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BUSINESS **HR**



**Psiholog ADELA POPOVICI**  
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Orar: L-V, 9.00 - 16.00

## Hire in Cluj-10 years overview and trends

The year 2006 was the starting point of most multinational companies in HR consultancy in Cluj as more employers were extending. Before that, small and medium companies rather hired personal/professional acquaintance. The next step was hiring the manager and make the one's task to bring the right people, generally people he had worked with before.

Eventually as reaching the potential workforce was time consuming and less productive for the manager this research became a task of a dedicated job in the employers company or a recruitment agency. This was the context many multinational and international companies started their business in Cluj. Reaching the qualified and motivated workforce was the first goal of HR consultancy companies. The number of HR companies increased about 25% each year. Nowadays more than 40 are being listed.

A return of investment analysis made companies over 40 employees, with a turnover higher than 20% a year consider having a dedicated person to manage the entire recruitment-selection-induction-evaluation process. The reason for keeping the task in the company was that of dedication to the company, keeping the information chain between the employer and candidate more simple and clear and avoiding potential headhunting risks. Choosing this strategy for efficient recruitment in a diversity of jobs might get the employer the opposite effect as few recruiters can do a great job in a diversity of vacancies. Consultancy companies organized their recruiters on technical, IT, accounting, administration, etc. Therefore choosing a recruitment agency for bringing the employer the suitable person can shorten the time and sometimes reach more qualified persons than taking the process from the advertisement every time.

Choosing the most appropriate strategy should rely on the following criteria: number of employees, number of positions, level of qualification for the positions, number of people hired on each position and turnover rate.

Regardless of the recruiter the recruitment process followed a classic pattern for the last ten years. Advertising the vacancy to people that might be a potential target or addressing the candidates directly if there is a narrow target because of high expertise or less common qualifications. Marketing the job in Cluj is more specific than any other similar strategies in other cities in Cluj. More than 90 percent of the jobs were listed in a local add



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paper in 2006. The popularity of this advertising decreased every year as most of the jobs got online. The paper remained a valuable resource for “blue-collar” recruitment as they have always appreciated the opportunity to take a resume to the reception of the employer or give a call to find out more rather than send a resume and a cover letter. This can be an advantage as the receptionist can have a proper form for them to fill relevant information for the recruiter and pre-scan the candidates.

“White-collars” massively migrated on national recruitment sites starting 2008 in their attempt to find a new job. These sites offer the employer the opportunity to view professional, marital, parental status in detail, in a well structured format that can help the employer’s manager the applications in a database. This way of recruitment reached most success in 2011-2012, when employers got hundreds of applications for a vacancy. As Cluj became a more and more attractive city to work and live and the local available workforce was quality increasing but decreasing in number compared to the number of vacancies, the quality of applications decreased and the recruiters had been spending hours reviewing useless applications of people than hadn’t been reaching the job specifications nor the motivation to even get to a first interview.

The stability rate in terms of average employment period increased in the latest years from 2 years to 3. The number of people actively looking for a job decreased dramatically. Analyzing the number of “white-collar” applicants for 20 different positions in 2012 the number of qualified applicants decreased from an average of 60 to 15.

Our latest research concluded that local workforce is nowadays comfortable, in a stable job not actively looking for a job opportunity but being opened for a discussion with a new employer.

Therefore [LocuriDeMuncaCluj.net](http://LocuriDeMuncaCluj.net) integrated the need of the employers to make their company known, to advertise their vacancies in a more personal, dedicated way and the needs of the employees to easily apply for a job without make it a goal. [LocuriDeMuncaCluj.net](http://LocuriDeMuncaCluj.net) discretely keeps the people of Cluj informed and gives them an opportunity to apply right there on their most familiar social app. [LocuriDeMuncaCluj.net](http://LocuriDeMuncaCluj.net) aimed not only to make it easier for the recruiter to reach the potential workforce but also to ease the first steps of selection.



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Selecting the candidates even before they are approached not only by what they say about themselves in a resume but also of who their personal and professional acquaintances are, by seeing remarks of others, hobbies and even recommendations, decreased the time spent in selection a lot.

Therefore the final interview of the management gives them not only a preview of the candidates' capacity of promoting but also work results, personal valuable information, a portfolio.