

HR'S Survival KIT

For Talent Attraction
and Employer Branding



Intro

"The key for us, number one, has always been hiring very smart people."
Bill Gates, Microsoft

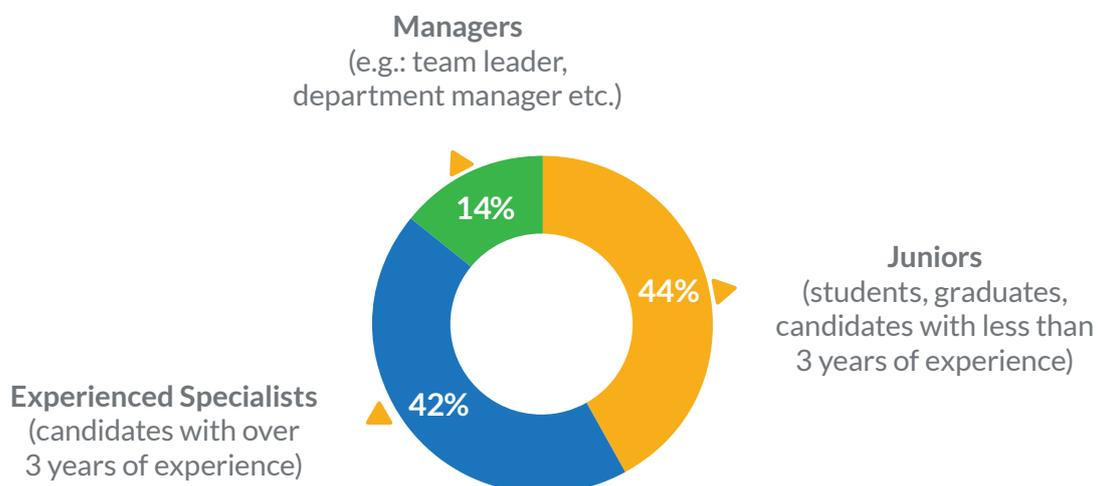
We all know that behind a company's success is not the brand, nor its excellent products or services. All of these are created by its visionary PEOPLE.

As a HR professional, you have the challenging mission of finding and retaining the best and the most suitable human resources for your company. We all know this is not an easy task, especially now. According to the Hipo.ro survey "**Workforce trends in 2016**" - 79% of the questioned employers plan to increase their workforce in 2016 and only 4% estimate a decrease. Their recruitment plans are quite balanced between juniors (44%) and experienced professionals (42%).

It is going to be an especially difficult year for you, if you have big recruitment plans for IT, Sales, Customer Service, Engineering and Finance/Accounting. These are the areas where you will be facing the toughest competition according to the Hipo.ro Survey.



What type of candidates are you planning to recruit?



Based on our research and on 10 years of experience in recruiting and employer branding, we have carefully designed for you the "**HR's Survival KIT - Talent Attraction and Employer Branding**", a guide which, we hope, will prove to be useful when drafting your recruitment and employer branding strategy.

In a nut shell, here is what the KIT includes:



Talent Tracking Device

For following the footsteps of your talent

In order to attract the best talent, you need to know who you are talking to. It is our job to know who are the potential candidates, where to find them, how to get their attention, what they expect from their careers and from their employers.



Diving Goggles

For diving into the talent pool

There is an impressive pool of high-potentials for you to dive into and for those who find the right mix of online and offline channels, the rewards are high. We will give you a hint of how deep you can dive: 11,236,186 internet users in Romania.



Nose Extension

For sniffing out high-potential

When facing a **difficult candidate profile**, you need extra care and extra senses. Highly experienced professionals or exceptional graduates are equally hard to find. Targeted Open Days, Webinars.

Professional Events are one way to approach the problem. Add some targeted online channels such as e-mail marketing and remarketing and complement your approach by searching directly in a database with professionals and rest assured that you will smell out the best match for your special recruitment needs.



Talent Trophy

For ambitious aspirers

The recruitment process becomes an exciting challenge for your audience when it implies more than just a great job prospect. Unconventional techniques for attracting talent can prove highly efficient in the long run. Creative competitions such as business games, hackathons, dedicated workshops and case studies can highlight the most competitive and assertive candidates. Some programs help you spot and test high-potentials even before conducting a formal interview.



The Employer Brand Ice Cream

For luring top potential candidates

Here, the ice cream serves as an appetizer. The way to your talent's heart has a much more complex recipe, consisting in various techniques that build and boost your employer brand. We will break down the Employer Branding process in 5 easy-to-follow steps.



Talent Watering Can

For growing fresh potential talent

Students and fresh graduates hold a great potential and they are the key to your company's success. If you are curious what are the best tactics to promote your internship program, this is the chapter that will answer your questions.

Talent Tracking Device



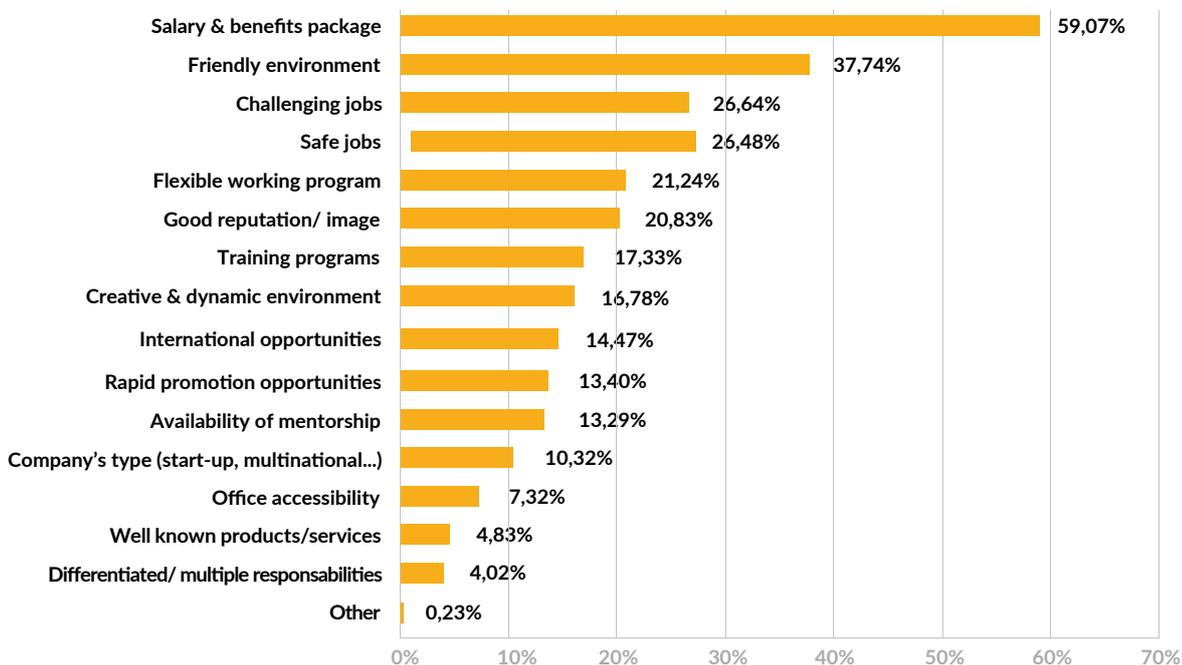
For following the footsteps of your talent

Whether you think about experienced employees or young graduates, when it comes to choosing a job they all aspire to develop a career in a company with a good reputation, where they can fulfill their professional potential, continuously develop and feel valued.

These are the conclusions of „The Most Desired Employers Survey 2016”, a research based on the answers of 10.982 respondents with background in business, tech and social science.

When deciding who will be their next employer, candidates pay extra attention to the salary and benefits package. This means that they might apply for your job openings due to the employee experience you offer and enter the recruitment process. But if you do not reach their minimum requirements, they may not accept your offer.

Criteria for changing an employer - Romania, all streams, 2016



The results show that the respondents are not only interested in the financial benefits. They also choose employers that have a friendly environment and provide challenging jobs. Therefore, in developing your employer branding strategy, it is important to be clear about what you stand for - your organization's mission, vision, and values, along with the organizational culture. You will have more chances to attract the right talent for your company.

In 2016, Oracle was chosen, for the fourth year in a row, the "Most desired employers", while Microsoft ranked 3rd, after Google.

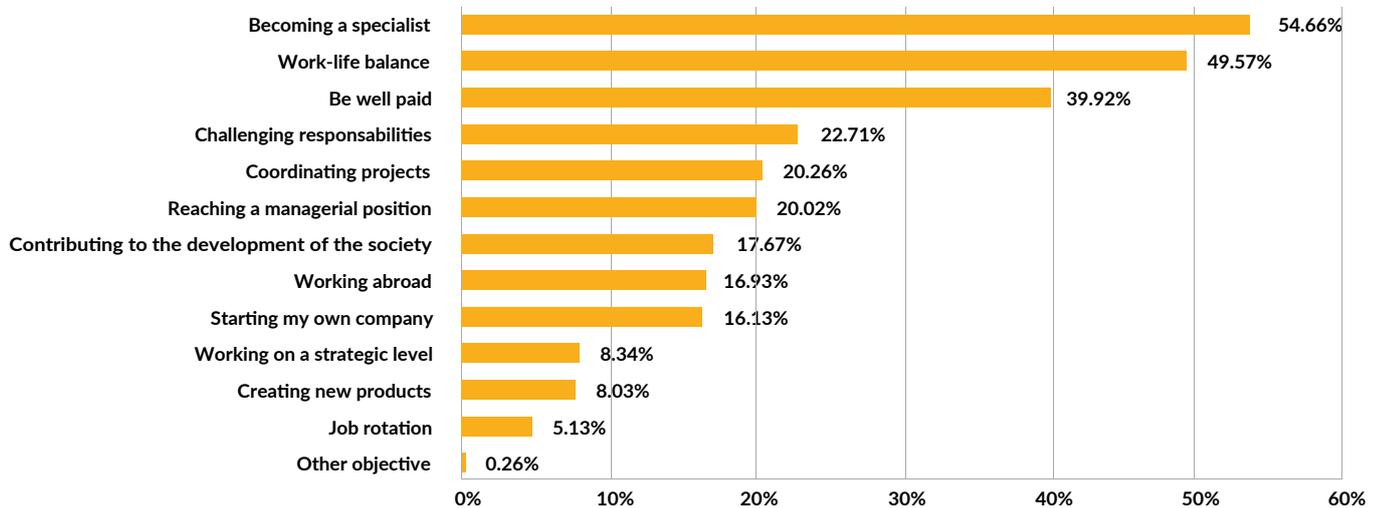
This year, IBM and OMV Petrom were ranked on the 4th, respectively 6th position. Continental is on the 6th position.

	Top 2011, Romania, all streams	Top 2012, Romania, all streams	Top 2013, Romania, all streams	Top 2014, Romania, all streams	Top 2015, Romania, all streams	Top 2016, Romania, all streams
1	Microsoft	Microsoft	Oracle	Oracle	Oracle	Oracle
2	Google	Oracle	Google	Google	Google	Google
3	Oracle	Google	Microsoft	Microsoft	Microsoft	Microsoft
4	BCR	BCR	Continental	Continental	IBM	IBM
5	BRD	IBM	OMV Petrom	IBM	OMV Petrom	Continental
6	Continental	Continental	IBM	OMV Petrom	Continental	OMV Petrom
7	Orange	Orange	BCR	P&G	Vodafone	KPMG
8	HP	OMV Petrom	Orange	Coca-Cola	Dacia-Renault	Vodafone
9	Vodafone	HP	P&G	Vodafone	HP	HP
10	P&G	Vodafone	Coca-Cola	Orange	Coca-Cola HBC	Coca-Cola HBC
11	IBM	BRD	Vodafone	Renault Romania	Orange	Renault Romania
12	OMV Petrom	Coca-Cola	BRD	BCR	P&G	Orange
13	Coca-Cola	P&G	HP	HP	BCR	P&G
14	Siemens	Siemens	Renault Romania	Emerson	BRD	EY Romania
15	KPMG	KPMG	PWC	BRD	EY Romania	BCR
16	PWC	Adobe	Emerson	Unilever	Accenture	Accenture
17	Nokia	PWC	KPMG	KPMG	Deloitte	Deloitte
18	Alcatel	Emerson	Deloitte	Hella	KPMG	Hella
19	ING	ING	Bosch	Deloitte	Adobe	Facebook
20	Adobe	Banca Transilvania	ING	Bosch	Honeywell	Amazon

Looking at the evolution of the most desired employers ranking, we can spot a tendency of increased popularity among IT&C companies. The high pay level in this industry, along with cool office spaces, friendly, informal and flexible working environment have triggered a new wave among non-technical candidates' career choices. Millennials are the ones leading this shift. They are also the ones with the highest affinity towards technology.

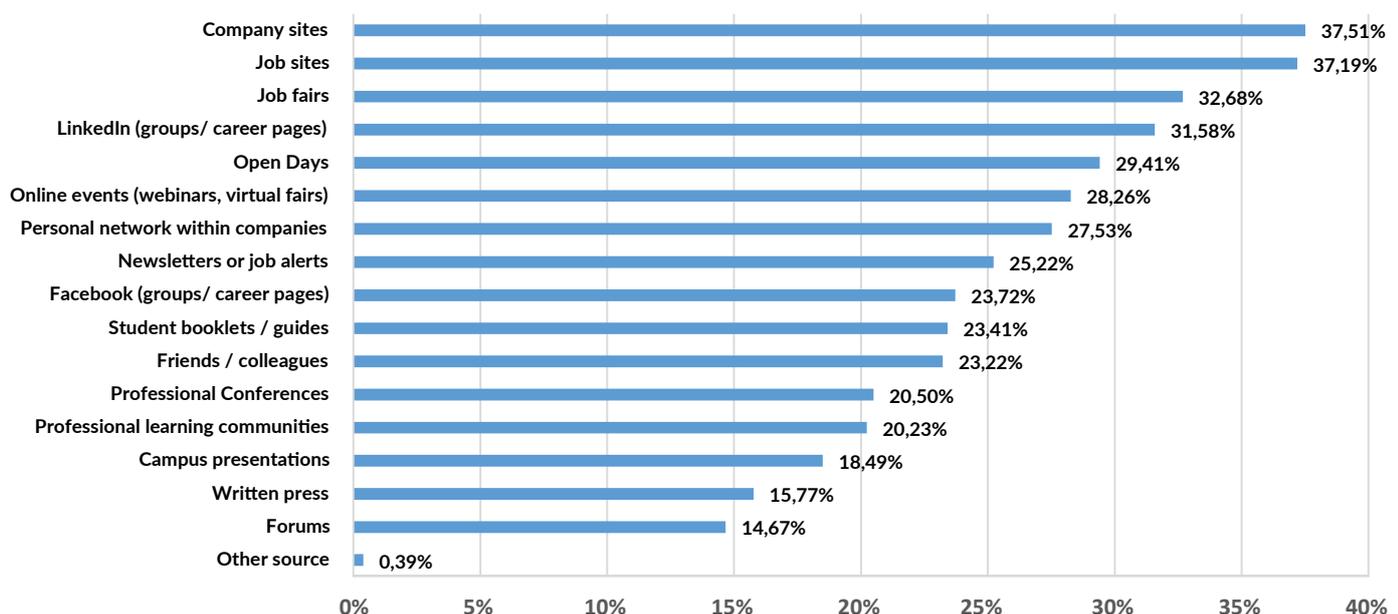
According to “The Most Desired Employers Survey 2016”, 54.66% of the respondents declared that their professional goal for the next 3 years is to become specialist in their field. Finding a balance between work and personal life ranks as a 2nd criteria with 49.57%, while financial remuneration was selected by 39.92% of respondents.

Professional objectives - Romania, all streams, 2016



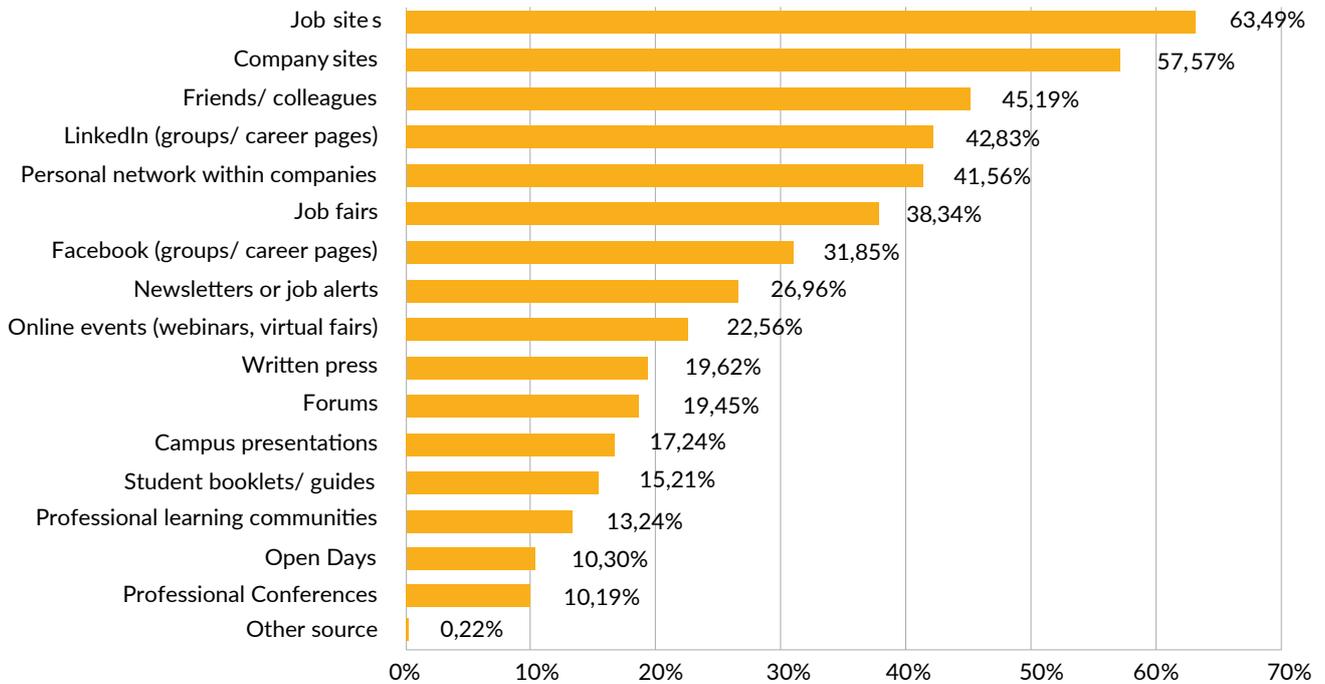
According to the same survey, potential employees prefer to find information about new career opportunities from the company’s site. Not only it is the no one in the order of preference, but also the most used one. Because of this, a comprehensive career page is highly recommended - a potential candidate should be able to find here all needed information in order to decide on applying or not to your openings. Internship programs and part-time jobs are methods preferred mostly by graduates because they give them the opportunity to see if a permanent position would be the right choice for them. “Open Days” also score high in ranking because they are one of the few occasions in which potential candidates get to meet and interact with company representatives.

Preferred Communication Channel - Romania, 2016



Job sites are still the most used channel to gather information about potential employers. Even though many candidates may not decide to apply to a job opening directly on the job site, this type of career portals are an important source of information for both active and passive candidates. This way they keep up to date to what companies are hiring and what profiles are on high demand.

Used Communication Channel - Romania, 2016



Diving Goggles



For diving into
the talent pool

There is an impressive pool of high-potentials for you to dive into and for those who find the right mix of online and offline channels, the rewards are high.

Here are some of the channels that can put your employer brand in the spotlight and at the same time can help you close your recruitment projects. We will split them into online and offline, but you should try to combine both environments in each campaign.

ONLINE

Your Company's career site

Our research shows that for most candidates your company's career site is the first place they will visit whenever they want to research you as an employer or to apply to your jobs. Despite this, the website is one of the most neglected ones. Most companies do not have a career section on their site. If they do, the information is not complete and up-to-date and the application engine is all but not friendly to candidates. This is starting to change as in the last years and moreover, in 2016 we saw many employers launching new or updated career sites.

Organic Social Media

Most of the employers are using Facebook and LinkedIn and only a few are already experimenting with Instagram, Twitter or even Snapchat. According to Catalyst Solutions' research, social media comes on the 4th place among the channels candidates use to research employers (*Source: The Most Desired Employers Survey 2015*).

Many candidates follow the pages of the companies where they wish to find their dream job. They are interested in being up-to-date with your recruitment plans, the organizational culture and the recent activities of the company. While posting jobs comes naturally, make sure your posts include valuable content for your audience and posts designed to engage your followers.

We are working on a list with the top Romanian career pages on Facebook. Follow our blog or subscribe to our newsletter on www.catalyst.ro if you want to receive it.

Paid Ads on Social Media

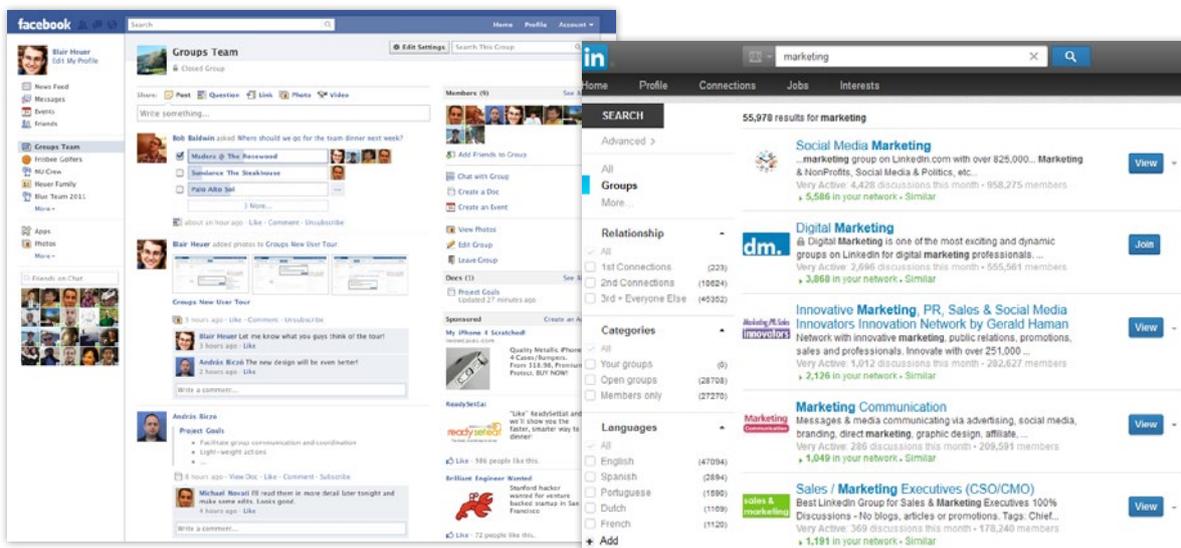
Through Facebook, Instagram, Twitter and LinkedIn Ads you can target people based on location, age, interests, education level, schools they graduated etc.

While **Facebook** has to offer a huge audience, the native targeting options are not very precise. We've found it useful for employer branding campaigns and event registrations other micro-conversions. If you plan to use it in recruitment for very specific job profiles, make sure you will combine it with remarketing (explained in the next chapter of our eBook). Otherwise you may end your resources quite fast promoting your ads to people outside of your target.

Instagram is a quite specialized social network. It might be great if you have stunning visuals for your employer branding campaigns and will earn you awareness among Gen Y, but it would be good to know from the beginning it will not contribute much in terms of applicants.

Twitter launched ads recently. We have not used them yet. If you have experience using them we would love to find out more about it. While in other countries it is very influential, in Romania it is not that popular except maybe for tech & marketing people.

LinkedIn has maybe the most refined targeting options. You can even target people based on seniority level, job name and department they are working in. In the same time, as almost all services from LinkedIn, it is very expensive with price per click at more than 2 Euros in the campaigns we tested. You may want to use it to target middle & top managers from your industry, or very, very senior professionals.



Search Engine Optimization and Google Ads

Most of the people who want to find a job start by searching for new career opportunities on Google. Let's try a simple exercise: do a quick search on Google using the following keywords: *your company name + Job*, *your company name + jobs*, *your company name + career*. Is the first option your site? If the answer is yes – Great job! But if the answer is no, you may be losing valuable applicants – the people searching for you may end up clicking on a link from a competitor.

You can use Google Keyword Planner to see how many users search for information about the jobs vacancies in your company. Depending on the number of searches, you can optimize the articles that promote job openings or you can start Google AdWords or Google Display (keyword targeting) campaigns.

The image shows two screenshots. The left one is from Google Keyword Planner, showing search terms and their average monthly searches. The right one is a Google search result for 'joburi oracle'.

Search terms	Avg. monthly searches
job sap	720
job oracle	390
job ibm	210

joburi oracle

Toate Știri Imagini Videoclipuri Hărți Mai multe ▾

Aproximativ 226.000 (de) rezultate (0,50 secunde)

Joburi Oracle Bucuresti - hipo.ro
Anunț www.hipo.ro/Oracle ▾
Afla pentru ce joburi recruteaza Oracle in Bucuresti
Aplica la ultimele joburi · Peste 4000 de joburi
Ați accesat hipo.ro de 4 ori. Ultima accesare: astăzi

By using Keyword Planner you can see how many people search for you company compared to other companies. This should be a good indicator for how strong is your employer brand. Next, you can analyze what impact you have as an employer compared to the companies that activate in the same field or niche.

For example, Oracle ranks second in the monthly searches (390) for the “job Oracle” keyword, while SAP ranks first with 720 monthly searches for the “job SAP” keyword.

Search terms	Avg. monthly searches
job sap	720
job oracle	390
job ibm	210
job microsoft	170
joburi oracle	110
joburi hp	50
joburi ibm	40
joburi microsoft	20
joburi sap	10

Job sites

Although it might seem too obvious, we decided to include job sites in our list. This is not only because we run one (www.hipo.ro), but also because they are still the most efficient channel in attracting applicants for your roles. Based on our experience job sites rank No.1 in terms of cost per applicant and they are cited as the 2nd option used by candidates when researching employers, right after the career page. According to Hipo.ro statistics, 1 out of 10 people apply for the job viewed online. **This is a much higher conversion rate** compared to the channels that do not take into account the user's intent, such as Facebook Ads.

In another research we've done, we found that especially more experienced candidates found jobs on our job board and decided to apply through people they knew in the targeted company (up to 40%). It makes sense having in mind that recruiters pay more attention to CVs they receive from colleagues and it proves that job postings can have an effect on your referral program. This is why the presence of your company on this type of sites is a must for your recruitment campaign strategy.

Choose the right sites for your niche or the one that meet the needs of your company to make sure that you will reach the candidates you are looking for. You will have better results this way instead of promoting your job openings through platforms that might have a higher traffic, but do not guarantee the same quality of applications.

Virtual Career Fairs

If you want to position your company as a top employer and to interact directly with the people that are interested in your company, you should experience a Virtual Career Fair.

These kind of events are frequently organized in other countries. One of the well-known virtual career fairs is the one organized by the recruitment site monster.com: www.virtualjobfair.be. In Romania there is a virtual edition of Angajatori de TOP and a Virtual Career Fair for fresh graduates organized during summer by www.hipo.ro



OFFLINE

Career fairs

Are you interested in raising brand awareness and move up as a top employer in your industry? In this case, your company should be present at a career fair. They are ranked 3rd among the channels used to collect information about employers and job opportunities.

This kind of events allow you to interact with a large pool of candidates that are searching for new professional challenges. You will have the opportunity to meet from students and university graduates eager to assert themselves to professionals with years of experience in their field.

This is the perfect place where you can meet and discuss one-to-one with potential candidates.

“Angajatori de TOP” is the biggest job and internship fair for professionals, students and young graduates. Annually, over 160 companies join the fair. It attracts 15.000 visitors each edition.

The screenshot shows the website for 'Angajatori de TOP Virtual'. At the top, there's a navigation bar with 'Hipo.ro', 'Angajatori de TOP Virtual', and 'DevTalks'. On the right, there are links for 'Intra in cont CANDIDAT', 'Cont nou CANDIDAT', and 'Intra in cont ANGAJATOR'. Below the navigation, there's a main banner with the 'hipo ANGAJATORI DE TOP' logo, a date '4-17 APRILIE 2016', and a button 'VEZI TOATE JOBURILE'. Underneath, there's a secondary navigation bar with 'MyHipo - Contul Meu', 'Adauga CV', 'Angajatori de TOP Timisoara', 'Angajatori de TOP Bucuresti', 'Noutati', 'Concurs Nikon', and 'Inscriere'. The main content area features a large graphic with a person in a space suit, a rocket, and planets, with the text 'Așa te simți când ai luat jobul. Începe la Angajatori de TOP!'. To the left of this graphic, there are two banners: '25 - 26 martie Sala Palatului, Bucuresti' and '18 - 19 martie C.R.A.F.T., Timisoara'. Below the graphic, there's a section titled 'Targul de cariera Angajatori de TOP 2016' with a description: 'Angajatori de TOP este cel mai important targ de cariera dedicat profesionistilor si studentilor aflati in cautarea unui job. Incepand cu anul 2006, targul este unul de referinta pentru piata de resurse umane, concentrand un procent semnificativ din oferta locurilor de munca prin participarea celor mai importante companii din Romania. La fiecare editie atrage peste 90 de companii si 15.000 de vizitatori in Bucuresti si peste 50 de companii si 5000 vizitatori in Timisoara.' Below this, there are two columns of event details: 'Targul de cariera Angajatori de TOP TIMISOARA, Centrul Regional de Afaceri, 18-19 martie 2016' and 'Targul de cariera Angajatori de TOP BUCURESTI, Sala Palatului, vineri 25 si sambata 26 martie 2016'. At the bottom of each column, there are links for 'Conferinte si seminarii Timisoara' and 'Conferinte si seminarii Bucuresti'.

Check more offline channels in our next chapter of the eBook.

Nose Extension



For sniffing out high-potentials

When facing a difficult candidate profile, you need extra care and extra senses. Highly experienced professionals or exceptional graduates are equally hard to find. Targeted Open Days, Webinars, Professional Events are one way to approach the problem. Ad some targeted online channels such as e-mail marketing and remarketing and complement your approach by searching directly in a database with professionals and rest assured that you will smell out the best match for your special recruitment needs.

Here are 8 ideas that will help you reach those hard to find candidates:

Open Days

Open Days rank very high among how candidates prefer to gather information about employers. Both juniors and professionals love them for good reasons. Open Days are among the few options that can offer candidates a sneak peek into the office, the team and the culture of an organization. Companies such as Vodafone, Genpact, HPE, and Intel are among the ones which took advantage of this trend.

If you want to attract the best, make sure that you prepare them well in advance, that you involve both managers and specialists that have a similar profile with the candidates that you are looking to invite. Spice up the event with some knowledge sessions beside the ones about your company to give candidates a stronger reason to join your event.

Summer schools

Students and young graduates with high ambitions are always looking for new learning opportunities and at this moment the summers are low in supply and high in demand as students have plenty of free time in their hands. Companies such as Oracle and Coca-Cola HBC organize each year this type of events.

Oracle Romania launched a summer school program where young potential candidates work on projects in their fields of interest: Software, Hardware, Finance, Sales, Consultancy or Marketing. During this projects, the future professionals were able to participate in trainings and to develop their skills.

Oracle Summer School

Vașe așteptăm studenți îndrăzneți și visători de o carieră mărească să petreacă o lună în școala Oracle și să descopere ce domenii îi se potrivesc!

Dacă îți dorești o carieră într-o multinațională sau vrei să descoperi toate oportunitățile de aici, dacă nu ești hotărât care-i primul pas în dezvoltarea ta profesională sau pur și simplu Oracle pare a fi locul ideal pentru tine te așteptăm la Oracle Summer School!

Profesorii vor fi angajați Oracle, ingineri, specialiști sau manageri, care te vor ajuta să explorezi practic ce înseamnă toate lucrurile învățate în facultate, dar și ce drum îți se potrivește. Alături de profesori se vor afla și mentori din domeniul pentru care tu ai o pasiune și care se vor asigura că îți lei avântul în direcția ce îți se potrivește.

Care sunt domeniile pe care le poți proba la Oracle?

- Vânzări
- Financiar
- Comunicare și Marketing
- Software Development
- Support Tehnic
- Consultanță

Ce te așteaptă?

- Workshop-uri și sesiuni practice pentru domeniul tău.
- Valori de companie.
- Prezentări din domeniul de interes pentru tine.
- Training-uri Soft Skills.

Studenții Oracle Summer School

- Sunți pasionați de Business, IT sau Comunicare.
- Sunți dornici să lucreze într-o companie multinațională sau măcar să încerce.
- Au mult entuziasm și sunt pregătiți pentru provocări din partea noastră.
- Au activat într-un ONG, au făcut proiecte, au arătat că sunt proactivi și plini de idei.
- Vorbesc la nivel avansat Limba Engleză.

Free Training Programs

Specialized quality training is a great way to attract the exceptional students and graduates you are looking to hire. IT industry is leading the way with more and more companies that started to develop free training programs for juniors. ING Bank launched {Dev}School, DB Global Technology developed Java School, Bitdefender named its program TechServices Academy while TechLeague is Accessa's program for its employees, students and IT enthusiasts.

Two reasons why companies invest in this type of programs:

- To train young people for skills which are in high demand and to recruit the best of them;
- To contribute to the community and compensate the lack of practical learning opportunities available to students;

This is one approach that has a positive effect on the shrinking talent pool.

Bitdefender

JOIN THE GOOD GUYS [Apply at academy@bitdefender.com](mailto:Apply@academy@bitdefender.com)

Bitdefender, producatorul uneia dintre cele mai performante solutii de securitate IT, anunta organizarea TechServices Academy, un proiect de training destinat studentilor interesati sa isi construiasca o cariera in servicii tehnice.

Cursantii vor parcurge programe de pregatire menite sa aduca un plus de cunostinte tehnice si de aptitudini personale si sociale. Expertii Bitdefender vor aborda teme precum introducerea in istoria malware-ului, identificarea si eliminarea virusilor, interactiunea dintre componentele unui PC, sisteme de operare si mecanisme de detectare a defectiunilor, module aprofundate ulterior in cadrul unei sesiuni cu aplicabilitate practica.

Studentii se vor familiariza si cu anumite concepte calitative precum satisfactia clientilor, ascultarea activa, perceptia asupra calitatii si barierele existente in comunicare.

Cursurile sunt sustinute de experti ai departamentului de relatii cu clientii din cadrul Bitdefender si vor avea loc in Bucuresti, Calea Victoriei, nr. 126, in incinta IAA House, in perioada 24 noiembrie-15 decembrie 2015, martea si joi, intre orele 11 si 15.

Professional events

If you want to increase awareness among specialists from a certain domain, specialized conferences might be a good place to research. For some domains you can find a diversity of meet-ups, networking events, conferences, fairs and exhibitions. You will have to strike a balance between the level of specialization and the event's reach. Some events offer you the opportunity to have a booth or a speaker and most of them will offer you branding opportunities. Here are 4 simple things you can do to make the most of your investment:

- If you choose to have a booth, make sure that will not wait for people to visit it. Design a concept that is aligned with your EVP and engages the audience – it can be as simple as an espresso machine, a photo booth or more complex - a game, a competition.
- Choose a balance between being too aggressive or too passive at the booth. Having something valuable to offer to participants will help you approach them in more natural and easy way.
- Follow-up. Use the contacts immediately after the event (ideally the same week) to invite them for a follow-up event or just to thank them for visiting and to let them know about your plans.
- It is perfect if you can have a speaker which can send a message about the level of expertise in your company and the organizational culture. A good speaker will reflect well on your employer brand and can drive traffic to your booth.

One of the industries which is using such events for employer branding is IT&C, but you can find conferences on almost any topic. For example: Think leadership - if you want to gain visibility among middle managers, Brand Management Summit - if you want to engage brand managers, Other examples are: DevTalks, Java Dev Summit and TechTalks - if you are looking to meet IT&C professionals.



Webinars

This dynamic method is the right alternative if you want to organize an online seminar through which you can assert yourself as a specialist in your niche or market.

Microsoft Azure organized a series of webinars to explain in detail how Azure Web Apps can be used.

The webinars include educational content, but are also a good method to promote the image of the company and its employer brand.

The personal information collected from the leads allow HR representatives to check for eligible candidates for their vacant jobs and contact the leads through a newsletter to find if they are available for further discussion.

Microsoft Azure Microsoft

Descoperiți avantajele folosirii Linux și Open Source în Azure! Episodul III



10 decembrie 2015 10:00 AM - 12:00 PM

Stimate Domnule / Stimate Doamnă,

În cadrul acestei sesiuni vom prezenta pe larg modul în care putem folosi arhitectura PaaS prezentă în Azure, mai precis Azure Web Apps. Vom demonstra cât de ușor este să ne conectăm la un repository GIT și să activăm "continuous deployment" pentru o aplicație NodeJS. Bineînțeles vom trata și partea de scalare și disponibilitate a aplicației.

[Pentru a vedea/revedea sesiunea episodul 1 accesați acest link](#)

[Pentru a vedea/revedea sesiunea episodul 2 accesați acest link](#)

Vă așteptăm la o sesiune interesantă și interactivă!

Echipa Microsoft Azure
Alexandru Bădescu, Adrian Călinescu, Adrian Ionescu

Înregistrați-vă acum

Pentru a vă înregistra la webinar, completați acest formular

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 *
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Mărci Înregistrate Confidențialitate și module cookie Microsoft © 2015 Microsoft

Email Marketing

Email marketing represents a great way to reach candidates. You can create a newsletter to announce your new opening positions and send it to the database you built in time, which includes people interested in a career in your company or people you meet at networking events.

Many think email marketing is an old school tactic, but according to a HubSpot research this channel can bring a ROI of 4.300%.

Through this type of tool the message can be personalized as you wish and you have access to data analysis, such as opening rate, click through rate or the reactions to your message.

Furthermore, 91% of the people that own an email address check their inbox every day, so you have all the reasons to include this tactic in the promotional strategy for your recruiting process.

Remarketing

Both Facebook and Google offer you the option to remarket audiences. You can choose to remarket the people who visited your career page or your newsletter subscribers (make sure you are transparent about that in terms and conditions).

Statistics show that 2% of website visitors convert on a website, but if you use remarketing ads (banners, texts, videos), 98% of visitors that did not convert at the first visit on your site will be repeatedly exposed to the message you promote. Beside generating applicants this is also great if you want to increase awareness among a specific target.

One of the advantages of this method is that you can choose the audience that will be exposed to your remarketing messages. For example, you can set the campaign to show your remarketing message to all the leads that visited the career page of your site for a determined period of time.



Job portal databases

While for some of you it might sound strange that we bring this in the conversation, there are still a no. of companies which do not have the habit to search on job portal databases. There is of course LinkedIn, but sometimes candidates are slow to respond. If you want immediate results try a direct search. For example: just on Hipo.ro you can search among hundreds of thousands of professionals and juniors using several criteria such as language skills, experience, education or the keywords which are specific to the profile you are searching. By using this method you can speed-up your recruitment projects.

Cauta CV • Cautare noua • Cautari salvate

Unde doriti sa cautati?

Toate CV-urile
 CV-uri candidati HiPo
 CV-urile mele

Cuvinte cheie **Cauta in campurile:** CV-uri in limba

Frazza exacta

Experienta pe domenii

-

si

-

Orasul:

Varsta: de la la ani (inclusiv)

Data actualizare CV:

Limbi straine:

Engleza	incepator mediu avansat
Franceza	incepator mediu avansat
Germana	incepator mediu

Ai selectat:

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Talent Trophy



For ambitious aspirers

The recruitment process becomes an exciting challenge for your audience when it implies more than just a great job prospect. Unconventional techniques for attracting talent can prove highly efficient in the long run. Creative competitions such as business games, hackathons, dedicated workshops and case studies can highlight the most competitive and assertive candidates. Some programs help you spot and test high-potentials even before conducting a formal interview.

There are several ways you can challenge the potential candidates to demonstrate their professional talent.

Hackathons

In the last years, hackathons have become a global trend, where IT enthusiasts develop a simple solution to a complex problem in record time. The hackathons are a great way to spot talent and gain awareness for your employer brand. What could tell you more about a software developer, if not a 24H assessment center?

Developers love such events, because they have the chance to meet new people, to improve their skills, test new technologies and learn new things. It is also a chance to prove themselves and earn awards & recognition. For juniors the end game is a new job.

Ubisoft Game Jam celebrated the 3rd edition last year. It attracts game developers for 24 hours to create a new game, from scratch, based on a theme. Whether participants are game designers, programmers, sound designers or graphic artists, the Ubisoft Game Jam is an exciting opportunity to jump in and make games, meet developers, share experiences and have fun.

ING launched a hackathon as part of 24H-CodING event. The participants developed and implemented innovative applications for the “bank of the future”. The big prize of the competition was a trip to Silicon Valley.

Other companies that organize hackathons are IBM, EA, Microsoft, Stefanini, Endava etc.



Competitions & challenges

Many companies encourage candidates who are eager to assert themselves to participate to competitions that have employment as a final aim.

In Romania, there are several multinational companies that organize competitions, such as Coca-Cola HBC, company that launched Technical Challenge, or PwC, which launched Career-Boosting Game competition. The participants of Career-Boosting Game competition had to pass through a “different” recruitment process that included solving macroeconomic problems and participating at thematic workshops. At the end of the projects, the winners received cash prizes and some of the winner were chosen to be part of the PwC team.

Career Boosting Game

1st Challenge
By 31 March
Team-up and pick a project theme

2nd Challenge
4 – 29 April
Answer the daily Facebook quiz & win 1 day in our office with a PwC dream team

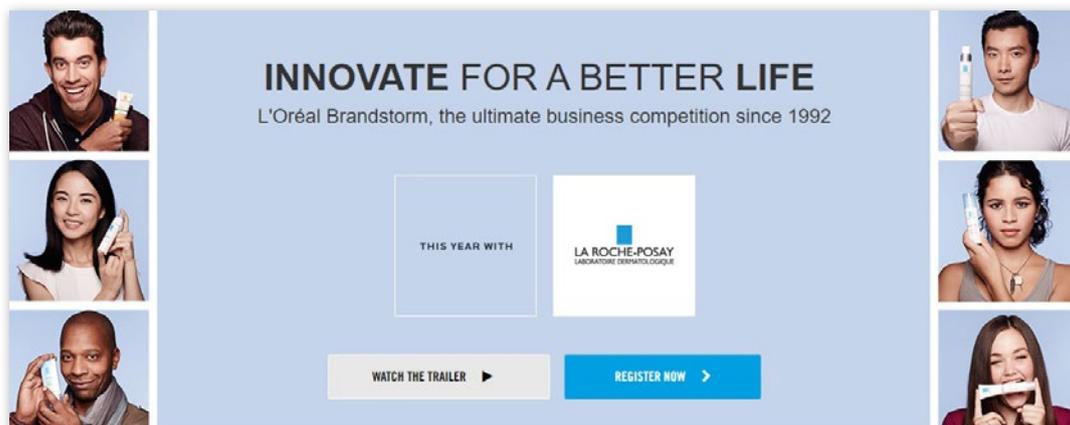
4th Challenge
4 – 15 April
Pass Logical & Numerical tests to be eligible for the Final Challenge
• Score best and you access the PwC Mystery Room

The Final Challenge
12 May
Get in the spotlight!
• Present your project to the jury and win the big prize!

Do your best throughout the game, we'll recruit our next Interns and Juniors among yourselves!

Among the companies with tradition in organizing student competitions is L'Oréal. Since 1992, L'Oréal organizes each year a project that offers young professionals the possibility to prove themselves by solving real challenges.

L'Oréal Brandstorm 2016 is a project that challenges enthusiastic young people to develop an integrated strategy to attract the young generation (15-25 years old) to La Roche-Posay brand. The competition is organized at a national level and after that, the winning team from each country will compete in the final round held in Paris.



Student competitions

Since 2007 Top Talents is the largest student competition in Romania. Over 1800 of the best students and fresh graduates compete in a tough selection process for a place in the final. The selection process includes motivation, CV scoring for international experience, extracurricular activities, academic results and Cut-e numerical and verbal ability tests. At the end 250 students are selected from a pool of over 1800 top applicants.

They all participate in a two day event where they have the chance to meet international speakers, CEOs and TOP Managers from companies that have talent high on their agenda. During the two days of the event they attend leadership and development conferences, case studies, business simulations and workshops. The event includes a networking space for them to meet employers and discuss about career opportunities, such as internships, trainee and management trainee programs.

The Employer Brand Ice Cream



For luring top potential candidates

Here, the ice cream serves as an appetizer. The way to your talent's heart has a much more complex recipe, consisting of various techniques that build and boost your employer brand.

All companies have an "employer brand" whether they like it or not. It is their identity represented by the employee experience they deliver. It is an image that can be built in time through a long-term strategy and communication effort or one penciled in by current or former employees.

Employer branding is no longer a buzz word. Nowadays, talent searching for a job is presented with more information and options than ever before, and many employers are competing for the same talent. As the competition for talent intensifies, employers must refine their messaging and differentiate themselves from the competition in order to stand out to potential employees. Therefore, the ability to attract, recruit and retain the right talent is critical to the success and survival of your organization.

The employer branding process consists in 5 stages. Each one of them plays a crucial role in developing a strong employer brand.

Phase 1: Internal & External Analysis

This phase helps you define:

- The long term business strategy and how it impacts your talent strategy;
- What motivates candidates to join your company and what keeps your employees loyal;
- Define your target group, and understand their behavior, aspirations and motivations;
- Who are your competing with in the talent market and how are they perceived by the targeted population.

Phase 2: Employee Value Proposition (EVP) Development

After analyzing both the things appreciated by your employees and the ones appreciated by your target, you are able to create a statement that presents the unique employee experience your company offers - an identity that is true, credible, relevant and distinctive. Beside the main statement you will need to develop sensory pillars which will help you transmit a more complete picture of who you are as an employer and to customise your communication taking in consideration the specifics of each target group.

Phase 3: Communication Strategy

During this phase you may need the support of the Marketing team in order to develop the key visuals to support communication and to develop a strategy that delivers the employee value proposition towards your target audiences.

Phase 4: Strategy Execution

Create and implement the communication plan: at this point you might find useful the offline and online channels suggested in the previous chapters in order to build the right mix of communication channels to deliver your message.

Phase 5: Performance Measurement

In order to measure the results of your employer branding strategy you must first set precise and realistic goals (e.g. level of awareness and consideration for your employer brand, time to fill an opening). Depending on the results of your campaign, you should adapt your strategy if things do not go according to plan.



Talent Watering Can

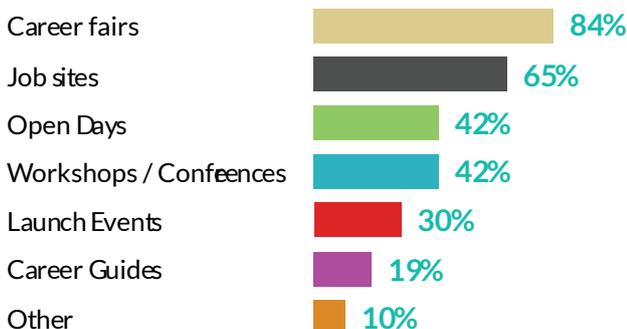
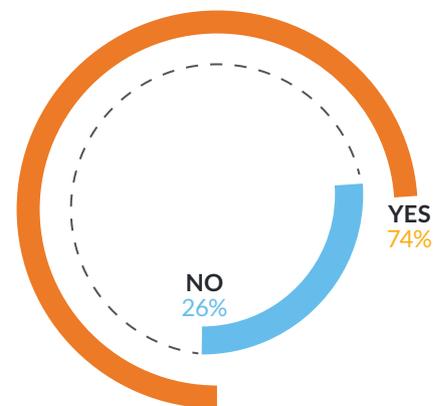


For growing fresh potential talent

Students and young graduates are the future of the companies, that's why most of the employers invest in their professional development through internship programs, workshops and various projects such as summer schools.

If you are looking for efficient methods to attract new talents towards you company, here are the tactics used by some of the biggest players in Romania.

According to the survey we published in the "Employers' Guide - Internship and Trainee" the 2016 edition, 74% of the questioned companies have internship or trainee programs dedicated to young students or graduates.



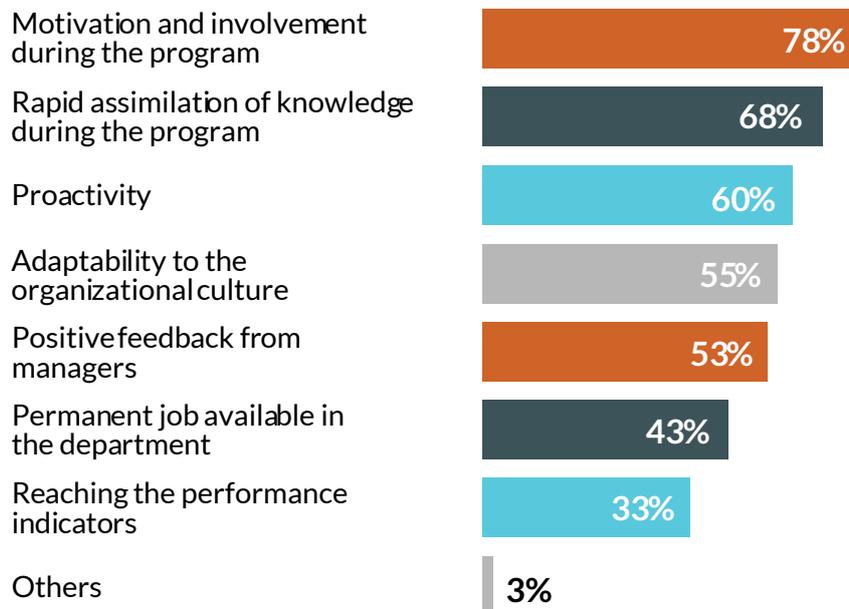
84% of the companies use career fairs as an opportunity to promote their internship/trainee programs for students and young graduates. 65% use job sites to promote their company, 42% use workshops, while 42% said that they promote career opportunities through Open Day events. 30% of the companies use to launch events, and just a few companies prefer to be present in career publications.

Frequently, these type of programs represent the first step towards junior recruitment, followed by hiring on entry level positions.

Employers consider that motivation and involvement are the most important criteria in the hiring process (78%). Other abilities valued by the companies are: being a fast learner, proactivity, adapting to the organizational culture, positive feedback from managers, permanent job available in the department, reaching the performance indicators.

According to the annual report "Higher education funding and necessary improvement actions" in 2013, the number of the students in the last years dropped to half. In the academic year 2007/2008, there were 1,029,855 students registered in Romanian universities, while in 2013/2014 there were only 540,560 students registered.

These results might represent a risk factor for the human resource in the companies and employers must invest now more than ever in training the new generation of professionals.



Conclusion

The days when HR specialists had only few channels within their reach to recruit new candidates are long gone. Once with the development of technology, more and more people have become highly active online, so companies did not hesitate to use this channel in their advantage when it comes to attracting new talents.

To make sure you attract the right candidates, it's highly recommended to alternate the innovative promoting channels with the conventional ones that offer you great exposure, both online and offline.

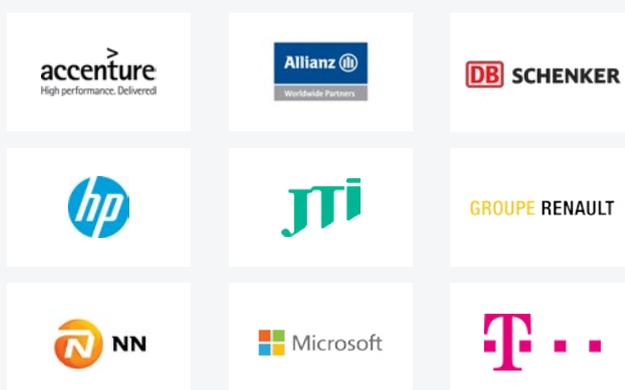
If you take into account the advice given in this "HR's Survival KIT - Recruitment KIT for Talent Attraction and Employer Branding" and if you concentrate on creating a strong employer brand by using the right promoting tactics, your company will certainly be one of the most wanted companies among candidates.

About Catalyst Solutions

*We think that
"teamwork makes the
dream work", so we
work together to achieve
the best results.*

Catalyst Solutions is a full-service company with 10 years of experience in recruitment, talent attraction and employer branding. Since 2006, we have implemented various innovative solutions in order to accomplish all our clients' requests.

With professionalism, we organize projects for any company who has interest in recruiting high-potentials, building and refining employer branding strategies or investing in raising their brand awareness.



We have the privilege of working with some of the most well-known companies in the world.

Let's work together! >