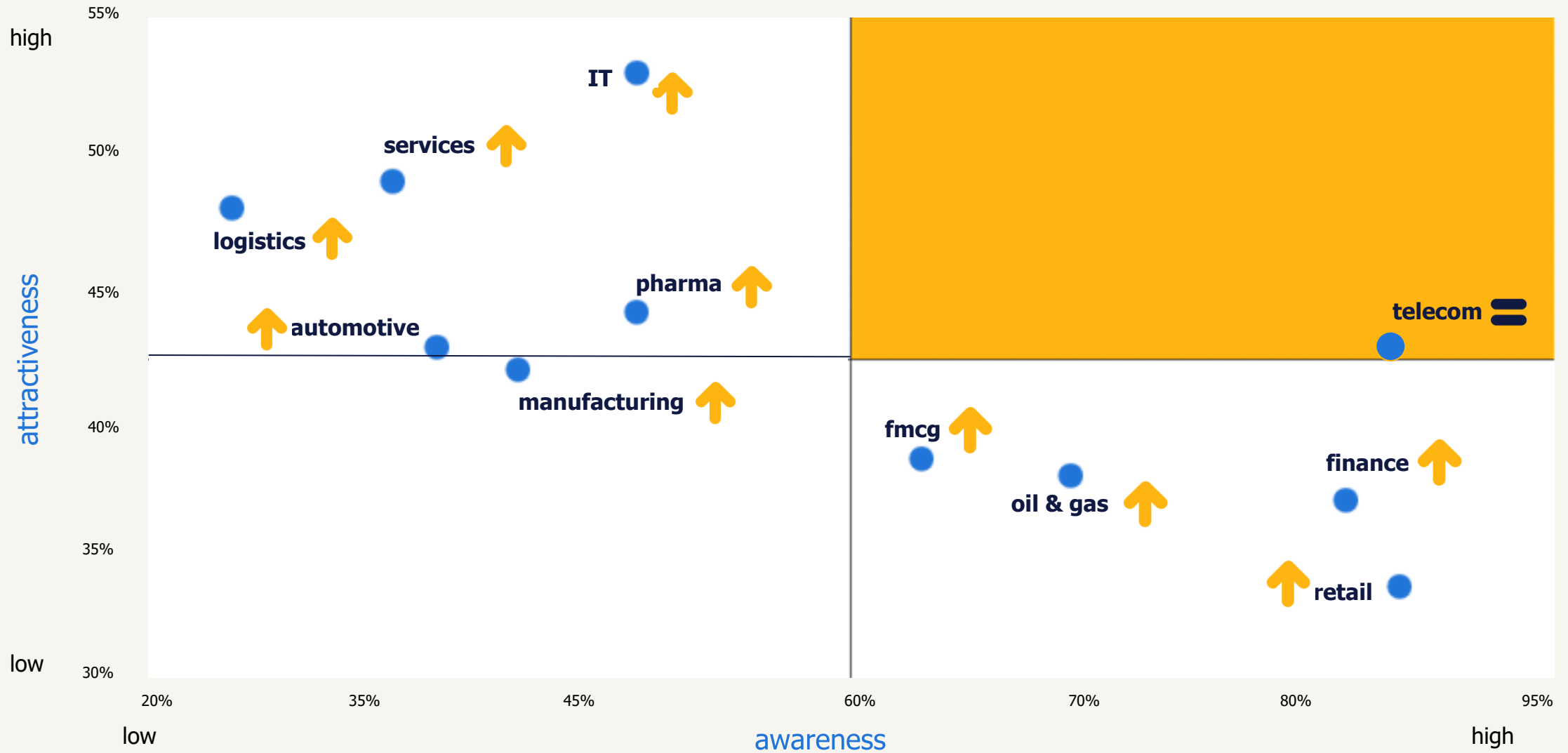
- 01 long-term job security
- 02 very good reputation
- 03 is conveniently located
- 04 financially healthy
- 05 pleasant work atmosphere ●
- 06 interesting job content
- 07 good work-life balance
- 08 attractive salary and benefits ● ● ●
- 09 career progression ● ●
- 10 gives back to society



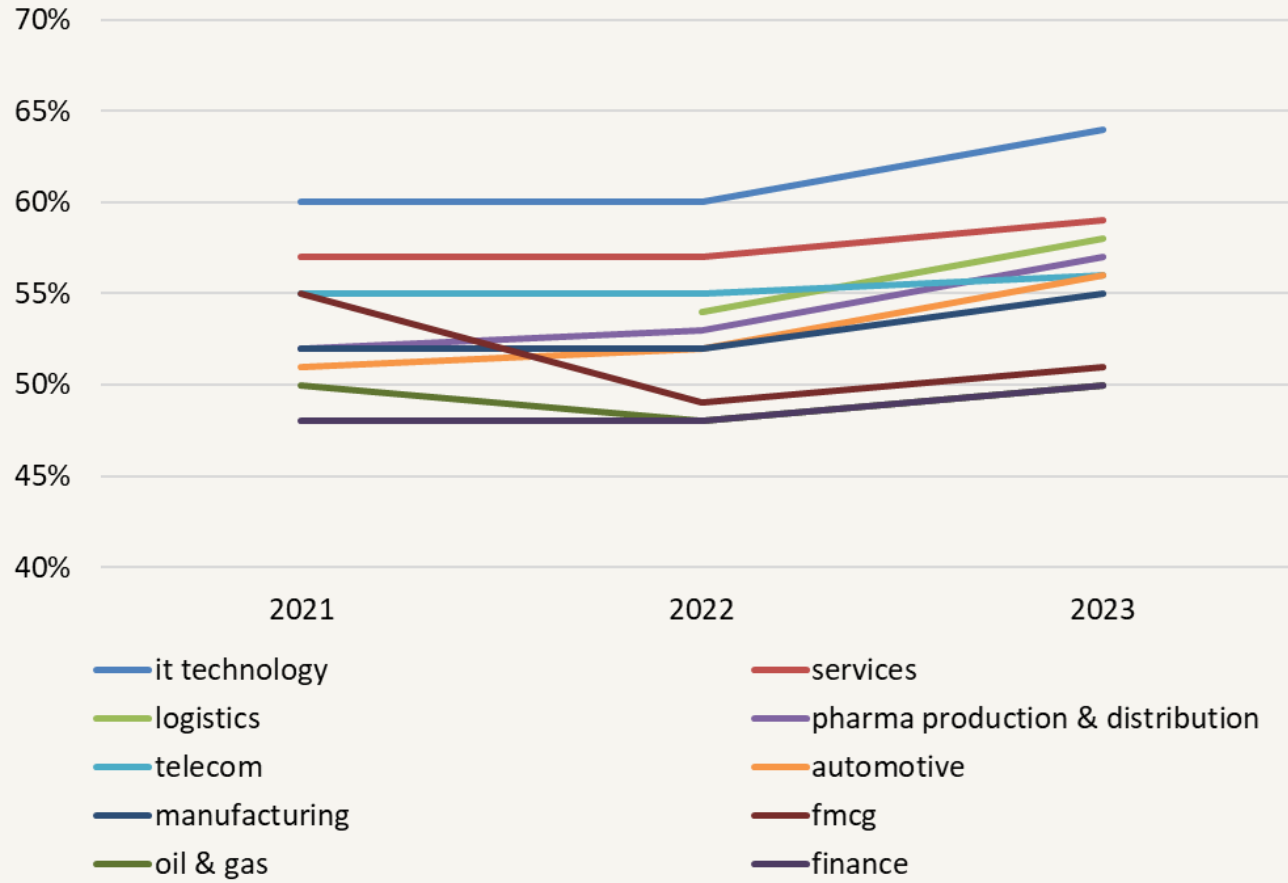
profile of ideal employer

- 01 attractive salary and benefits ● ● ●
- 02 pleasant work atmosphere ●
- 03 long term job security
- 04 career progression ● ●
- 05 good work-life balance
- 06 good training
- 07 financially healthy
- 08 quality products & services
- 09 very good reputation
- 10 possibility to work remotely/from home

top performing sectors in romania by awareness and attractiveness | 2023.



sector attractiveness over time.



most important attributes switchers vs. stayers.

switchers

14%

changed employer in the second half of 2022.

2022 (14%)
2021 (11%).

8%

changed jobs within the same organization.

intenders

27%

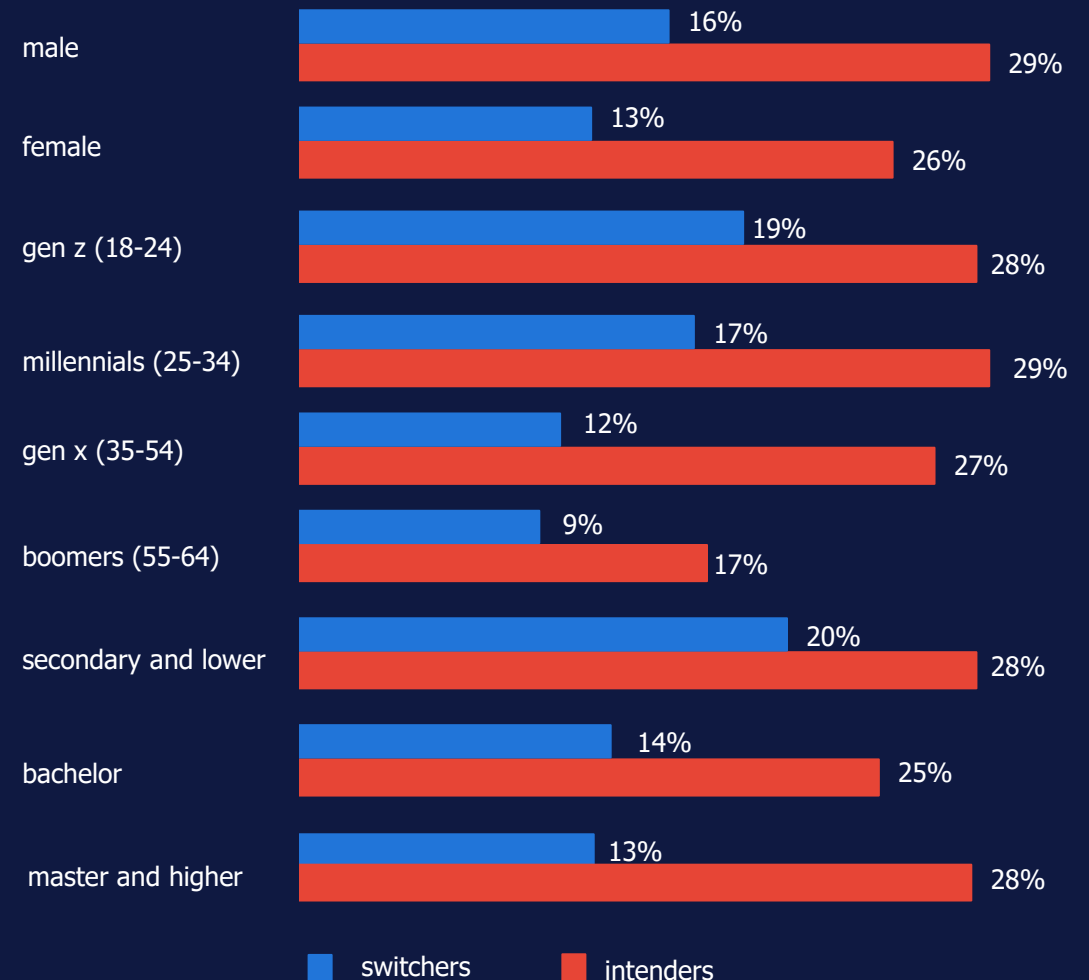
plan to change employer in the first half of 2023.

2022 (29%)
2021 (24%).

11%

plan to change jobs within the same organization.

demographic breakdown



switching behavior job collars in focus.

white-collar

12%

changed in the last six months of 2022
lower than a year ago (13%).

The intention to change in the first six months of 2023:

26%.

a year ago:
28%.

blue-collar

18%

changed in the last six months of 2022
slightly less than a year ago(19%).

The intention to switch employers in the first half of 2023:

24%.

same like a year ago.



gap in importance vs. offer in personal career growth and reskilling/upskilling.

career growth

importance of personal career growth/progression

79%

receives opportunities to develop in their role

56%

upskilling/reskilling

find it important to be offered the possibility for reskilling/upskilling by their employer

82%

of the employees feel their employer offers them enough development opportunities

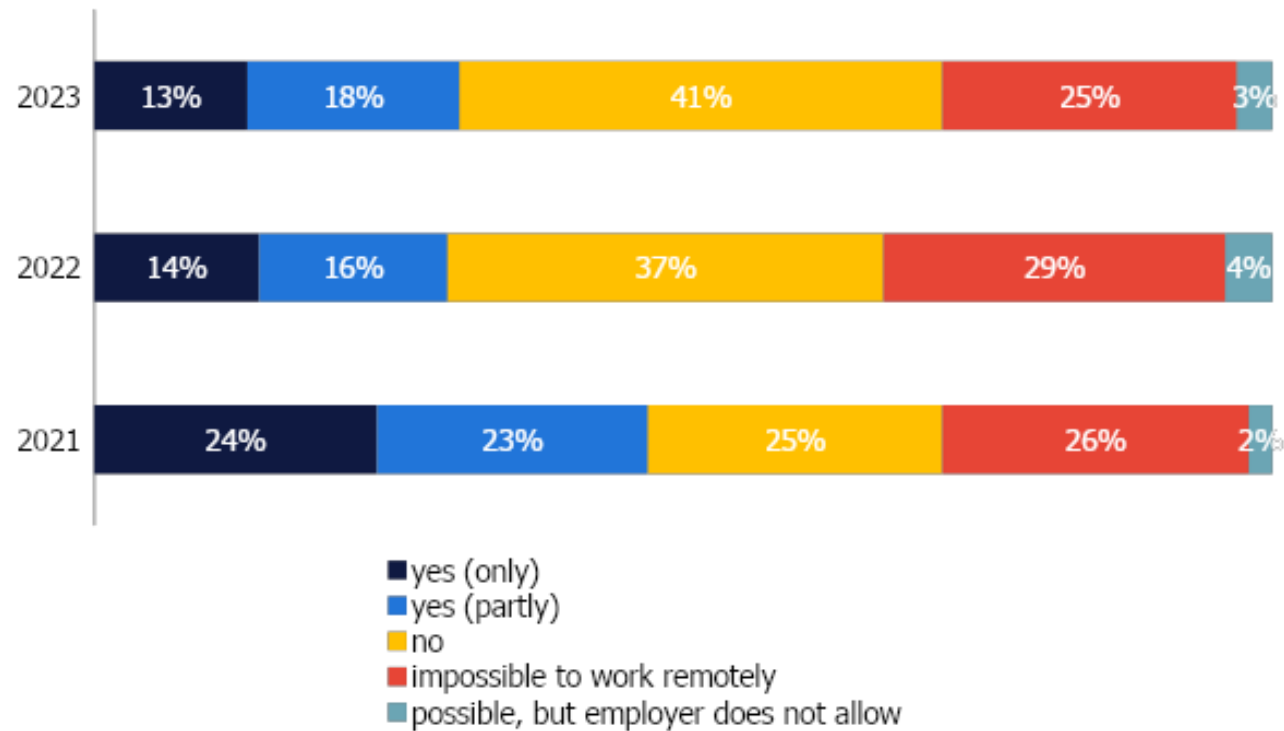
52%



trend in remote working

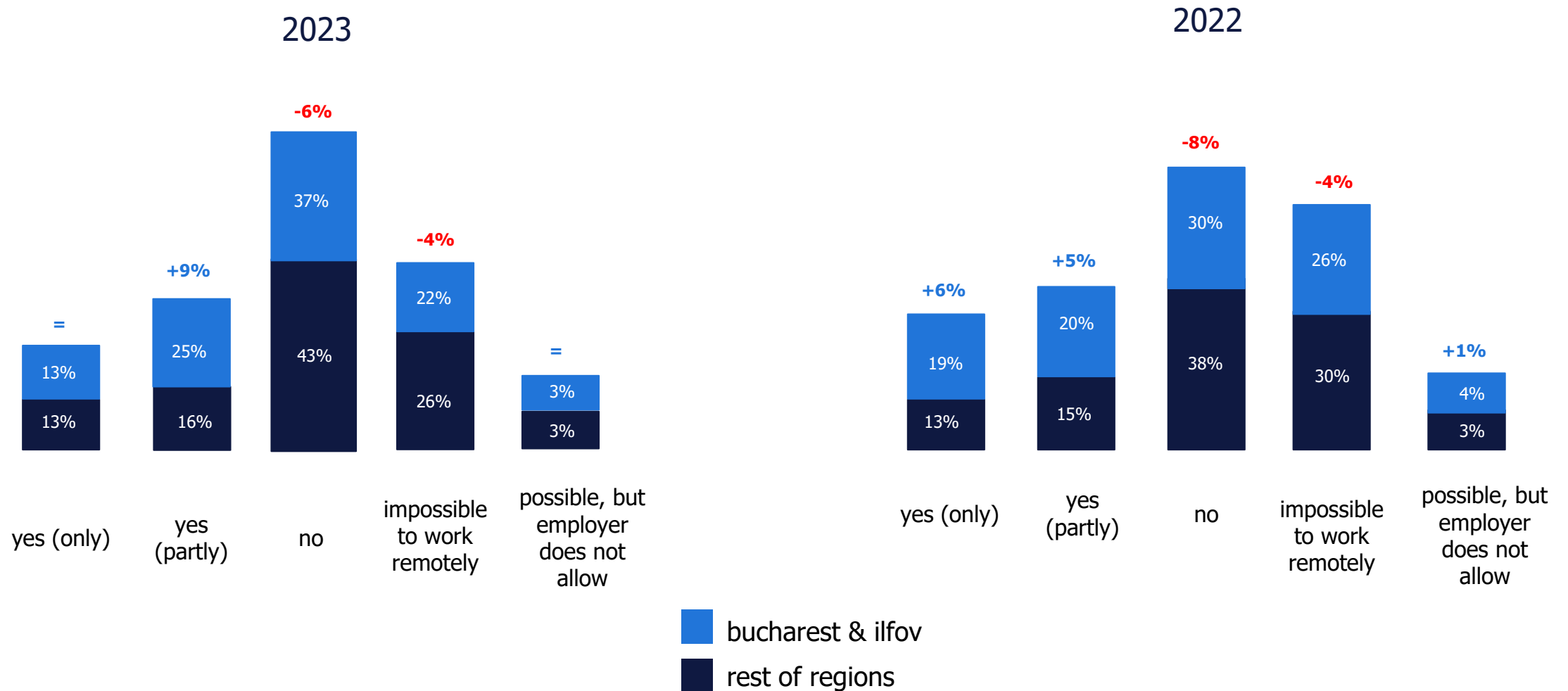
remote working stabilizes

do you currently work remotely/from home?



trend in remote working | deep-dive.

do you currently work remotely/from home?



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human forward.

