

The background of the entire page is a photograph of four business professionals in a modern office setting. On the left, a man with glasses and a beard, wearing a blue blazer, is pointing towards the right. In the center, a woman with long dark hair, wearing a yellow top, is smiling. To her right, another man with a beard, wearing a grey suit and tie, is gesturing with his hands. On the far right, a woman with glasses, wearing a grey blazer, is holding a tablet and looking at it. The office has large windows in the background, and the overall atmosphere is professional and collaborative.

HAYS ROMANIA SALARY GUIDE 2025

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INTRODUCTION



Dear reader,

2025 is finally here, and so is our latest edition of the Hays Romania Salary Guide. With over 280 detailed salary benchmarks and insights across 8 major industries, this guide is designed to empower your career choices and hiring strategies with real, actionable data.

The past year has been anything but easy. It was all about resilience and bouncing back from obstacles for the Romanian labor market. This was to be expected, given that events unfolded in a challenging socio-political climate. The year started with significant tax changes that created difficulties for both companies and employees, adding financial pressure – and ended with controversial elections and a national budget deficit that brought their own share of instability, raising concerns about wages and jobs. Despite these hurdles, a great deal of adaptability formed to overcome these issues and paved the way for more innovation and growth.

Ongoing IT restructuring further reshaped traditional industries, pushing people to upskill and do better at their jobs. Yet, the IT sector remains strong and ready to break away from convention. The phenomenon of freelancing is expanding, as experts opt for contract work on various projects to the detriment of employment, leaving companies no other choice than to turn to external resources in the context of talent shortages. Remote work is supporting this trend. The demand for experts in IT, Engineering and Life Sciences was still high, but this has not stopped multinational companies from continuing to open hubs in Romania.

Looking ahead, 2025 will be a year of transformation. The Romanian labor market is expected to show resilience and gradual improvement, steering away from the traditional to make room for a future-proof transformation. With AI and Automation continuing to have a significant impact in several areas, upskilling and reskilling will be more essential than ever. However, employers will have a lot on their plate in 2025. As Gen Z reshapes the workplace with their tech-savvy mindset, social consciousness and focus on wellbeing and diversity, businesses will need to become more flexible and innovative to meet these new expectations. High levels of adaptability will be essential for identifying and attracting candidates, as well as innovation in retention strategies. The old ways will fade as we embrace change like never before, more ready than ever to shape what's on the horizon, with endless possibilities ahead.

I hope you will find the Hays Romania Salary Guide 2025 a valuable resource that supports you in navigating your career and hiring decisions with confidence.

Wishing you success and inspiration in the year ahead,

Cristina Iacob
Executive Director
Hays Romania

ABOUT THE GUIDE

The Hays Romania Salary Guide is our annual remuneration report prepared by Hays Romania's experts with recruitment market insights and salary references for organisations, hiring managers and candidates. It includes an overview of the Romanian recruiting market, our expert viewpoints and salaries for over 280 positions.

Methodology

The salary data has been compiled using information gathered throughout 2024 from Hays Romania activities. It is based on hundreds of job listings, job offers and our candidate database. The recruiting trends and benefits data are based on a survey conducted between November and January 2025. The survey was completed by more than 700 employees and employers from organisations of all sizes based in Romania.

Thank you!

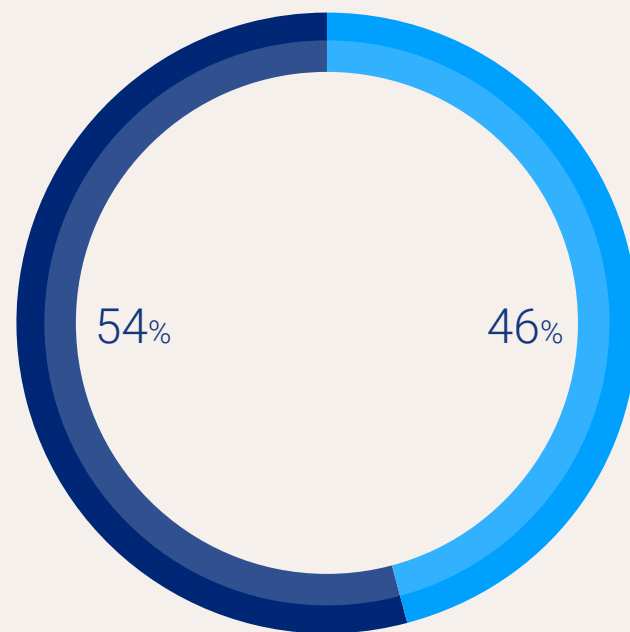
We would like to thank everyone who participated in the survey for sharing your information and observations. Your contribution is vital to our ongoing pursuit of providing the latest insight to help you make the right decisions. Please note that this report is the intellectual property of Hays and may be protected by copyright. It may not be reproduced, published or posted online or otherwise circulated without the prior written authorization of Hays Specialist Recruitment Romania S.R.L.



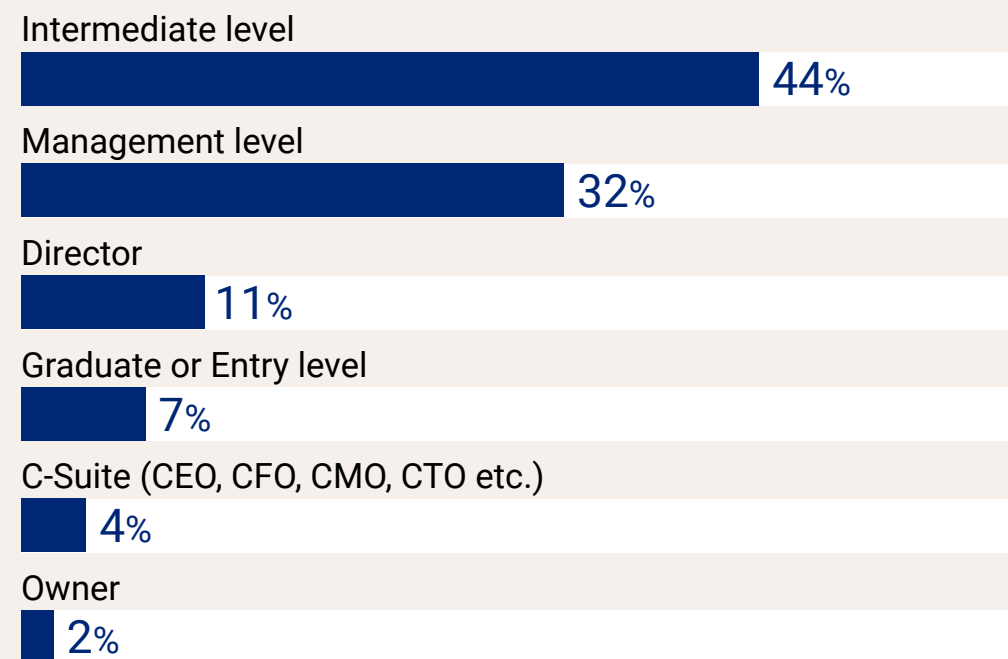
ABOUT THE SURVEY PARTICIPANTS

Employers and employees

● Employees ● Employers

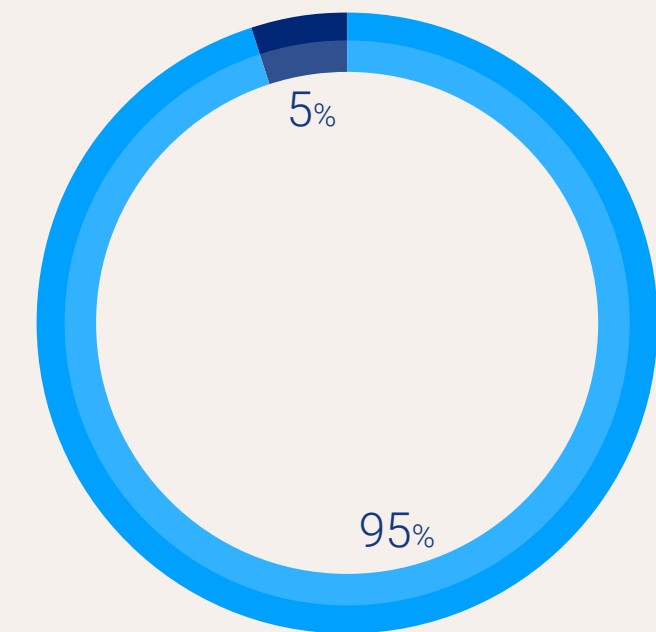


Seniority level



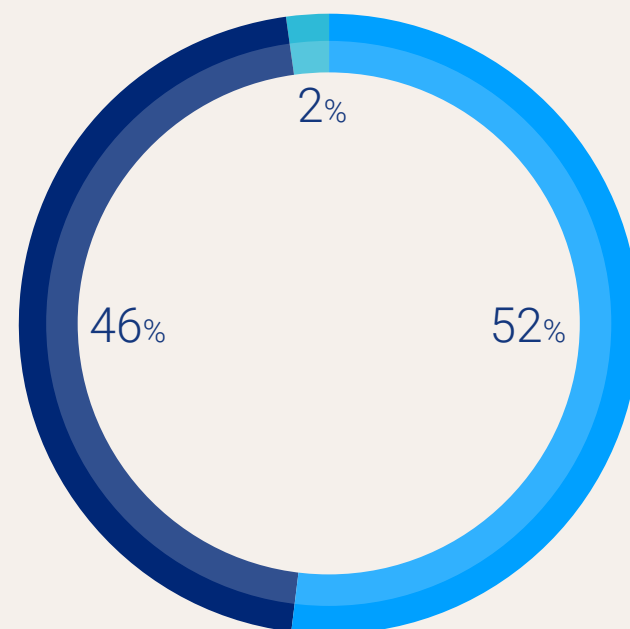
Survey participants by sector

● Private Sector ● Public Sector

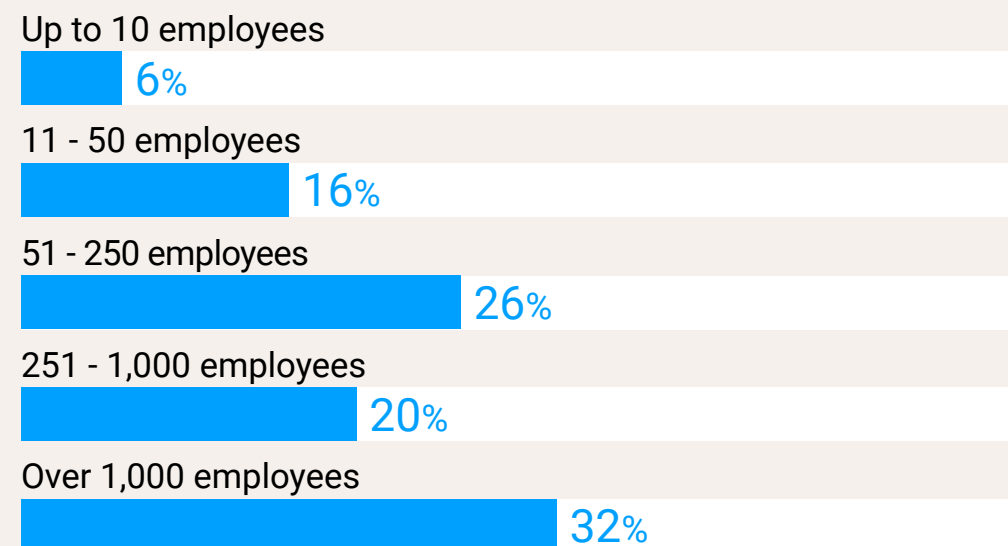


Gender split

● Female ● Male ● Prefer not to say



Organisation size



The top 5 industries respondents are currently employed in

- 1 IT (including Software Development)
- 2 Life Sciences (Pharmaceuticals, Medical Devices & Healthcare)
- 3 Automotive
- 4 Equipment & Engineering
- 5 Business Services



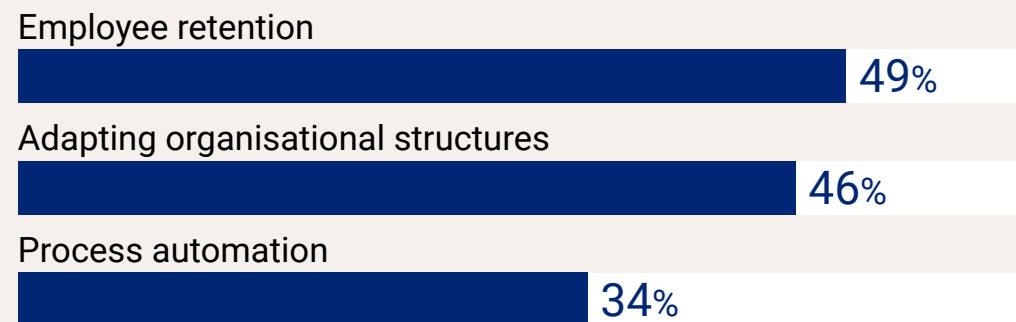
KEY FINDINGS OF THE SURVEY BUSINESS

RECRUITMENT

82%

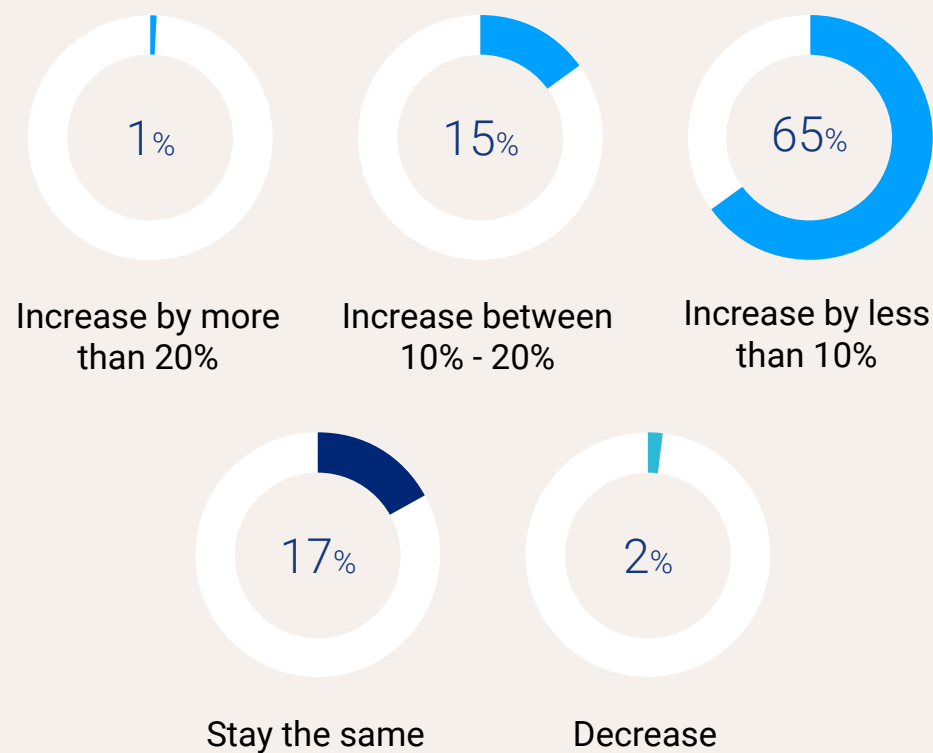
of employers plan to hire permanent employees this year

TOP 3 HR focus areas in 2025



SALARIES

According to employers, in 2025 salaries will:



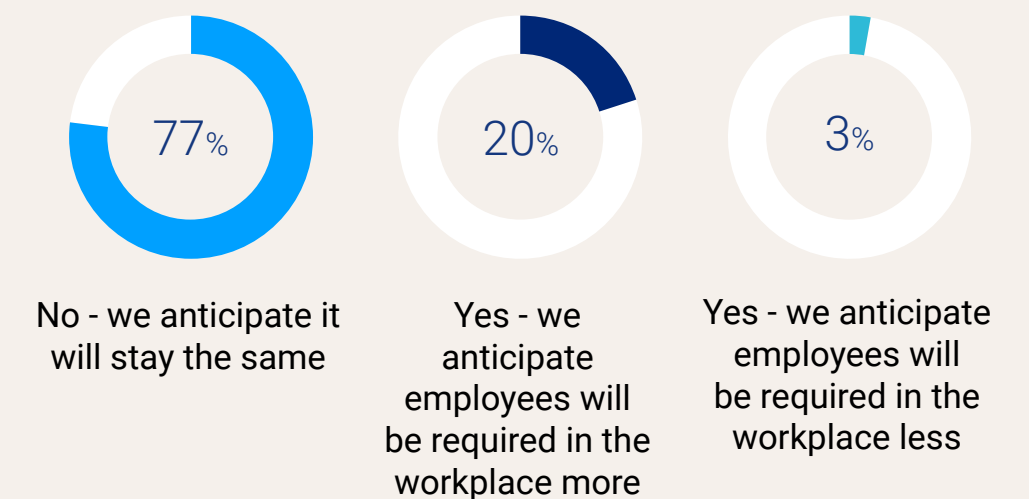
SKILL SHORTAGE

52%

of employers consider there is a moderate shortage of skilled professionals in the labor market.

WORKING MODEL

Are companies planning to change the working model? According to employers:



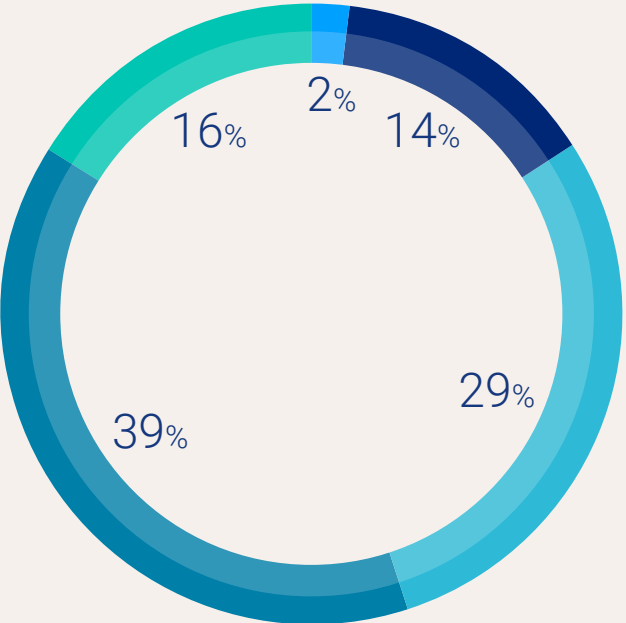
KEY FINDINGS OF THE SURVEY

EMPLOYEES

GENERAL

How optimistic are employees about the wider economic climate and the employment opportunities it may/may not create within the next 2-5 years?

- Very optimistic
- Quite optimistic
- Neutral
- Not very optimistic
- Not optimistic at all



JOB SATISFACTION

55%

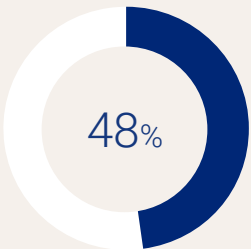
of employees expressed satisfaction with their job, almost 10% less than last year.

CHANGE

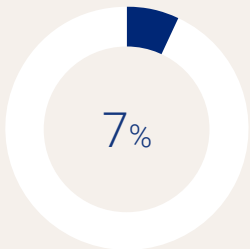
64%

of employees consider the benefits package to be one of the most important factors when seeking new employment, second only to salary.

Do employees plan to make any career changes in 2025?



Change organisation



Become a contractor



AN OVERVIEW OF 2024

The Romanian job market is changing in the most interesting ways possible, with a lot happening for both businesses and professionals. Companies are expanding, reorganizing, and struggling to find the right talent, while freelancing is becoming more popular among employees. From constant changes in how people work and how businesses adapt to new challenges and opportunities, everything is evolving.

SKILL SHORTAGE CONTINUES TO IMPACT THE MARKET LONG-TERM

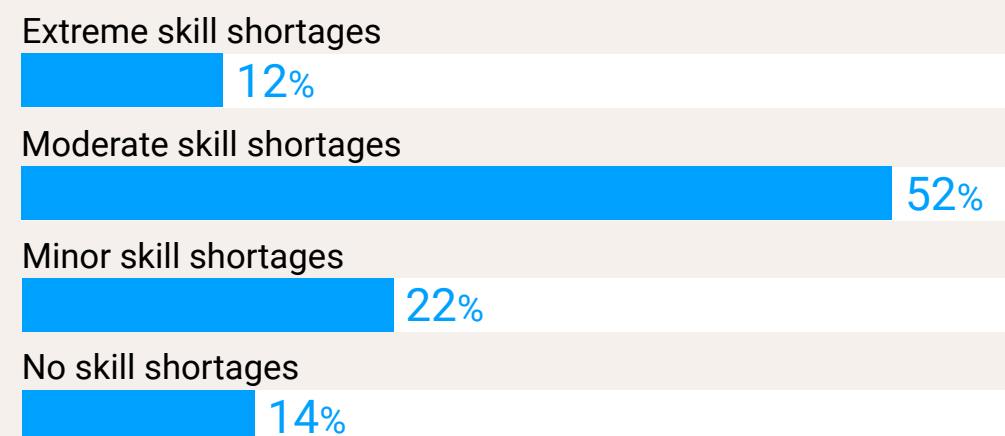
Almost all employers faced skill shortages in the past year, with only 14% stating they did not face any issue. The rest did: more than half experienced moderate shortages, 22% had minor shortages, and 12% even extreme ones, results show. The main reason behind this shortage isn't exactly a shock when we look at last year's Salary Guide. Every second employer is saying that tough competition for talent is giving them a hard time, while 40% blame low pay for making things worse and creating a domino effect, where fewer people are entering these industries, making lack of professionals even more pressing. The hardest positions to fill are middle-level specialists, with 57% of businesses saying they struggle the most here. Management roles are also a challenge for 24%, while entry-level positions are a bit easier to fill at 18%. With fewer qualified candidates available, companies delayed or reduced hiring in 2024, resulting in slower headcount growth. Only less than a fifth of employers were able to hire and grew their headcount by over 10% (almost similar to the previous year's results) while even a smaller number kept their employee numbers steady. A few even had to make the difficult choice of reducing their teams by more than 10%, likely due to restructuring, budgets cuts or changes in business priorities.

CONTRACTING TAKES OFF, LIKELY TO BECOME EMPLOYEES' FUTURE FAVORITE

Non-permanent work is a great option for professionals wanting a break from full-time positions, offering more flexibility and the chance to earn more. In the past year, 41% of employees made this switch, while 59% kept their permanent roles. It's an interesting trend, showing that while a lot are interested in self-employment not everyone's ready to make the change yet. For those who did make it, the main reasons were better work-life balance and flexibility, the chance to pursue a different career path, and the opportunity to boost their income. Desire for more variety in work responsibilities was also indicated, while some mentioned both the challenge of working on short-term projects and the freedom to choose projects and clients. When asked about the benefits of contracting, 64% mentioned the chance to earn more money, followed by 45% valuing the flexibility to choose projects and clients. 36% appreciated the better work-life balance, while 27% liked having more control over their career and work.

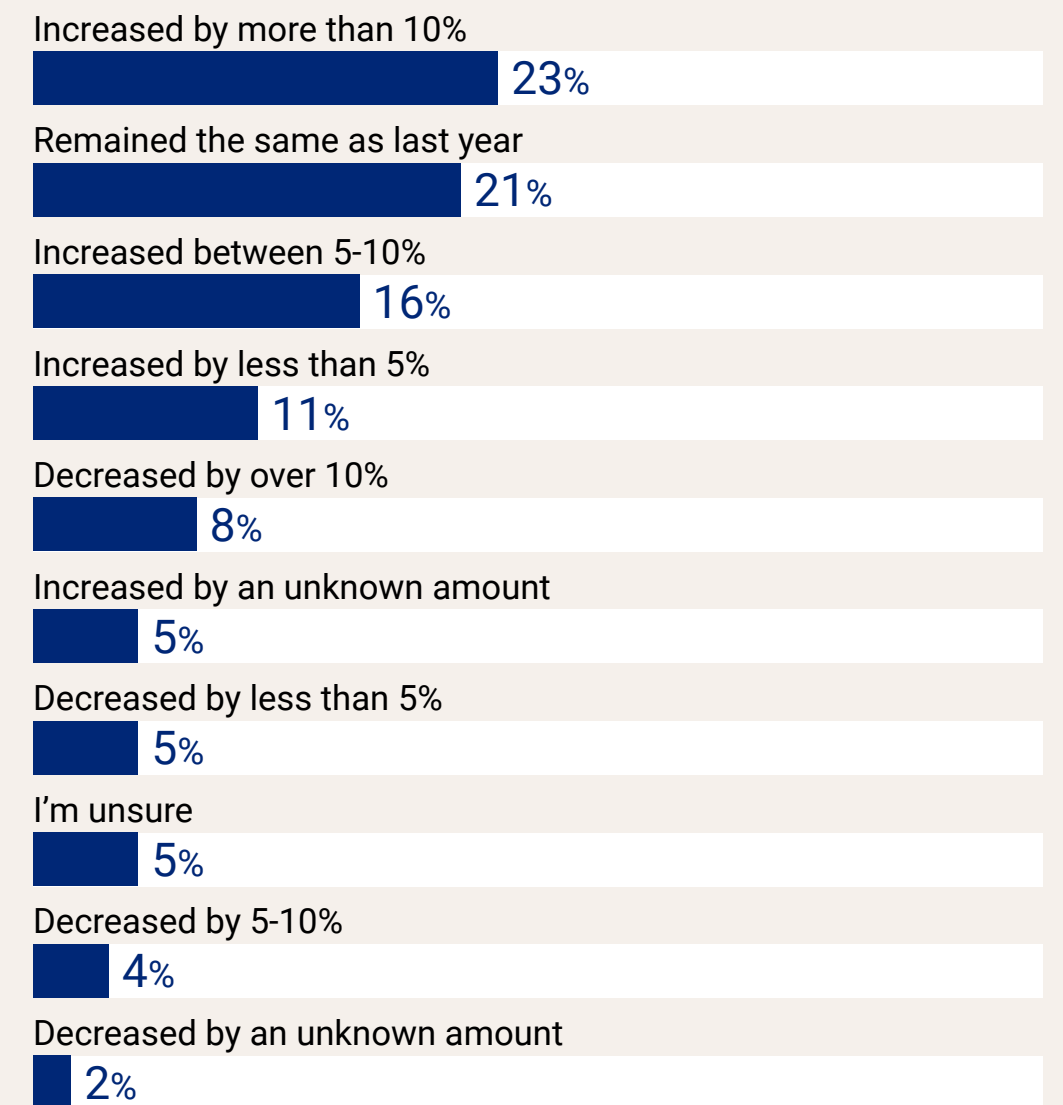
To what extent have you experienced skill shortages in the last year?

Business perspective



How did your organisation's headcount change in 2024 compared to 2023?

Business perspective



AN OVERVIEW OF THE YEAR 2024

What do you think are the main causes of skill shortages in your sector or industry?

Business perspective

TOP 5

Competition from other employers



Pay levels



Fewer people entering the job market in our industry



Cost of qualifications/training



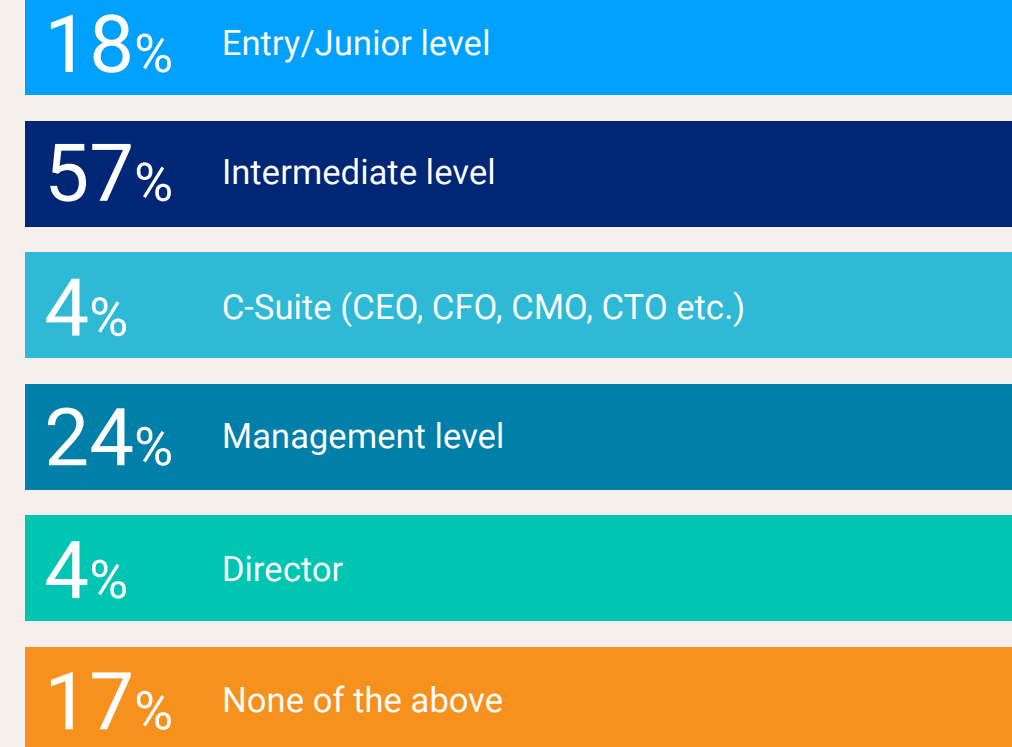
Lack of progression opportunities



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

Have you found any positions particularly difficult to fill?

Business perspective

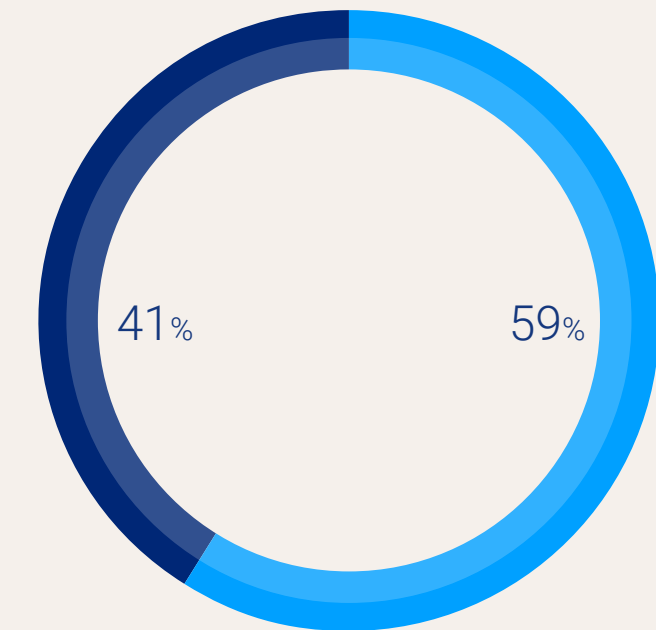


*Please note that totals add up to more than 100% as respondents could select more than 1 answer

Did you first start contracting work within the last 12 months?

Employee perspective

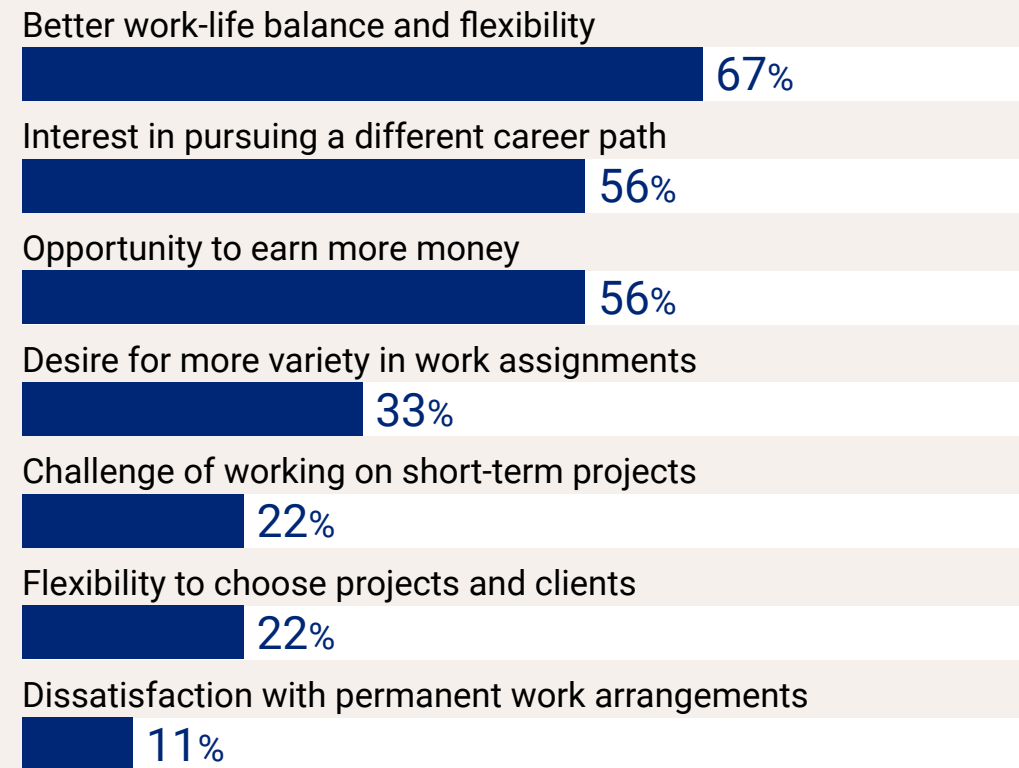
● No ● Yes



AN OVERVIEW OF THE YEAR 2024

What were the main reasons for your change?

Employee perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

What do you see as the main benefits of contracting?

Employee perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer



LABOR MARKET TRENDS



THE LABOR MARKET IN 2025

Secure what can't wait and postpone what can. This seems to be the main resolution for most Romanian companies this year, following a very interesting 2024 that brought a lot of market uncertainty. Their focus on strengthening financial performance does not come as a surprise, as their goals are nearly identical to last year's - almost nothing has changed.

MAXIMIZING PROFIT: NEW YEAR, SAME AMBITION

While the focus areas remain largely unchanged, there's been a notable shift towards prioritizing operating profit, compared to last year's research. This continues to be the top priority, followed closely by gaining market share and boosting turnover. This shift reflects the current economic climate, making it no surprise that topics like sustainability, innovation, and social responsibility are taking a backseat in 2025.

STAFFING NOW A TOP CONCERN FOR ACHIEVING GOALS

While financial concerns remain significant, they have been superseded by the growing challenge of staffing issues this year. For more than a third of companies, this is the main obstacle standing in the way of achieving their current goals, with only 20% (less than last year) mention financial problems. Retraining staff remains a challenging aspect of staffing concerns. The difficulty in keeping current employees has risen by 9% compared to last year, with 19% of companies now identifying it as a factor that could impact their success in 2025. What's interesting is that only 3% are worried about the rising cost of living for staff, which could mean businesses feel they can handle it successfully on their own through salary increases or benefits.

There's a clear gap between the challenges that businesses are facing, with 34% highlighting the shortage of skilled professionals, while just 3% are focused on the rising cost of living for staff. This shows a difference in priorities, even though both factors could

impact employee retention and recruitment. By focusing mainly on financial constraints and talent gaps mean companies could be missing a chance to solve both by addressing employees' financial needs.

This is particularly important as employees themselves are struggling to see the light at the end of the tunnel. The largest group (39%) is not optimistic at all about what the future holds in terms of opportunities, while only 2% feels very confident that things will get better in the next 2-5 years.

Which strategic goals are currently in focus in your organisation?

Business perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

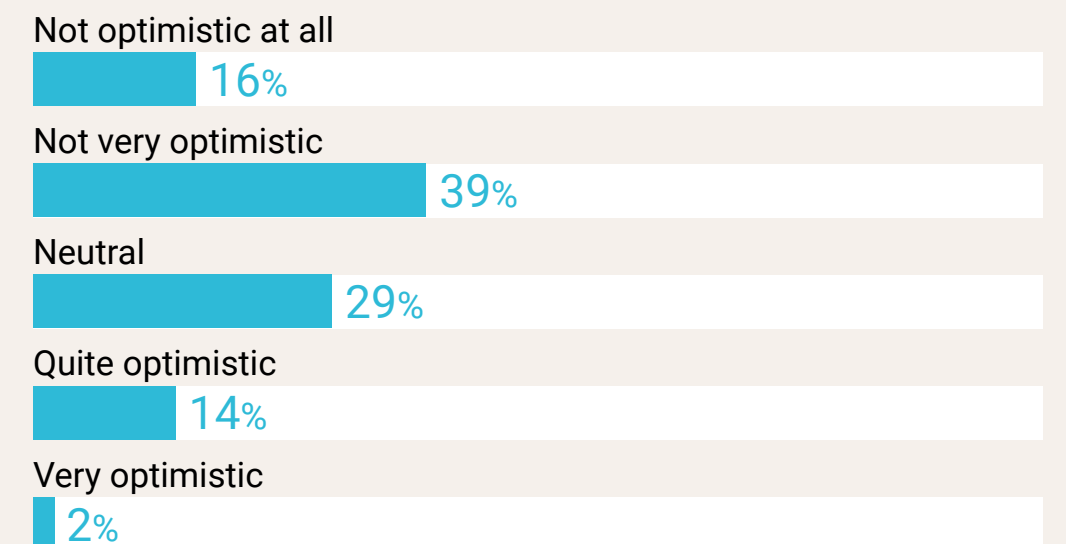
Which of these factors do you currently feel is most likely to limit the achievement of your organisation's strategic goals?

Business perspective



How optimistic are you about the wider economic climate and the employment opportunities it may or may not create within the next 2-5 years?

Employee perspective



HR STRATEGIES AND RECRUITMENT PLANS

With fewer candidates available and increased competition for talent, the vast majority of interviewed companies are planning to focus on recruiting permanent employees. This indicates a strong need to secure more consistent and reliable employees who are there to stay.

TALENT: TO ATTRACT. TO KEEP. AND TO HOLD ON TO

To achieve this goal, companies are doing whatever it takes to stay flexible and meet staff's changing needs, whether it's realigning teams, creating new roles, or adjusting reporting structures. In fact, adapting organisational structures (46%) is becoming just as important as employee retention (49%) in HR plans for 2025. There's also a strong push for automating processes and hiring new talent, all aimed at making organisations better prepared for the future. While AI is catching attention, some companies are still figuring it out or can't invest yet. Only a small percentage is focusing on employee mobility.

DEMAND FOR FREELANCERS AND CONTRACTORS: LOW, BUT PERSISTING

While permanent roles are the with no doubt the first choice, many companies see the value in hiring Contract, Freelance, or Temporary staff when it comes to meeting immediate needs and project-specific demands, without long-term commitments: 16% are keeping their HR options open and are looking for contractors, while another 13% plan to hire temporary workers to help with short-term needs and projects, in 2025. For these specific companies, the benefits of flexible staffing are obvious: 46% appreciate the flexibility that this option brings in terms of costs, while 41% recognize the advantage of accessing specific skills for projects. Another 29% mention the difficulty of finding suitable permanent employees as a major reason for considering these adaptable staffing options.

What kind of roles are you recruiting for in 2025?

Business perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

What are the reasons for your plans to recruit contract, freelance or temporary staff?

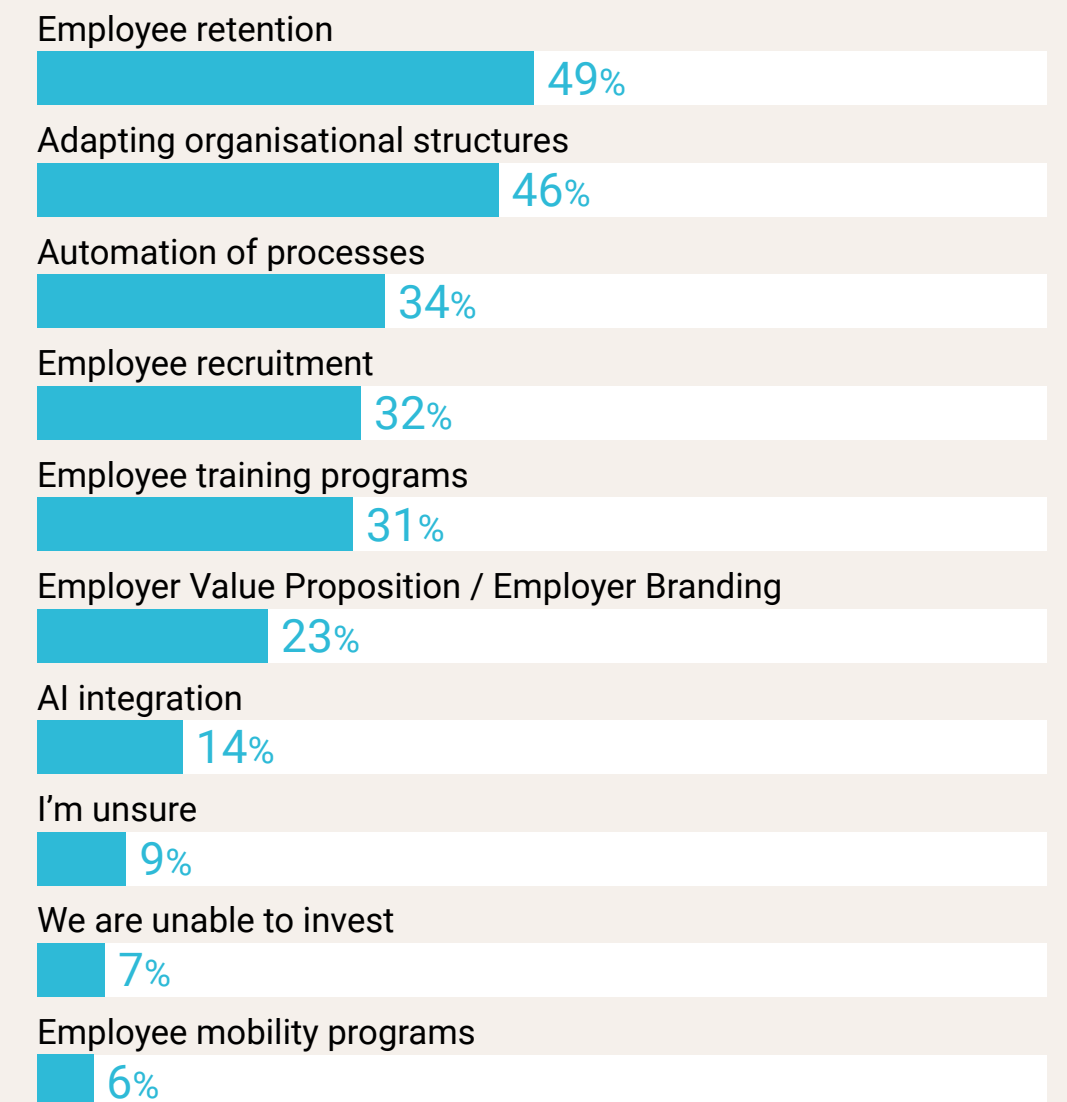
Business perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

What are your organisation's HR investment focus areas for 2025?

Business perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

REMUNERATION

2024 wasn't exactly the best year for salary growth in Romania. Both employers and employees reported some pay increases, many workers got only modest raises, if any. Only a small percentage of companies offered more substantial salary increases. Additionally, there were a few decreases in salaries, though also minimal. Overall, it seems that for most companies and employees, salaries largely stayed the same or saw only small adjustments last year.

PERFORMANCE REMAINS THE #1 DRIVER FOR PAY RISES

Most Romanian employees received a salary increase due to their individual performance, with 34% indicating it as the primary reason. A smaller group (19%) got a standard company increase (small, but some still did it), while 18% got a boost only after getting a new job. Just 16% of employees saw salary changes due to inflation or rising living costs. These adjustments were aimed more at helping employees keep up with higher expenses, rather than reflecting individual performance or corporate decisions.

EMPLOYEES EXPECT MORE THAN EMPLOYERS ARE WILLING TO OFFER

Salary expectations for 2025 are aligned between employers and employees, but not entirely. Two thirds of surveyed employers (65%) expect raises of less than 10%, continuing the trend from last year. Meanwhile, 17% think pay will stay the same, 15% predict increases of 10-20%, and only 1% expect a 20% raise. Although the vast majority (42%) is predicting a modest pay of less than 10%, employees seem a bit more optimistic with 25% of them expecting raises between 10-20%, and 11% even hoping for increases of over 20%. Only a few worry about pay stagnation

or even decreases. Overall, employees seem to be expecting higher salary increases than businesses are planning to offer, which could point to a gap in expectations that may need to be addressed.

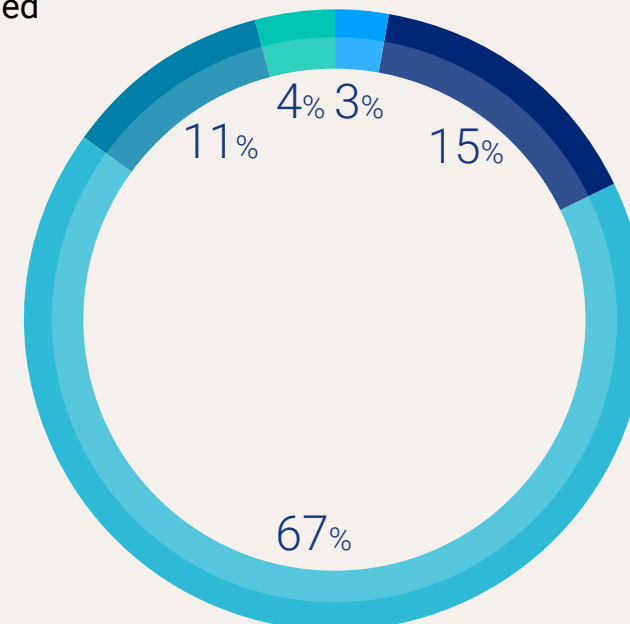
PAY TRANSPARENCY - STILL A TABOO TOPIC

Sadly, more than 70% of the employees who took part in the survey confirmed that their employers do not show transparency over salaries and raises. A smaller group says their company has set criteria for salary increases, while even fewer share salary bands, and just 1% make everyone's salaries public. This suggests that many companies may not be fully open about their pay practices, potentially leading to uncertainty or dissatisfaction among staff.

How have salaries/rates of pay within your organisation generally changed in 2024?

Business perspective

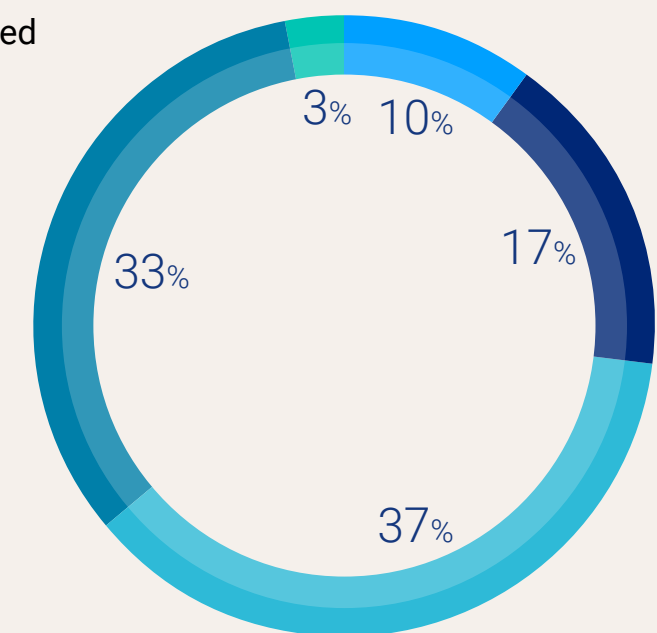
- Increased by more than 20%
- Increased between 10% - 20%
- Increased by less than 10%
- Stayed the same
- Decreased



By what percentage did your salary change in 2024?

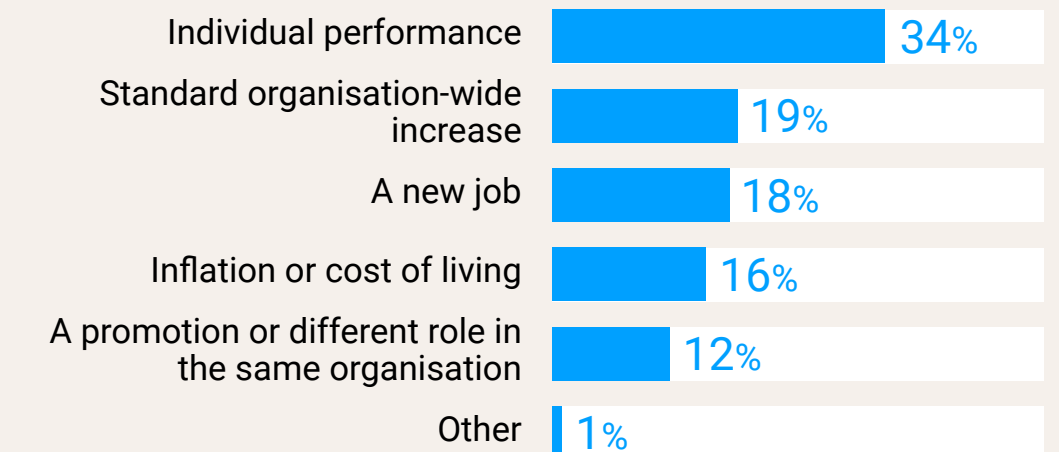
Employee perspective

- Increased by more than 20%
- Increased between 10% - 20%
- Increased by less than 10%
- Stayed the same
- Decreased



What was the reason for your salary or pay rate change?

Employee perspective

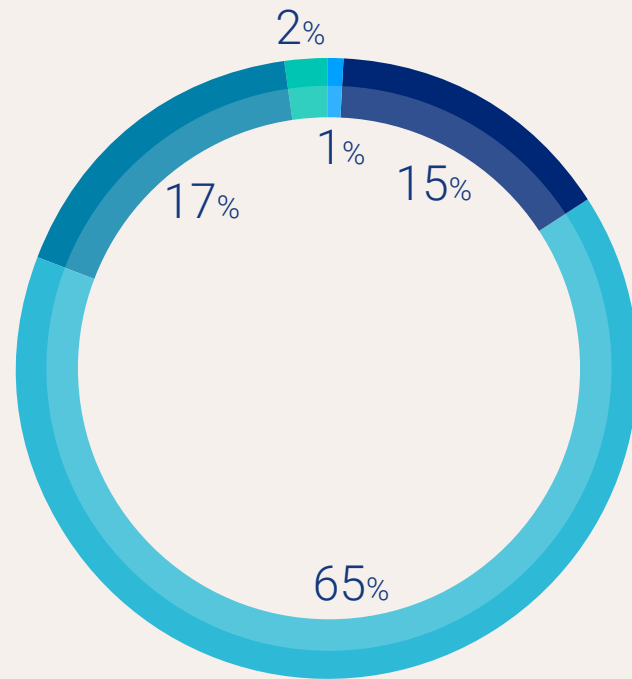


REMUNERATION

How do you expect salaries/rates of pay within your organisation to generally change this year?

Business perspective

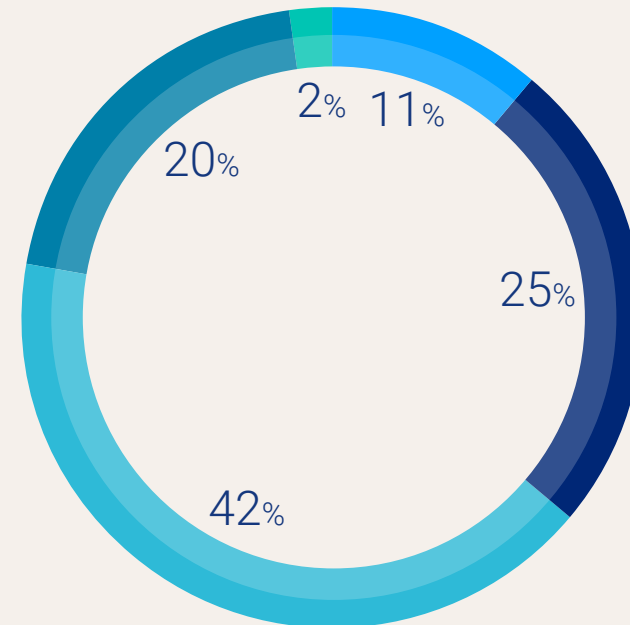
- Increased by more than 20%
- Increased between 10% - 20%
- Increased by less than 10%
- Stayed the same
- Decreased



In 2025, what percentage change in pay do you expect to receive? *This question refers to your expectations based on previous year performance / experience.

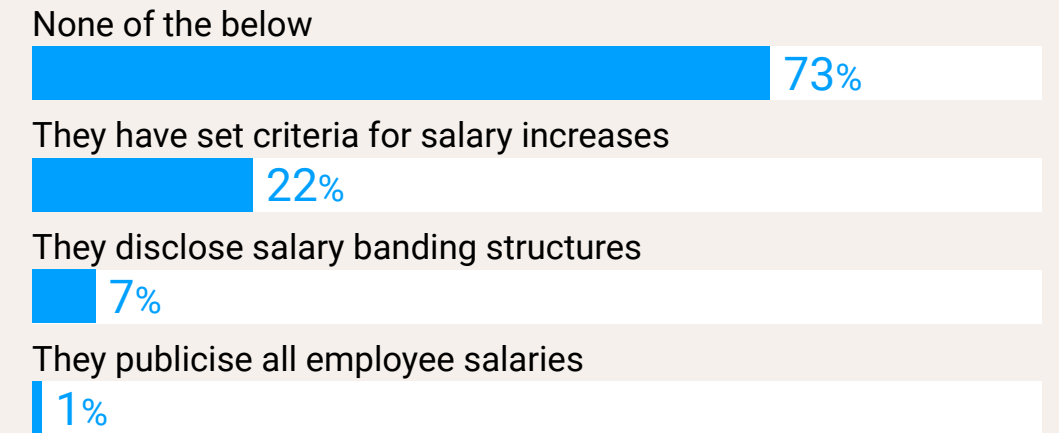
Employee perspective

- Increased by more than 20%
- Increased between 10% - 20%
- Increased by less than 10%
- Stayed the same
- Decreased



How is your organisation ensuring consistent transparency with employees about how pay levels and pay rises are set?

Employee perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

BENEFITS

Companies offer a great variety of benefits, but there's a gap between what's promised and what employees actually get. Health insurance, meal vouchers, and vacation days are widely provided, and most employees receive them. However, things like flexible working and psychological support show some small discrepancies. This highlights areas where businesses can improve in delivering on employee expectations.

EXTRAS ARE ALWAYS A SMART CORPORATE IDEA

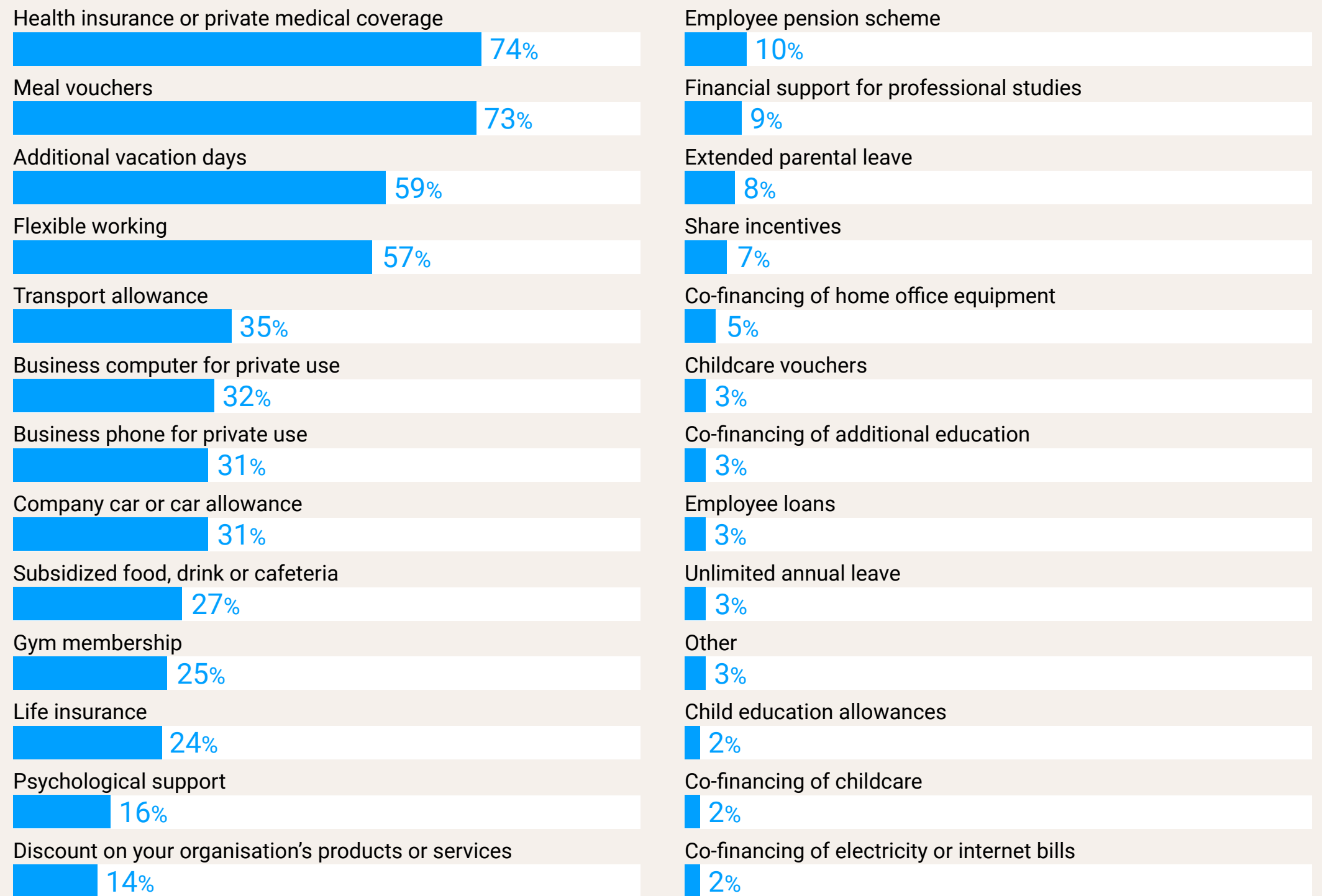
When it comes to attracting and retaining staff, employees prioritize a strong benefits package and a good work atmosphere. In harmony, businesses also recognize the same priorities, with 66% indicating benefits and 43% highlighting a good work environment, alongside 39% who see career development as key. Despite companies offering attractive advantages, there's still room for improvement in fully delivering on these promises, particularly in areas like flexible work options.

EMPLOYEES PRIORITIZE FLEXIBILITY AND TIME OFF

This gap in expectations becomes even clearer as employees have increasingly shifted their priorities since 2024, with a growing focus on flexibility and time off. While the benefits package is still on the top of their list, they are also valuing remote work, and a good work environment. This shows that they are looking for more free time and flexibility in their jobs, with remote options helping them balance life better and a positive work environment making their days more enjoyable. Other benefits, like extra vacation days (53%), flexible working (45%), and health insurance (42%), are also important, showing that employees are putting more focus on their well-being and work-life balance.

Which of the following benefits are offered to employees as standard?

Business perspective

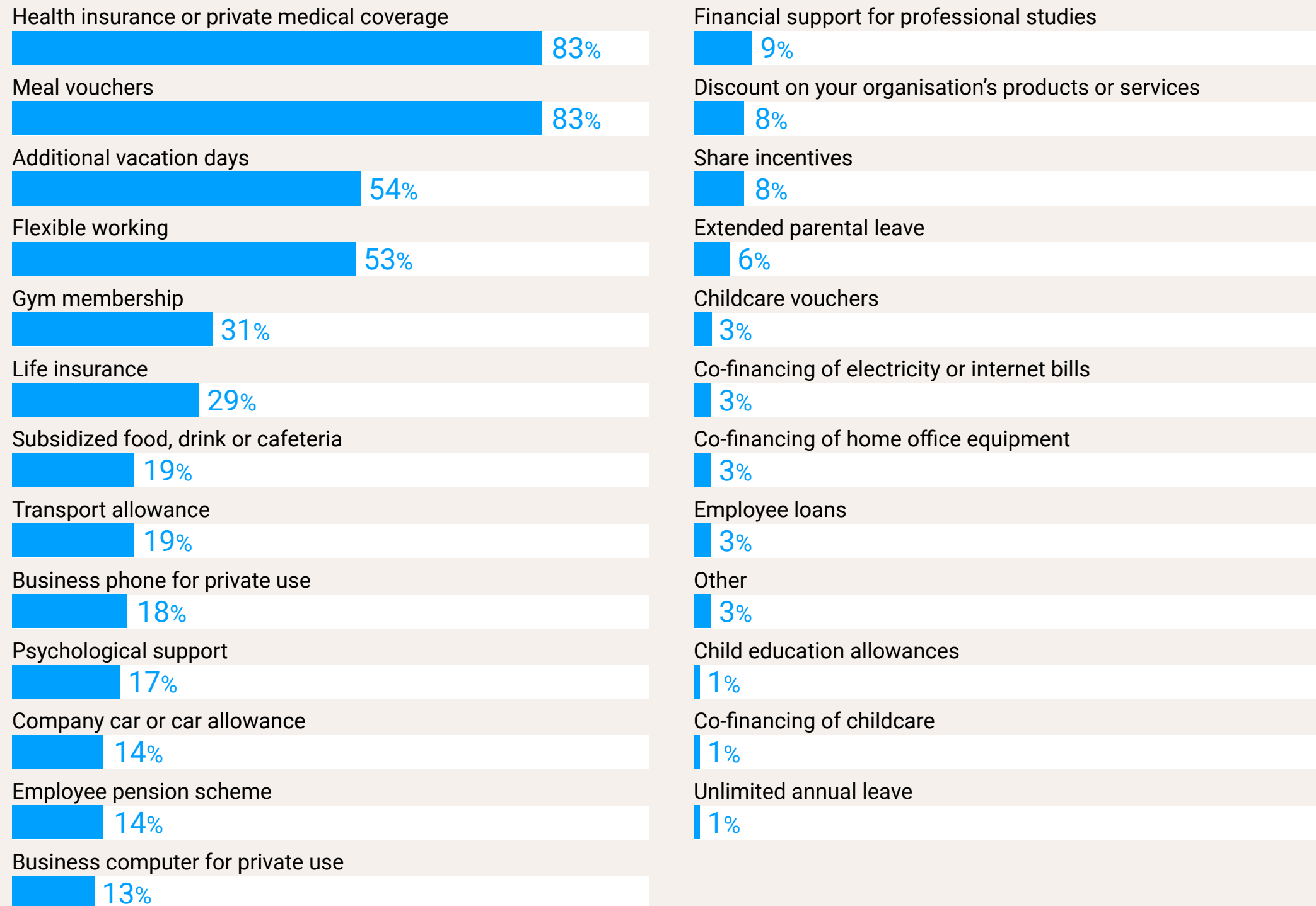


*Please note that totals add up to more than 100% as respondents could select more than 1 answer

BENEFITS

Which of the following benefits do you receive in your organisation?

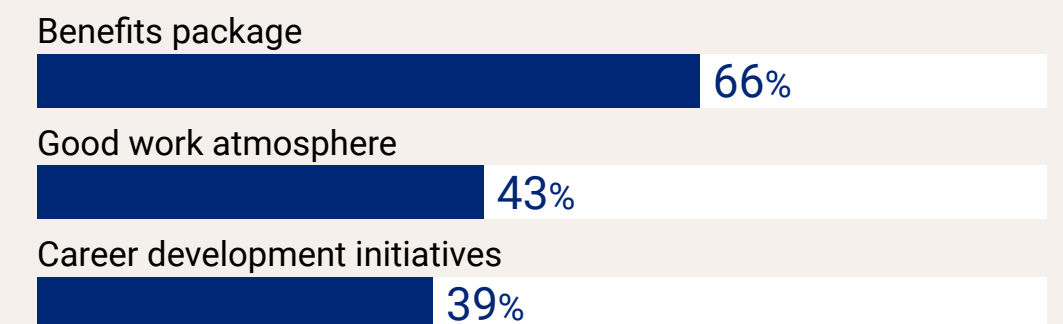
Employee perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

Aside from the salary, which of the following factors are most important to help you attract and retain staff?

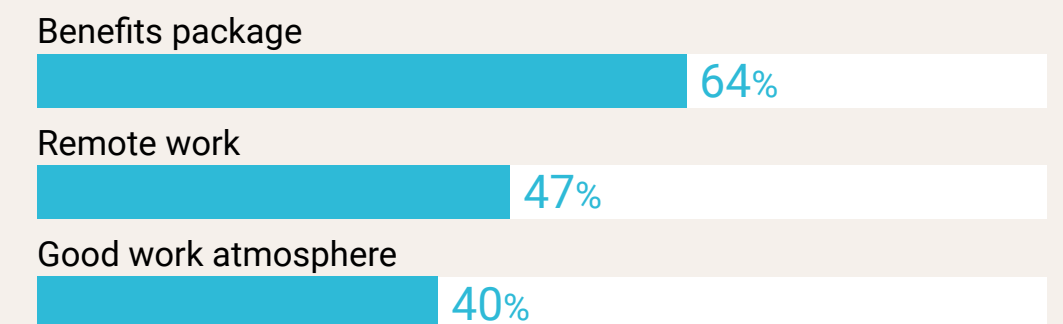
Business perspective TOP 3



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

Aside from salary, which of the following factors are most important to you in an organisation?

Employee perspective TOP 3

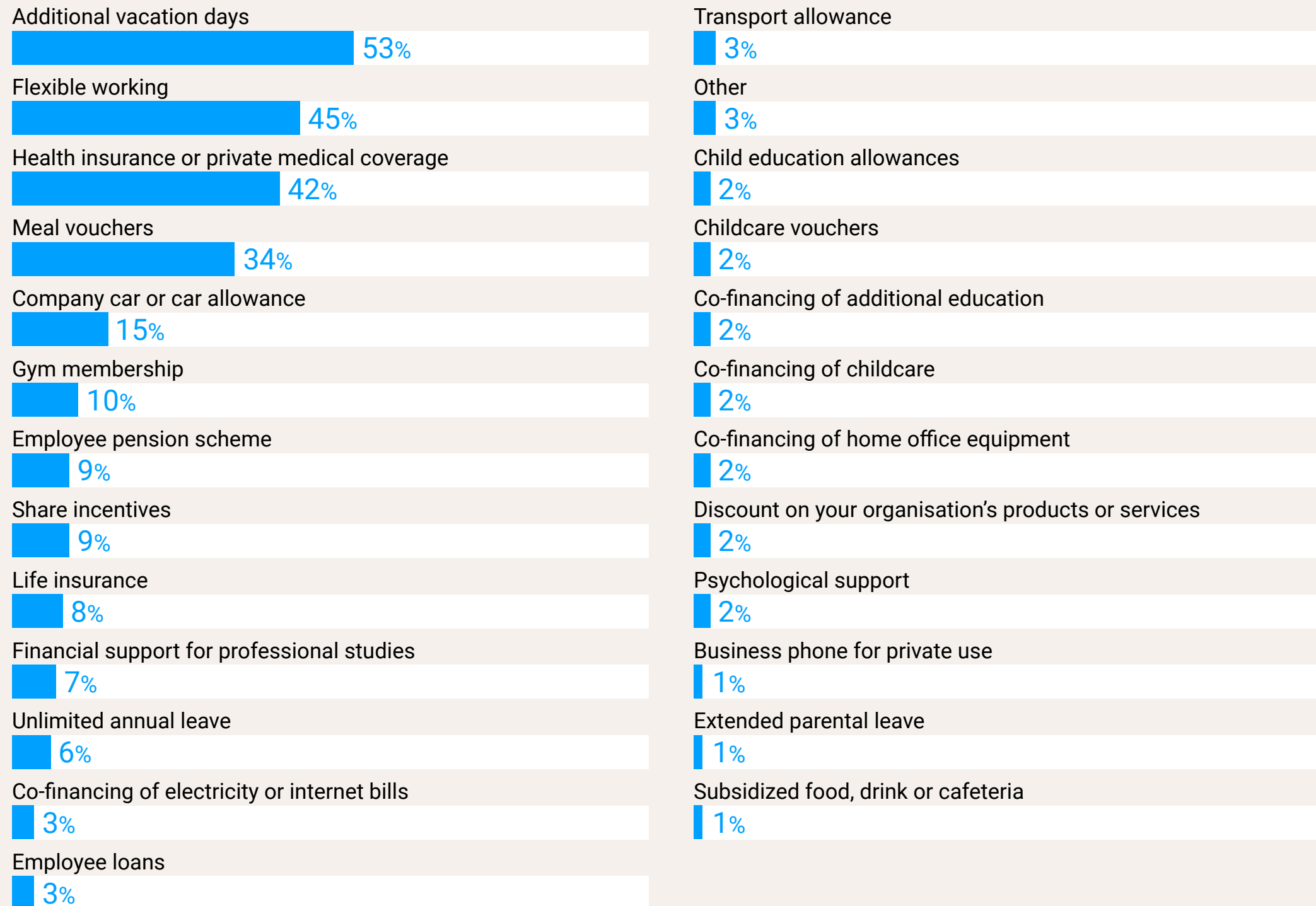


*Please note that totals add up to more than 100% as respondents could select more than 1 answer

BENEFITS

What benefits do you value the most?

Employee perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer



WORKING MODELS

Companies want more office time for better performance and culture, while employees are after more flexibility for their well-being, creating a clear gap. Right now, a little over a third of businesses are going for a hybrid model with 2-3 office days a week, hoping to improve collaboration and productivity through face-to-face time.

MORE REMOTE WORK IS WANTED...

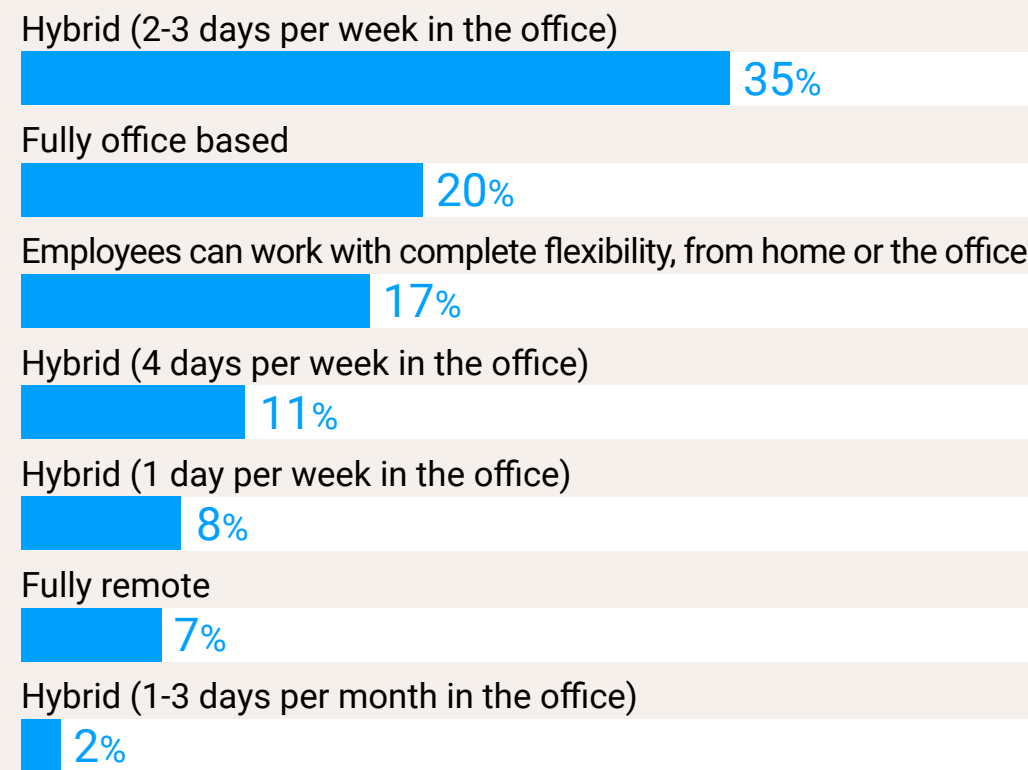
On the other side, employees are craving more flexibility, with a quarter preferring this hybrid model (2-3 days per week in the office), and another quarter wanting to work from home or the office, as they choose. Even fewer work fully office-based or fully remote. They value the work-life balance and freedom that remote work gives them, helping with things like avoiding commuting and managing personal issues.

...BUT OFFICE TIME MIGHT MAKE A FULL COMEBACK

While 49% of employees are happy with their work-life balance, a quarter (25%) are dissatisfied, indicating that hybrid or office-based models aren't working for everyone. However, 17% are very satisfied, showing that flexibility works well for some. While the majority of companies plan to keep things as they are in 2025, with a significant number looking to bring more people back to the office, it's clear that the push for remote work is facing resistance. Employees are craving more flexibility, but businesses are leaning toward increased in-office time, claiming it's better for collaboration and productivity. This not only highlights the gap between what workers want and what companies are aiming for but also points to a tension that could shape workplace dynamics, and lead to tough decisions in the coming years.

How would you describe your organisation's current working model?

Business perspective



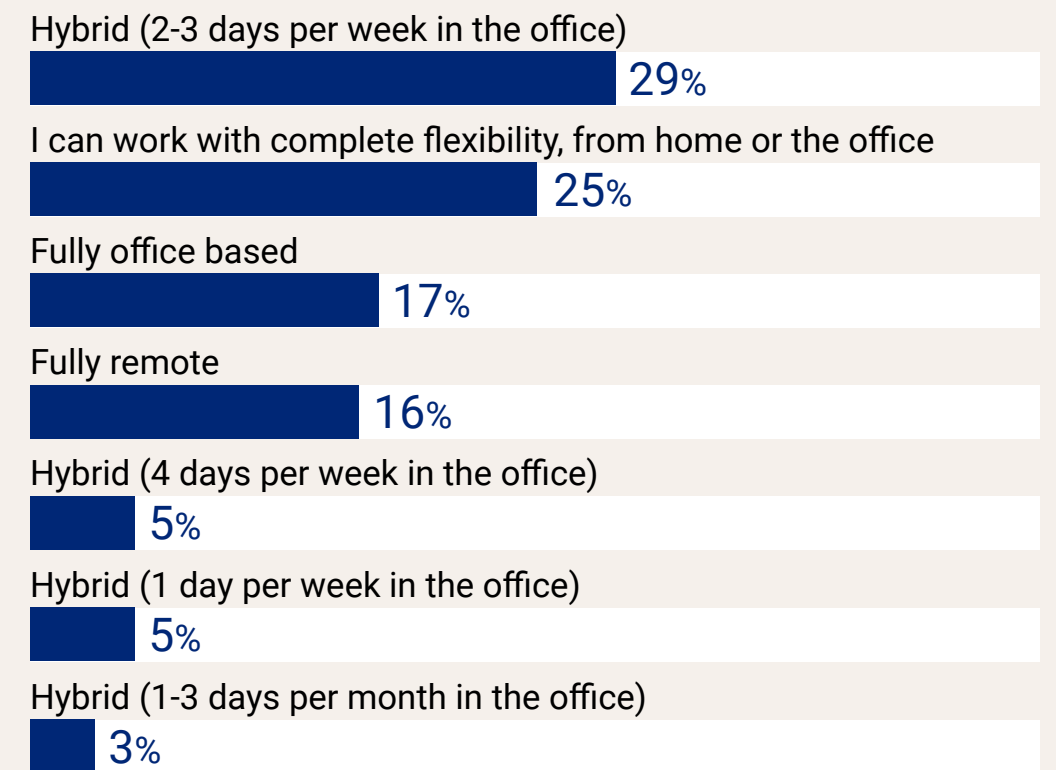
Do you anticipate that your organisation's working model will change in 2025?

Business perspective



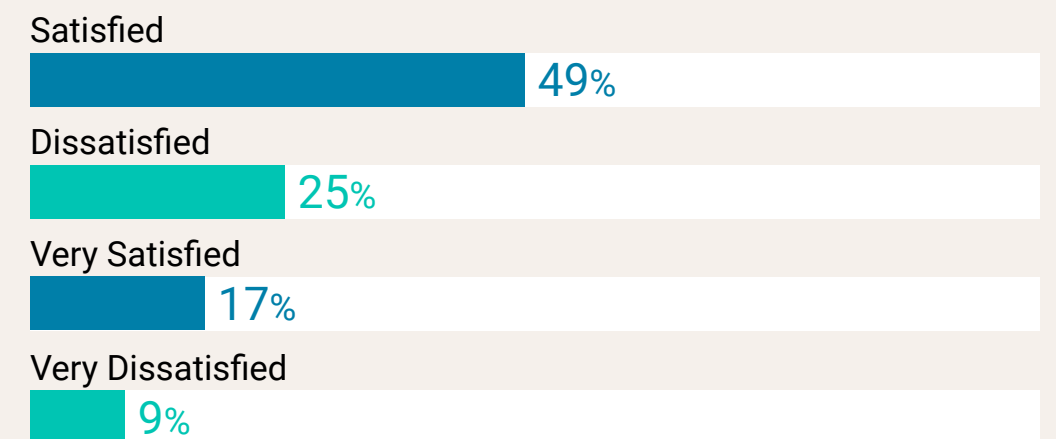
How would you describe your organisation's current working model?

Employee perspective



Are you satisfied with your work-life balance?

Employee perspective



ARTIFICIAL INTELLIGENCE

AI is clearly becoming a bigger part of the Romanian workplace. Both businesses and employees see it as a game-changer for making work faster, more efficient, and more creative. Half of employees are currently using AI technologies or tools as part of their job, indicating both a significant adoption of AI, and increase, compared to last year's results. However, the remaining part is not using AI tools, suggesting that while it is becoming more integrated into some roles, it's not yet universally adopted across all industries or positions.

WELCOMED BUT NOT FULLY EMBRACED

Companies in Romania are at different stages with AI, with some fully embracing it and others taking a more reserved approach. Most employees work for organisations that have not prohibited the use of AI in the workplace, suggesting that there are generally open to leveraging AI technologies. However, a small portion reported that their organisations have banned AI use, which could point to concerns around security, ethical issues or a desire to limit automation in certain roles.

TRAINING: WORK IN PROGRESS

Half of the businesses are offering training or support for AI, helping employees integrate it into their work. However, the other half does not, suggesting some are unprepared or taking a cautious approach to AI implementation. The results show a disconnect between businesses and employees on AI adoption - while most businesses recommend AI tools, only a little over a quarter of the employees actually report receiving any training, indicating companies may not be providing enough support for effective adoption.

A CAUTIOUS APPROACH FOR USE

Most businesses plan to let staff use AI tools in the future but will monitor usage closely, indicating a cautious approach. Meanwhile, some are more relaxed, allowing unmonitored use. A smaller group plans to ban AI tools, and a few have already done so, reflecting ongoing uncertainty about AI's role. Privacy concerns and security risks are the main reasons businesses aren't using AI, with others also worried about regulatory compliance, quality control, and the impact on their workforce. Fear of risks continues to be the biggest barrier to adoption.

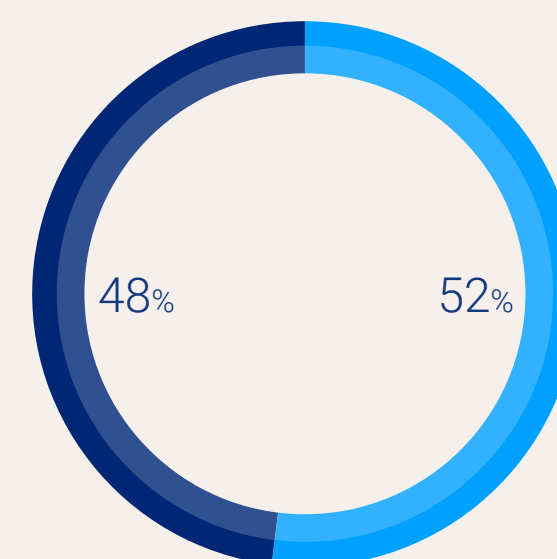
PLENTY OF BENEFITS. MINIMAL CONCERNS FOR JOB IMPACT

When it comes to the benefits of AI in the workplace, both businesses and employees agree on the big pros: increased productivity (with more businesses adopting AI than last year), showing that companies are increasingly convinced by the efficiency of AI tools - and a slightly smaller majority of employees, creativity and idea generation (more than half of businesses and just under half of employees), and better data analysis (valued by almost half of businesses and slightly fewer employees). Despite these advantages, employees are not that worried about AI affecting their job prospects, actually, they're even less troubled than they were in 2024: most aren't concerned, with a smaller portion expressing no concern at all, and many don't plan to change careers by 2025. This suggests that, while AI offers significant benefits, it isn't driving major shifts in career plans.

Are you currently using generative AI technologies or tools as part of your job?

Employee perspective

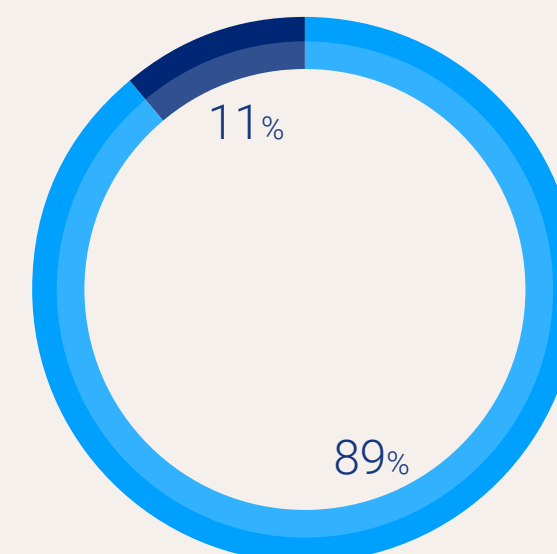
● Yes ● No



Has your organisation prohibited the use of AI in the workplace?

Employee perspective

● No ● Yes

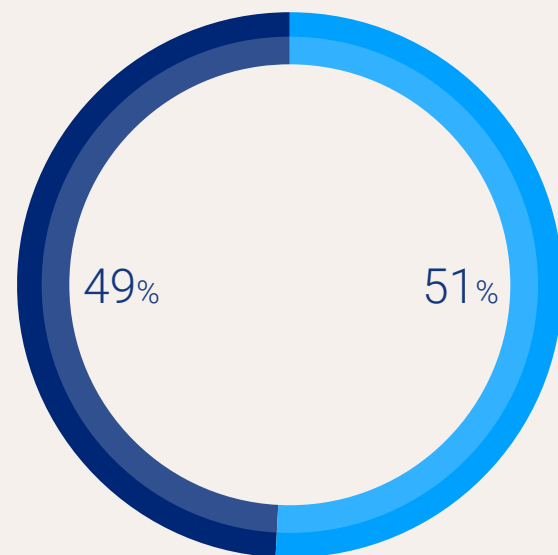


ARTIFICIAL INTELLIGENCE

Does your organisation offer training or support for the use of AI?

Business perspective

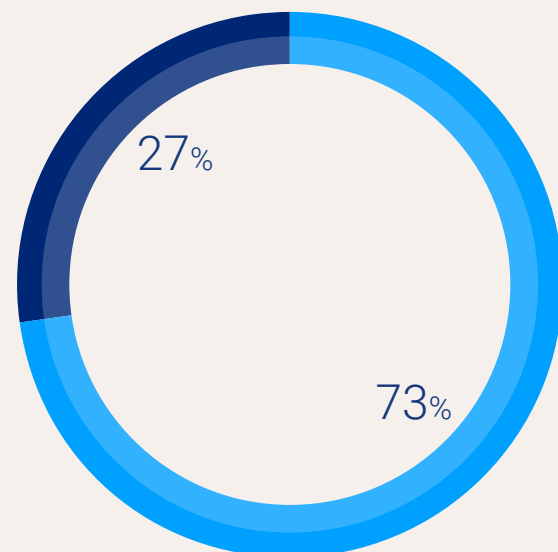
● Yes ● No



Have you received any training or support from your employer to adopt AI technologies in your work?

Employee perspective

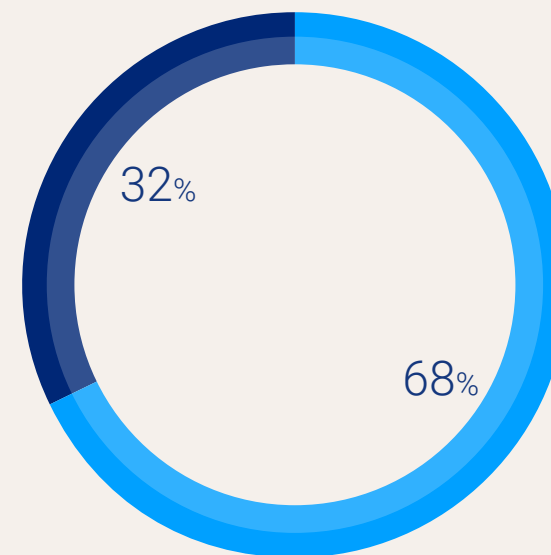
● No ● Yes



Is your organisation recommending the use of AI technologies or tools in the workplace?

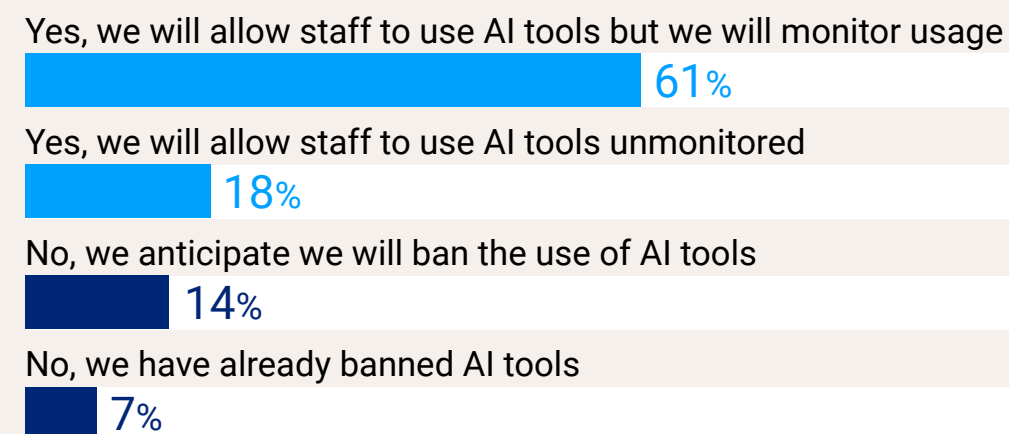
Business perspective

● Yes ● No



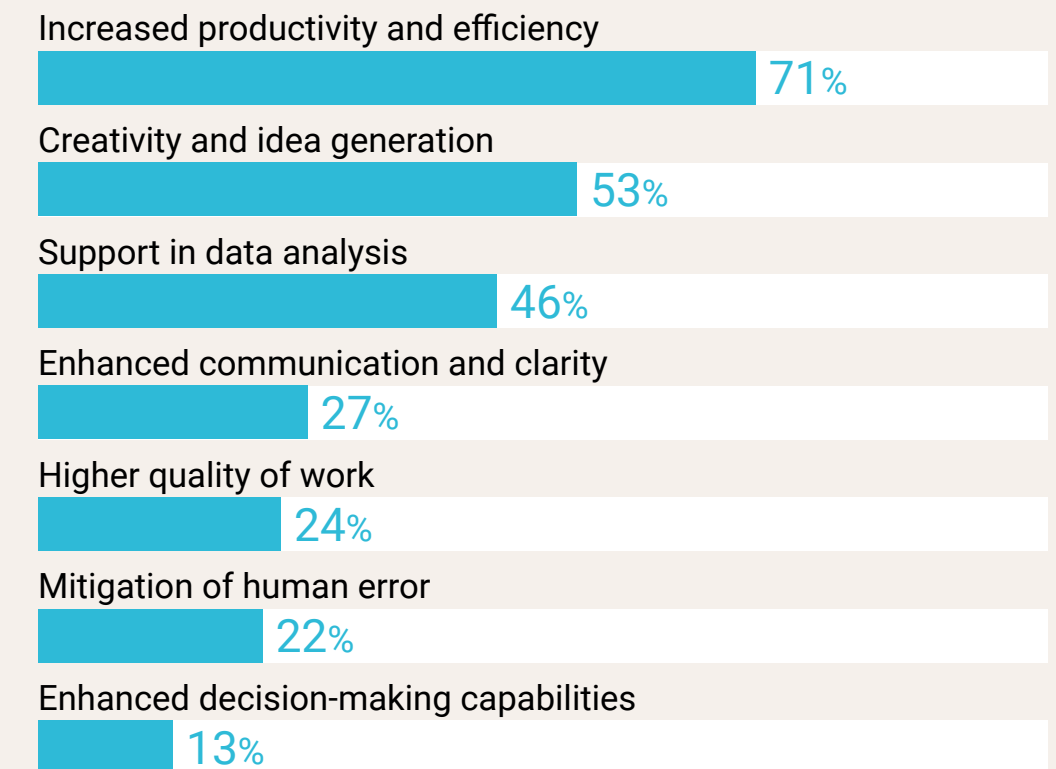
Do you expect your organisation to allow staff to use AI tools in the future?

Business perspective



In your opinion, what are the primary benefits of using AI in the workplace?

Business perspective



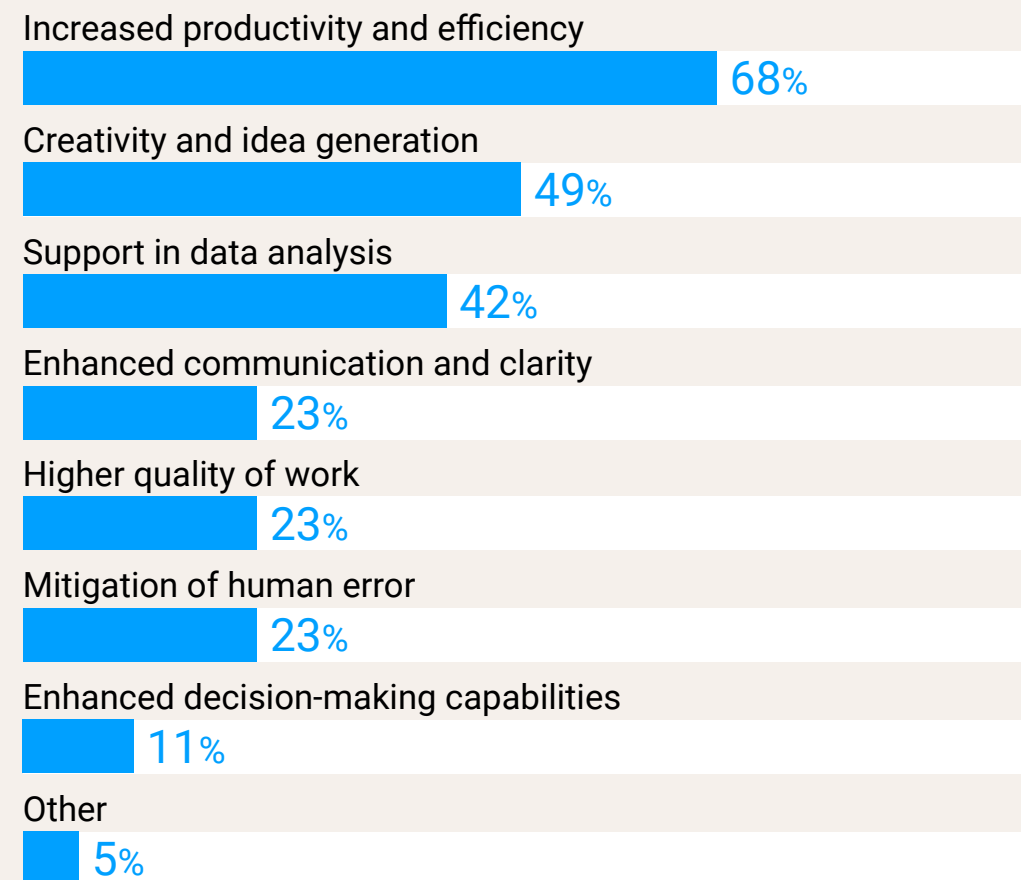
*Please note that totals add up to more than 100% as respondents could select more than 1 answer



ARTIFICIAL INTELLIGENCE

In your opinion, what are the primary benefits of using AI in the workplace?

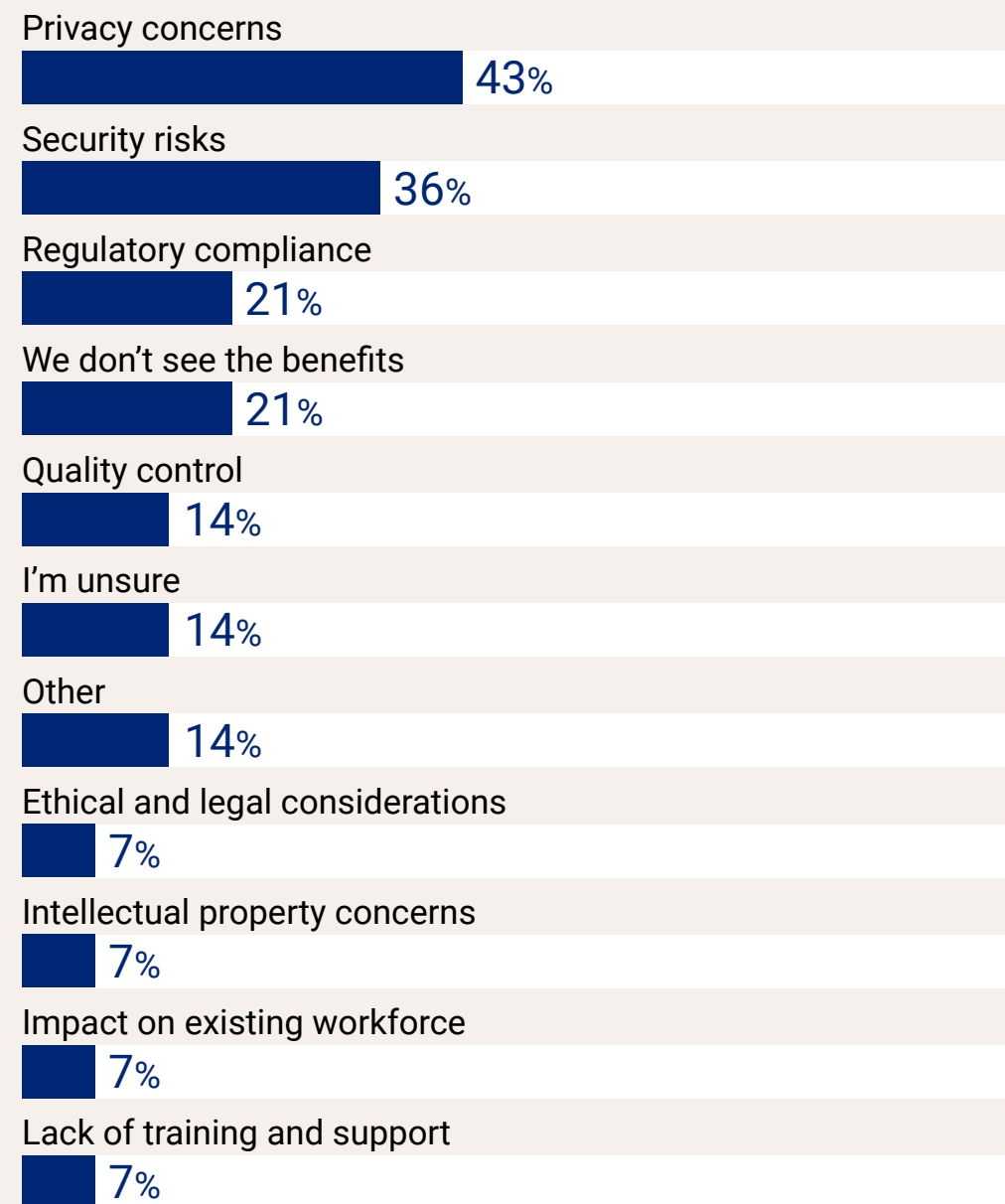
Employee perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

What are the reasons your organisation won't use AI?

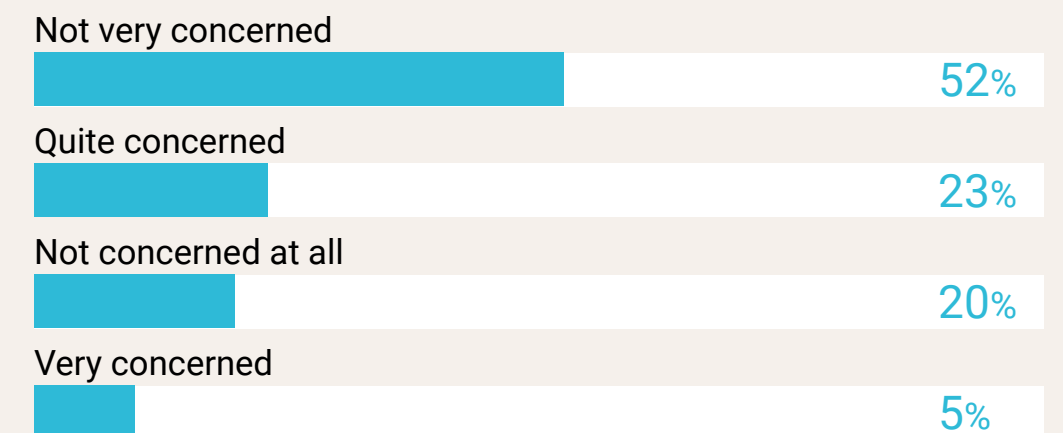
Business perspective



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

How concerned are you about the potential risks to future employment opportunities due to AI advancement?

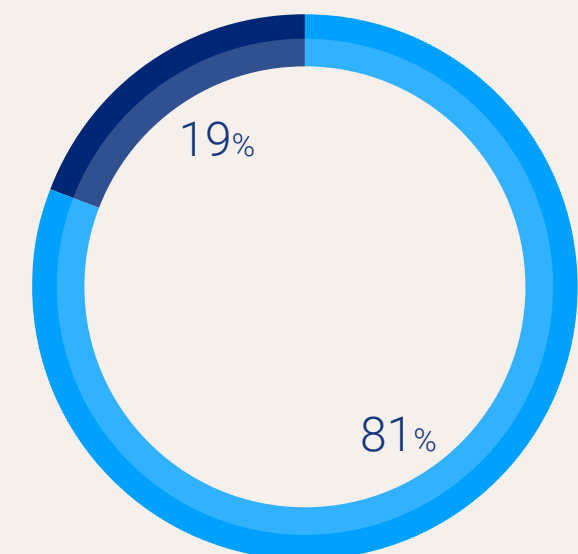
Employee perspective



Do you plan to change your profession or field of expertise by the end of 2025 in response to AI developments?

Employee perspective

● No ● Yes



EMPLOYEE SATISFACTION & EXPECTATIONS

Since employers in Romania are facing a growing shortage of skilled professionals, the well-being of employees has become an increasingly sensitive issue. Personnel now expects more than just a good salary and wants it all: better work-life balance, a positive environment, and opportunities to advance in their careers, making retention harder.

MIXED FEELINGS OF FULFILLMENT

Overall, about 1 in 2 employees are satisfied with both their salary and their job, showing an almost identical alignment between these two areas of satisfaction. Still, a significant part of isn't too happy with either their pay or their job. Around 31% of employees are dissatisfied with their salary, and 30% feel the same way about their job. Moreover, 10% of them are very dissatisfied with their pay, while 8% have the same concerns about their job satisfaction. While a significant number of employees are satisfied, it's clear that there is room for improvement in both pay and job experience. For example, some feel their pay doesn't match their responsibilities, while others believe it does, with only a few left unsure. This frustration around pay is likely to contribute to overall dissatisfaction and the desire to find better opportunities.

MOST EMPLOYEES FEEL STUCK AT WORK...

Only 10% of Romanian staff strongly believe they can move up in their current roles, which is a pretty small number. This shows that most employees don't feel confident about career growth in their current organisation. While 37% see some potential for promotion, a significant 34% aren't sure, and 19% feel there's no chance to grow at all, making it clear that career progression is a major issue for many.

...AND MIGHT LEAVE

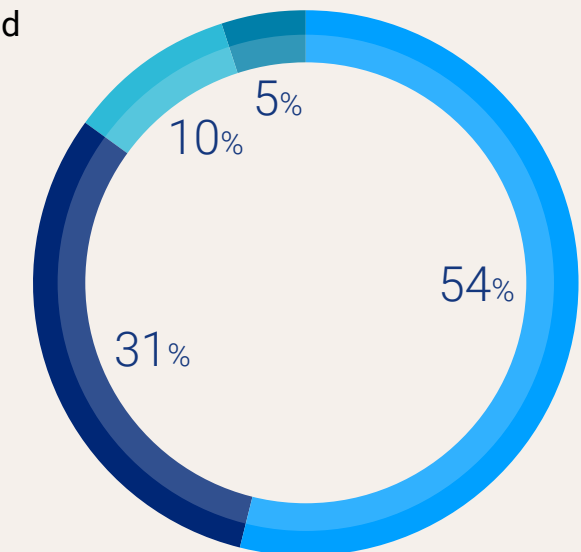
Employers will need to step up if they want to keep staff. Almost Nearly half of our respondents are thinking about changing companies in 2025, and only 7% are considering becoming contractors. The main reasons for wanting to leave are a lack of future opportunities and low salary. Other factors include poor benefits, job security, and management. Work-life balance and flexibility also come up as reasons for changing jobs.

TOP 5 areas in which our respondents are working:

- 1 IT (including Software Development)
- 2 HR
- 3 Accountancy & Finance
- 4 Sales
- 5 Marketing

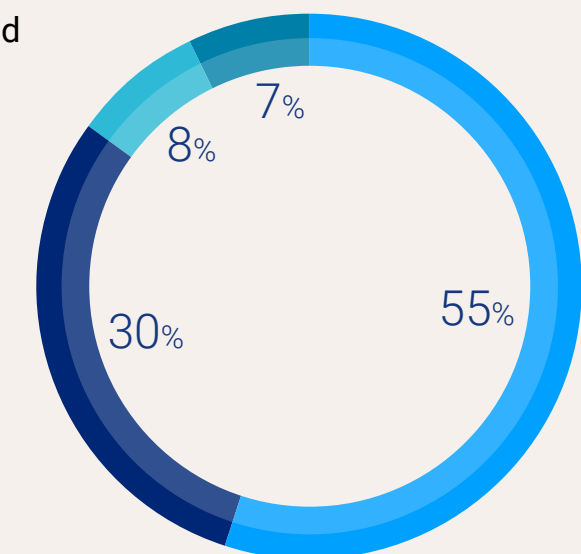
How satisfied are you with your salary or pay rate?

- Satisfied
- Dissatisfied
- Very dissatisfied
- Very satisfied



How do you rate your job satisfaction?

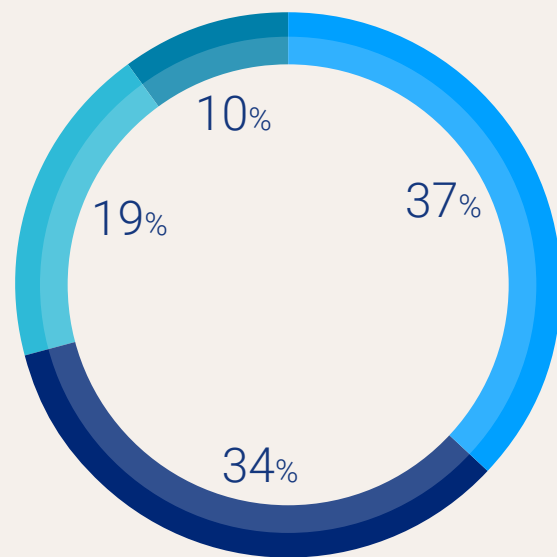
- Satisfied
- Dissatisfied
- Very dissatisfied
- Very satisfied



EMPLOYEE SATISFACTION & EXPECTATIONS

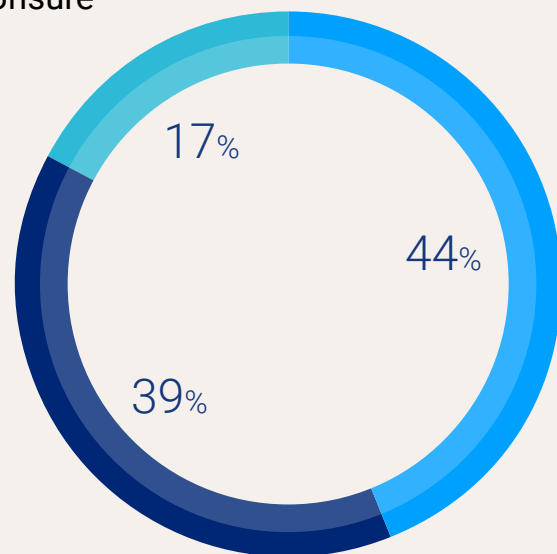
Do you feel there is scope for career progression within your organisation?

- Yes – slightly agree
- No – slightly disagree
- No – strongly disagree
- Yes – strongly agree



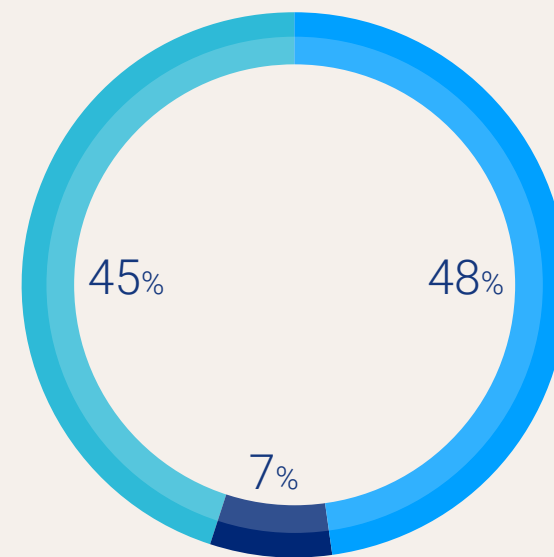
Do you think your salary or pay is aligned with your responsibilities?

- No
- Yes
- Unsure

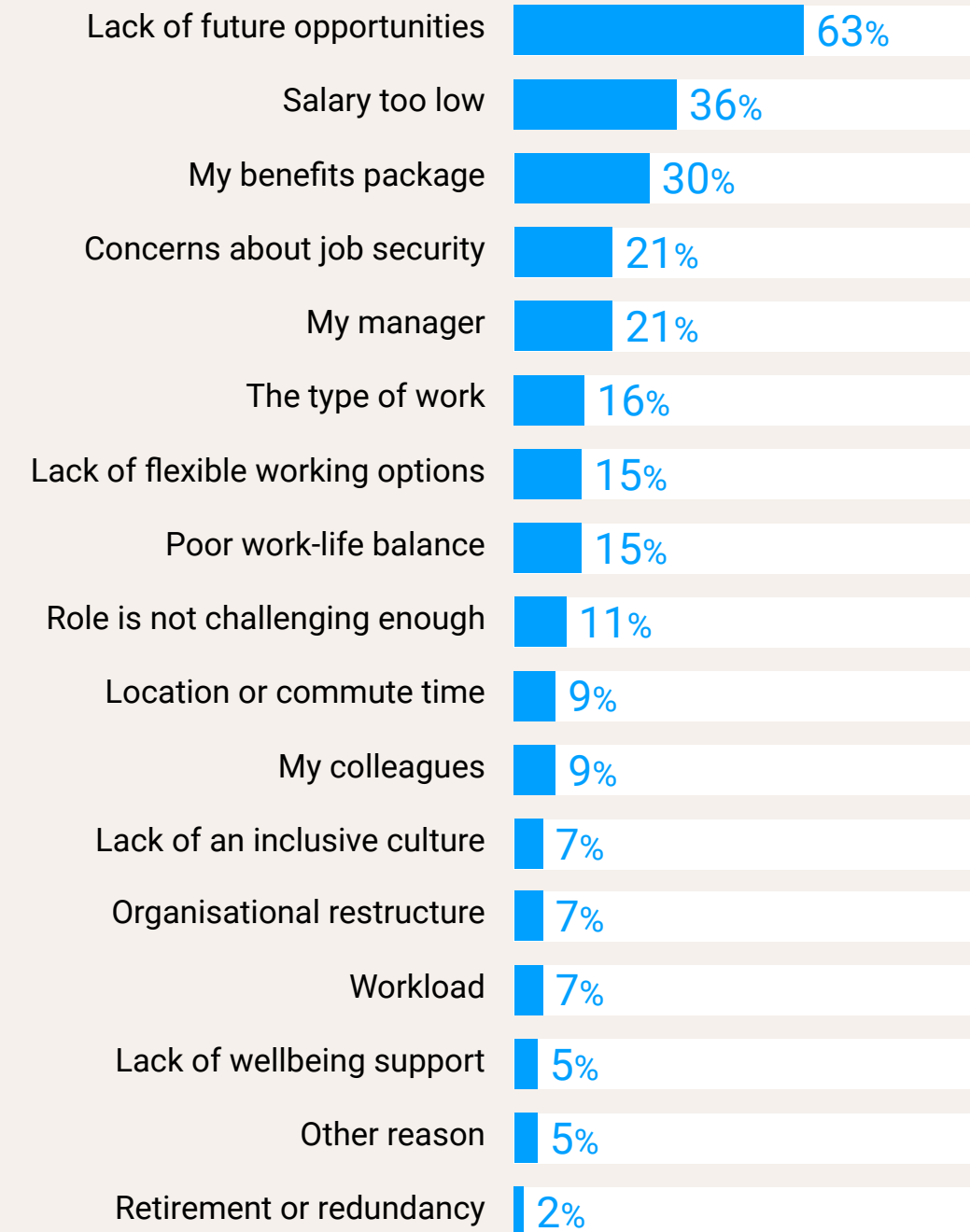


Do you plan to make any of the following changes to your career path in 2025?

- Change organisation
- Become a contractor
- None of the above



What are the main reasons for wanting to leave your current organisation?



*Please note that totals add up to more than 100% as respondents could select more than 1 answer

SALARY GUIDE



ACCOUNTANCY & FINANCE TRENDS

The Accountancy & Finance sector faced considerable difficulties in 2024. The significant legislative changes that have been implemented since the beginning of the year have transformed the market and redefined the responsibilities of finance and accounting professionals which will now have an even greater impact on businesses, as they will be responsible for navigating and managing the data recorded in the SPV. Initiatives such as E-Factura, implemented in 2024, and E-Transport (which underwent significant changes in 2024), were designed to improve efficiency and transparency in Romania's fiscal and logistics sectors.

INDUSTRY TRENDS

Legislative changes continue to disrupt the market

Constant regulatory changes require businesses to frequently update their systems and processes, driving up compliance costs and adding complexity to maintaining alignment with evolving legal requirements. This creates an ongoing need for vigilance and continuous monitoring. Companies must stay proactive, regularly tracking legislative updates to ensure they remain compliant and avoid costly penalties. As a result, businesses are increasingly forced to allocate more resources—both time and money—to understand, implement, and adapt to evolving regulations.

Digitization and Automation become more relevant

The increasing pressure on Romanian businesses to reduce administrative burdens generated by the continuous legislative changes, and to improve efficiency on a very competitive market

has generated a significant growth in digitization and automation in 2024. Finance, accounting, and tax administration are the fields where this trend is particularly pronounced, as reducing human error and the time spent on repetitive tasks is very much needed. More and more Romanian companies are investing in technologies that streamline operations, improve data accuracy, and ensure compliance with evolving regulations – a trend that is expected to accelerate in 2025.

Advanced Technologies – the drive for better business decisions

The use of technologies and artificial intelligence will become more relevant in 2025, offering increased efficiency and security. With the continuous introduction of new technologies, such as artificial intelligence (AI) and machine learning, Romanian companies are likely to see greater improvements in operational efficiency and cost reduction. By taking advantage of AI tools' potential, finance professionals will be able to make more informed, timely business decisions in an increasingly complex financial landscape.

POSITIONS

Accountant, Chief Accountant and Management roles such as Finance Manager and Head of Controlling are the **most frequently recruited roles** in the market right now. These roles are not only crucial for ensuring compliance with financial regulations and driving business strategy, but they are also the **highest paying positions** in the industry due to their responsibilities and the expertise required.

The **most in-demand skills** are in Accounting and Finance management, certified through internationally recognized credentials like CECCAR, ACCA, and CIMA. They are essential for accurate financial reporting, regulatory compliance, and strategic financial planning.

While core accounting and finance skills are common, specialized skills like Data Analytics, Financial Modeling, ESG Reporting, International Financial Regulations, Sustainability and ERP Systems **are in high demand but less available** in Romania's sector, due to their specialized nature and rapid evolution.

TOP 3 TRENDS IN 2025

1. As new fiscal measures are introduced and businesses adapt to evolving regulations, many seek expert advice to navigate the financial landscape. Financial Consultants who helped businesses comply with new laws and optimize strategies in 2024 will remain essential in 2025, ensuring long-term sustainability.
2. There will be an emphasis on continuous development of professional skills to remain competitive in a rapidly changing environment. Employers should invest in training programs that enhance technology and efficiency to keep up with these changes.
3. Overall, a sustained increase in salaries is expected as in the past years depending on market demand and employers' efforts to attract and retain qualified employees. Furthermore, the percentage of salary increase is influenced by employees' individual performance, inflation, and legislative changes that occurred in the previous year.



'Amid recent legislative changes, the Finance and Accounting department has evolved into a strategic function, providing essential insight into risk management, cost optimization, and sustainability, while playing a critical role in achieving business goals and maintaining competitive advantage.'



Roxana Săvulescu
Team Leader
Accountancy & Finance | Business Services

ACCOUNTANCY & FINANCE SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Accountancy

	Min	Max	Optimum
Junior Accountant	4 900	7 800	6 400
Accountant	8 000	15 500	11 900
Senior Accountant	11 600	18 000	14 500
Chief Accountant	16 800	23 000	19 100

Finance and Controlling

	Min	Max	Optimum
Financial Analyst	8 900	16 800	14 500
Senior Financial Analyst	12 400	20 600	16 800
Head of Controlling/ Financial Controller	18 700	31 000	27 000
Finance Manager	22 360	36 700	31 800
Finance Director/ CFO	27 500	44 900	40 300

LEGEND

Junior Experience: 0-1 year
 Middle Experience: 1-3 years
 Senior Experience: 4+ years

Audit Consultancy

	Min	Max	Optimum
Junior Auditor	5 000	7 600	6 200
Auditor	7 100	12 000	10 400
Senior Auditor	10 700	17 800	16 300
Audit Manager	17 200	26 000	23 400

Tax Consultancy

	Min	Max	Optimum
Junior Tax Consultant	4 900	8 200	6 400
Tax Consultant	8 100	16 000	11 900
Senior Tax Consultant	12 000	17 800	15 000
Tax Manager	15 400	23 000	19 000

BUSINESS SERVICES TRENDS

The Business Services industry in Romania has increased its importance within the country's economy, now employing over 200,000 people. The sector is primarily expanding in Bucharest, Cluj, and Iași, which have become major hubs for business services, with notable development also occurring in Timișoara, Sibiu, and Brașov. This trend is driven by the growing demand for expertise in key areas, with customer operations, IT, and finance/accounting services leading the way in terms of employee numbers. This significant growth highlights Romania's growing appeal as a destination for international investment, as companies continue to see it as an attractive option for major investments.

INDUSTRY TRENDS

Retaining experienced employees remains problematic

Due to the ever-changing market dynamics, top talent is continually being approached with new opportunities. Retaining these valuable employees is essential for sustained business success. To improve retention, companies can consider offering greater flexibility, fostering career development within the organisation, or enhancing their benefits packages—an area where Shared Services (SSC) and BPO companies are particularly competitive. By investing in these strategies, businesses not only keep their employees engaged but also create a more loyal and motivated workforce, which is crucial for long-term growth and stability.

Tech advancements are now vital for staying ahead

Adopting and integrating cutting-edge technologies like Artificial Intelligence, Automation, and Robotic Process Automation (RPA) is becoming indispensable for maintaining a market-leading advantage. Far from being just a trend, they represent a fundamental shift towards smarter, more agile, and efficient business practices, as they enable companies to not only stay ahead of the competition but also respond quickly to industry shifts and drive continuous innovation.

Embracing these technologies is key to thriving in today's business world, as they enable businesses to adapt quickly to market changes, enhance customer experiences, and focus on high-value tasks, all while securing their position as leaders.

Transition towards strategic roles is in full swing

The role of business services is undergoing a significant transformation. Business services are moving away from cost-focused roles to strategic partnerships. Traditionally seen as cost centers focused on efficiency and budget control, business services are now expected to drive value and innovation in response to increasing complexity and competition. By embracing technology, collaboration, and innovation, these services are supporting their organisations' strategic goals and long-term success, reinforcing their role in sustaining a competitive edge.

POSITIONS

Most sought after positions in 2024 and 2025 are all of the below, similar every year in SSC / BPO area: Customer Service Specialist/ Accounts Payable/ Accounts Receivable/ General Ledger Accountant.

Highest paying positions: the ones in the Finance center, as General Ledger Accountant.

Most available skills: customer service/ communication/foreign languages.

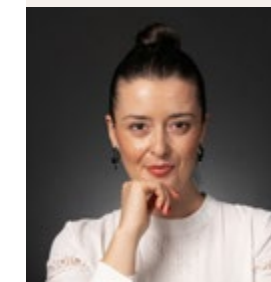
Least available skills (niche). – foreign language shortage, i.e. exotic languages.

TOP TRENDS IN 2025

1. Romania remains a key destination for foreign investments, as multinational companies expand their operations in the country, drawn by its cost-effective labor and highly skilled workforce, reinforcing its growing significance in the global market.
2. A greater emphasis will be placed on Employee Development this year. In order to better equip their employees with the skills needed to thrive in an increasingly digital world, particularly in areas like artificial intelligence, automation, and digital transformation, companies are increasingly investing in professional development programs.
3. The adoption of digital technologies is expected to accelerate enhancing productivity and enabling more innovative ways of working. Businesses are leveraging digital technologies more extensively to streamline operations, improve customer experience, and drive innovation.



'The dynamic nature of the Business Services industry in Romania brings with it the need for continuous adaptation and innovation. The global Business Services market is projected to expand by 10-15% over the next 2-3 years and Romania is well-positioned to benefit from this growth, remaining a key player in the sector.'



Roxana Săvulescu
Team Leader
Accountancy & Finance | Business Services

BUSINESS SERVICES SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Finance & Accountancy

	Min	Max	Optimum
Junior AP Accountant	4 400	7 900	6 360
AP Accountant	6 240	10 300	8 600
Junior Collection/Credit Analyst/AR	4 500	8 400	6 360
Collection/Credit Analyst/AR	6 760	10 300	8 700
GL Accountant	7 900	13 650	10 900
Senior GL Accountant	10 100	15 750	12 800
Controlling/Reporting/Planning Analyst	8 500	14 400	11 900
Senior Controlling/ Reporting/ Planning Analyst	11 300	17 000	13 700
AP/AR/Collection Team Leader	10 600	16 800	13 700
GL Team Leader	12 800	17 300	14 600
AP/AR/GL Manager	13 900	24 000	18 600

Information Technology

	Min	Max	Optimum
Junior 1st Level Service Desk Agent	4 500	7 700	5 500
1st level Service Desk Agent	6 000	10 800	8 200
Service Desk Team Leader	10 400	17 400	13 700
Service Delivery Manager	12 600	18 400	16 400
Service Desk Operation Manager	12 800	21 000	18 100

Customer Service and Master Data

	Min	Max	Optimum
Junior Customer Service Representative	4 200	5 800	5 100
Customer Service Representative	4 700	7 900	6 900
Junior Master Data Analyst	4 700	6 300	5 500
Master Data Analyst	6 760	9 900	8 100
Team Leader (manages 5-10 FTEs)	9 400	15 300	12 800
Team Manager (manages 10+ FTEs)	11 440	16 300	15 600

Human Resources

	Min	Max	Optimum
Junior HR Operations Support	4 200	6 600	5 500
HR Operations Support	6 600	10 800	9 000
Payroll Specialist	9 880	14 900	13 000
Learning & Development Specialist	9 900	15 300	13 100
Recruitment Specialist	7 600	12 600	10 900
Recruitment Team Leader	12 500	17 100	16 400
HR Business Partner	15 600	19 000	18 100
HR Manager	18 700	29 700	24 400
HR Director/Head of Department*	23 900	37 000	30 000

Logistics & Procurement

	Min	Max	Optimum
Junior Order Management	4 800	6 900	5 800
Order Management Specialist	6 000	9 800	8 600
Junior Logistics/ Supply Chain	5 000	6 900	5 900
Logistics/ Supply Chain Specialist	6 200	10 900	9 700
Junior Operational Buyer	4 800	7 300	6 100
Operational Buyer Specialist	6 300	11 300	10 400
Team Leader (manages 5-10 FTEs)	9 400	15 800	12 800
Team Manager (manages 10+ FTEs)	12 000	18 000	15 900

LEGEND

Junior Experience: 0-2 year
 Middle Experience: 3-5 years
 Senior Experience: 5+ years

BUSINESS SERVICES SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Project Management

	Min	Max	Optimum
Business Analyst	9 400	18 900	15 400
Project Manager	9 400	22 050	16 400
Transitions/Process Improvement Manager	11 500	24 000	19 000
Managing Director	32 000	54 000	46 000

Monthly Language Bonuses:

	Min	Max
Italian/Spanish/French	900	1 500
Czech/Slovakian/Hungarian/Russian	1 500	2 300
German/Portuguese	1 300	2 400
Polish/Dutch/Nordic	1 800	2 700
Other	1 000	2 700

LEGEND

Junior Experience: 0-2 year
 Middle Experience: 3-5 years
 Senior Experience: 5+ years



ENGINEERING & MANUFACTURING TRENDS

2024 was a year of significant growth for civil engineering projects, with infrastructure development taking center stage in the Romanian market. More growth is expected in 2025, bringing along challenges that will reshape the entire engineering landscape, adding extra pressure on Romanian companies. In order to meet EU regulatory requirements companies will focus more on improving sustainable engineering practices, a challenging task due to rising material costs, which affect budgets and timelines, and ongoing labor shortages. Important changes are also expected in advanced technologies. Romanian engineering and manufacturing companies recognize the need to adopt AI for productivity and competitiveness. However, a technological gap compared to other European countries may impact adoption and overall competitiveness.

INDUSTRY TRENDS

Infrastructure Development & Civil Engineering in full bloom

The Romanian government's prioritization of infrastructure projects in 2024, combined with EU funding, has positively impacted the civil engineering sector which is experiencing substantial growth. Fueled by big investments, new highways, railways, and urban development projects are being developed throughout the country with the scope of improving the connectivity and generating a much-needed economic growth. The good news is that this upward trend will continue in 2025, with a strong focus on modernizing the country's infrastructure to meet European standards.

Increased appetite for advanced technologies

Artificial intelligence (AI) and automation are really catching the eye of the engineering & manufacturing sectors, which are increasingly integrating these advanced technologies and will continue to do so in 2025. For all the right reasons: AI and automation are streamlining processes in manufacturing and construction, leading to higher productivity and reduced costs. Their obvious positive impact on the efficiency and effectiveness of engineering projects has increased the industry's openness to implement these new technologies, that has come to the conclusion that this is not an optional, but rather a necessary measure.

Engineering - greener than ever

The engineering sector is becoming more and more sustainable aware - a trend that is expected to shape a greener future by promoting eco-friendly development within the industry. This shift towards more conscious sustainability is driven not only by the EU regulatory requirements, but also by a growing awareness of environmental issues among businesses and consumers. Renewable energy sources, energy-efficient building designs, and sustainable materials are just a few of the green engineering practices that Romanian companies are currently adopting to reduce their environmental impact.

POSITIONS

The government's focus on modernizing infrastructure to meet European standards has significantly boosted the need for skilled Civil Engineers - **the most sought-after professionals** in 2024. They remain in high demand for 2025 as well, due to ongoing infrastructure projects across Romania, where their expertise in designing, constructing, and maintaining roads, bridges, and buildings is crucial.

The push towards automation and advanced manufacturing techniques has naturally increased the demand for Mechanical Engineers who are also **highly sought after**, particularly in the manufacturing and automotive industries, where their skills in designing, analyzing, and improving mechanical systems are vital to the production and maintenance of machinery and vehicles.

As Romania's demand for green energy continues to grow, so does the need for skilled Electrical Engineers - a sector that currently faces a significant shortage. This growing demand, combined with a limited talent pool, makes electrical engineering **one of the least available niches** in the current engineering landscape.

TOP 3 TRENDS IN 2025

1. As ongoing infrastructure projects expand and new technologies continue to be integrated, the demand for skilled engineers, particularly in Civil, Mechanical, and Electrical Engineering, is expected to remain high.
2. Despite this high demand, there is a notable shortage of skilled labor in the engineering sector, exacerbated by the migration to Western European countries who offer bigger salaries and better work environments, and the lack of vocational training programs.
3. There is a growing emphasis on sustainable practices. Manufacturers are increasingly adopting eco-friendly processes and materials to reduce their environmental impact, therefore the need for sustainability engineers will increase in the coming year.



'In 2025, the Engineering sector in Romania will be driven by robust infrastructure development, technological integration, and a strong emphasis on sustainability.'



Mihai Orășeanu
Senior Recruitment Consultant
Engineering & Manufacturing

ENGINEERING & MANUFACTURING SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Engineering

	Min	Max	Optimum
Automation Engineer	11 500	19 600	16 500
Site Civil Engineer	9 500	15 400	12 800
Senior Site Civil Engineer	14 500	23 900	18 800
Maintenance Engineer	10 700	16 000	13 400
Project Engineer	11 800	23 500	17 000
Junior Process Engineer	8 000	12 500	9 200
Senior Process Engineer	12 800	21 400	16 600
Construction Quality Engineer	15 400	20 500	17 900
Senior Construction Quality Engineer	17 100	25 600	21 400
Service Engineer	11 800	17 100	15 000
Sustainability Engineer	15 000	30 500	24 600
Bridge Design Engineer	12 300	19 800	15 500
Junior Electrical Design Engineer	7 600	9 900	8 700
Electrical Design Engineer	10 700	17 400	13 600
Site Electrical Engineer	8 500	14 600	12 500
Senior Site Electrical Engineer	13 200	21 400	17 900
Bid Electrical Engineer	15 400	20 500	17 100
Junior Mechanical Design Engineer	7 800	10 100	8 500
Mechanical Design Engineer	10 000	18 300	14 000
Site Mechanical Engineer	10 300	17 900	13 700
Senior Site Mechanical Engineer	14 500	23 100	19 700
HVAC Design Engineer	11 800	19 800	15 800

Engineering

	Min	Max	Optimum
Road Design Engineer	7 500	10 400	8 700
Senior Road Design Engineer	11 800	18 200	14 700
Structural Design Engineer	7 800	10 200	8 800
Senior Structural Design Engineer	11 100	16 900	13 800
Junior MEP Engineer	8 000	11 400	10 100
MEP Engineer	12 600	19 700	14 700
Junior BIM Coordinator	13 700	17 100	15 900
BIM Coordinator	18 400	25 600	20 000
Project Planner	13 900	23 000	16 600
Junior Project Manager	15 500	20 900	18 200
Project Manager	17 900	25 600	20 500
Senior Project Manager	21 900	32 100	24 600
Technical Manager	22 200	32 500	25 600
HSE Manager	17 100	32 500	23 100
Service&After Sales Manager	17 100	30 800	23 900
Contracts Manager	19 300	28 900	23 000
Site Construction Manager	15 400	25 600	19 700
Senior Site Construction Manager	19 000	29 100	24 000
Constructions Technical Consultant	14 400	22 200	17 900
Constructions Laboratory Coordinator	13 700	20 500	17 100
Building Materials Laboratory Technician	8 900	13 300	11 500

ENGINEERING & MANUFACTURING SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Renewable Energy

	Min	Max	Optimum
Junior Project Development Manager	14 700	20 100	18 200
Senior Project Development Manager	20 900	32 100	26 800
Junior Renewable Energy Design Engineer	9 400	13 400	10 800
Renewable Energy Design Engineer	16 200	23 400	18 800
Grid Connection Manager	18 200	24 600	21 900
Energy Consultant	14 300	18 800	15 700
Senior Energy Consultant	20 100	29 900	25 200
Project Manager Energy	17 100	22 200	19 600
Senior Project Manager Energy	22 500	31 600	24 400

Supply Chain & Logistics

	Min	Max	Optimum
Buyer	11 300	18 200	14 500
Logistics Specialist	10 700	17 700	14 500
Supply Planner	12 600	19 300	15 700
Planning Manager	19 300	26 700	23 000
Warehouse Manager	17 700	24 000	19 800
Supply Chain Manager	19 700	31 600	24 000
Purchasing Manager	21 400	34 200	25 600

Manufacturing

	Min	Max	Optimum
Quality Engineer	10 200	16 600	12 300
Junior Electrical Design Engineer	7 700	11 000	9 400
Electrical Design Engineer	12 200	17 500	15 000
Junior Mechanical Design Engineer	7 700	10 800	9 200
Mechanical Design Engineer	11 500	16 900	14 800
Technical Director	18 800	32 500	24 000
Production Manager	23 000	30 000	26 800
Plant Manager	32 100	55 100	46 600

HUMAN RESOURCES TRENDS

The Romanian human resources industry has become more adaptive, inclusive, and technology driven than ever before in 2024. Hybrid and remote work have grown, with more companies adopting flexible models to attract talent and improve retention. HR leaders are now focusing on improving the employee experience by defining clear career paths, communicating benefits, and offering new opportunities. There's also a shift towards skills-based hiring, prioritizing candidates' skills and competencies over formal qualifications. At the same time, Diversity, Equity, and Inclusion initiatives are fostering more inclusive workplaces, while AI and predictive analytics are revolutionizing workforce management and data-driven decisions.

INDUSTRY TRENDS

Handling uncertainty with Strategy and Cost Control

2024 was, before anything, unpredictable. Inflation, supply chain disruptions, and geopolitical tensions have affected business operations, forcing companies to be more cautious with their spendings. Businesses are focusing on cost control measures to maintain financial stability and adopting more flexible budgeting approaches to respond quickly to unforeseen events and changes in the market. There is also a tendency towards more strategic resource allocation, prioritizing investments that offer the highest return on investment.

Global workforce demands regional role distribution

Regionalization of roles regarding talent acquisition and L&D functions for HR activity efficiency and globalization was another important HR trend that multinational companies have

adopted in 2024. This is both a strategic and practical response to the demands of a globalized workforce. By centralizing these functions at a regional level, companies can streamline processes, reduce duplication of efforts, and achieve economies of scale. This can lead to significant cost savings and improved efficiency, allowing businesses to leverage local insights while maintaining global standards.

Outsourcing recruitment is the new common practice

Externalizing HR activities, especially recruitment, has become widespread in 2024, offering significant cost savings by reducing the need for in-house HR staff. It allows companies to scale recruitment based on immediate needs without long-term commitments of hiring full-time staff. External providers often have the infrastructure and expertise to manage these processes more efficiently. However, careful management of these partnerships is essential to align with strategic goals and retain control over key HR processes.

POSITIONS

Talent Acquisition Specialist and HR Business Partner remain the **most sought-after**, but also the **highest paying positions** in 2024. These roles are critical for supporting the evolving needs of organisations by effectively sourcing and attracting top candidates and aligning HR strategies with organisational goals.

Learning & Development Managers who can design and implement effective training programs, Employee Relations Managers ensuring a positive work environment and handling employee grievances, and Compensation & Benefits Specialists that can design and manage attractive benefits programs are also **high demand roles**.

The **most available skills** include Recruitment, Generalist Expertise – essential for managing broad HR functions - and HR Business Partners, while the **least available** are HR Analytics and AI, with organisations struggling to find professionals who can harness the power of AI for predictive analytics, automation, and data-driven decision-making in HR processes.

TOP 3 TRENDS IN 2025

1. AI will continue to transform HR processes, revolutionizing everything from recruitment to employee engagement. Predictive analytics will enable companies to anticipate employee turnover and refine talent management strategies, while the rise of automation and AI in routine tasks will create a growing demand for roles dedicated to overseeing and managing these technologies.
2. The shift to remote and hybrid work models will persist, requiring HR to adapt policies for seamless compliance with international employment laws. Maintaining employee engagement and morale in a remote or hybrid work environment will require innovative HR strategies.
3. Attracting and retaining top talent will remain a key challenge in 2025, as competition for skilled professionals intensifies. Beyond competitive salaries, companies will need to offer career growth, work-life balance, and a positive culture. Businesses that adapt to these evolving demands will be better positioned to secure and retain top talent.



'Attracting and retaining talents, developing employee skills and managing organisational culture will remain the biggest challenges for the Romanian HR industry in 2025.'



Cristina Cojocar
Senior Recruitment Consultant
Life Sciences & Human Resources

HUMAN RESOURCES SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Talent Acquisition

	Min	Max	Optimum
Talent Acquisition Specialist	9 950	15 350	12 650
Talent Acquisition Team Leader	15 350	20 770	19 000
Talent Acquisition Manager	18 900	24 400	22 500
Learning & Development Specialist	12 600	18 000	15 900
Learning & Development Manager	16 250	22 500	20 750

Employer Branding

	Min	Max	Optimum
Employer Branding Specialist	11 750	16 200	14 000
Employer Branding Manager	16 250	20 800	19 000

HR Administration

	Min	Max	Optimum
HR Specialist	10 850	14 450	12 700
HR Administration Manager	14 500	18 950	17 150
Payroll Specialist	11 750	16 250	14 000
Payroll Manager	15 350	20 800	19 000
Compensation & Benefits Specialist	12 100	18 000	15 350
Compensation & Benefits Manager	17 300	22 500	19 900

Business Partnering

	Min	Max	Optimum
HR Generalist	14 000	17 100	15 700
HR Business Partner	18 060	25 200	22 500
HR Manager	24 400	29 800	27 100
HR Director	31 600	49 700	36 100



LIFE SCIENCES TRENDS

Romania became the second largest pharmaceutical market in Central and Eastern Europe in the first quarter of 2024. The industry recorded increases in investments, and consequently, in value, though there were slight declines in volume, particularly in the retail segment. This was driven by companies' increased focus on efficiency, adopting regional roles that can be managed remotely across multiple countries, reducing redundant structures and prioritizing performance growth. Looking ahead to 2025, the focus will remain on innovation, applying AI and real-time analytics to accelerate drug development, improve market access, and enhance treatment outcomes.

INDUSTRY TRENDS

Consumer Healthcare & Medical innovations are in the spotlight

Driven by the rising trend of self-medication and the use of nutritional supplements and supported by a favorable regulatory framework and the expansion of online sales, the Consumer Health Care market continues to grow. As a result, many businesses have established separate structures, with new brands and dedicated focus. Pharma companies are more and more focused on improving patients' lives through the discovery of new molecules for rare and chronic diseases, as well as biological therapies. In parallel, they have expanded their portfolios and created new roles in Sales, Medical, Digital Marketing, and Multichannel Strategies.

Medical Devices advancing both in innovations and portfolio

The medical devices market is growing as both established players and newcomers expand their offerings and invest in new technologies to improve diagnosis and treatment. There's a strong focus on surgery, where medical robots and advanced devices are becoming more common, even in public hospitals. These innovations are making surgeries more precise, efficient, and accessible, transforming the way healthcare is delivered.

New pharma factory in Turda boosts jobs and local growth

In 2024, the Life Sciences sector saw a major investment with the opening of a new pharmaceutical factory in Turda by a leading player in the industry. This new facility has sparked a high demand for skilled professionals, from production and supply chain experts to support staff and middle management across multiple departments. This expansion is not only strengthening the local economy but also offering new career opportunities in a rapidly growing sector.

POSITIONS

In 2024, **top in-demand roles** included Medical Representative, Key Account Manager, Medical Advisor, and Sales Engineer. These positions reflect the industry's need for skilled professionals to drive innovation and meet the demand for advanced medical solutions.

As demand for expertise in oncology, rare diseases, and medical devices has grown, roles like Senior Medical Representative, Key Account Manager, and Sales Engineer have become the **highest paying** positions.

The **most available skills** include strong selling abilities, proficiency in English, effective communication, and solid market knowledge. Such expertise is essential for building client relationships, positioning products successfully, and staying ahead of industry trends.

Niche skills in high demand range from medical degrees and experience in specific therapeutic areas to cross-functional expertise. These specialized abilities are hard to find but **highly sought after** for their deep knowledge and ability to work across multiple departments.

TOP 3 TRENDS IN 2025

1. Companies will focus on strategies to improve efficiency and strengthen their market position globally in 2025. This means streamlining operations, cutting costs, and improving performance, all while exploring new growth opportunities, adapting to global trends, and using innovation to stay ahead of the competition.
2. Businesses will fast-track digital transformation by integrating AI, new technologies, and analytics into their operations. This will streamline processes, improve efficiency, and enhance decision-making. By automating tasks and using data insights, companies can cut costs, boost productivity, and deliver more personalized customer experiences, staying competitive in a rapidly changing market.
3. Constantly seeking top talent to drive innovation and support market expansion will be a top priority for businesses this year. As industries face ongoing labor shortages, companies will focus on staying competitive by not only offering attractive salaries but also fostering a positive work environment.



'Medtech and pharma companies across the globe are experiencing big challenges. The difference on the market in the future will be made by companies that build business models capable of using resources intelligently, constantly adapting and innovating, adopting new technologies and strategically develop an adaptable workforce capable of responding to new demands.'



Cristina Cojocar
Senior Recruitment Consultant
Life Sciences & Human Resources

LIFE SCIENCES SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Sales

	Min	Max	Optimum
Medical Representative (generic products)	10 600	13 900	12 450
Medical Representative (original products)	12 630	16 700	14 300
Medical Sales Representative (consumer healthcare)	10 200	13 750	12 100
Key Account Manager	15 250	20 400	17 650
Area Sales Manager	18 500	26 000	23 200
National Sales Manager	25 100	30 650	27 000
Commercial Manager	24 150	29 700	26 000
Sales Director	31 600	41 500	37 900
Business Unit Manager	34 300	48 700	40 600

Marketing

	Min	Max	Optimum
Brand Manager	17 650	26 935	23 200
Marketing Manager	26 900	34 400	31 600
Marketing Director	31 600	41 500	37 900

Medical Affairs

	Min	Max	Optimum
Medical Scientific Liaison	16 350	23 200	20 400
Medical Advisor	23 200	27 900	25 600
Medical Affairs Manager	28 000	36 150	33 400
Medical Director	37 000	50 500	43 300
Regulatory Affairs Specialist	13 000	17 650	14 900
Regulatory Affairs Manager	18 500	27 800	25 000
Pharmacovigilance Specialist	13 000	17 300	14 850
Pharmacovigilance Manager	18 550	27 000	24 500

Corporate Affairs

	Min	Max	Optimum
Pricing Specialist	17 650	21 350	19 500
Market Access Manager	24 150	35 300	31 600
Market Access / Corporate Affairs Director	38 000	55 700	44 500

Medical Devices

	Min	Max	Optimum
Medical Sales Representative	13 000	19 500	15 800
Key Account Manager	15 800	22 300	20 500
Sales Manager	23 200	28 800	25 000
Business Unit Manager	29 800	39 700	34 300
Product Manager	16 700	22 300	20 400
Marketing Manager	20 800	28 900	24 400
Field Service Engineer	13 900	17 600	15 800
Field Service Manager	18 600	27 900	24 150

Clinical Research

	Min	Max	Optimum
CRA	17 600	25 000	21 450
Clinical Trials Team Leader	26 000	31 600	27 900
Project Manager	31 600	36 200	34 400
Clinical Operations Manager	36 200	48 200	42 800

SALES & MARKETING TRENDS

The demand for digital skills surged in Romania's 2024 Sales and Marketing labor market, becoming the defining trend of the year. As businesses embrace digital transformation, they are investing heavily in digital tools to reach broader audiences, build brand loyalty, and drive sales. Digital proficiency is now essential for success, increasing the demand for professionals skilled in Digital Marketing, Data Analytics, and E-commerce. The Sales sector is also impacted by the rise of CRM systems and analytics. There's an ongoing demand for skilled professionals who can adapt to economic shifts and infrastructure challenges, like delivery delays and rising costs, which affect customer satisfaction and sales.

INDUSTRY TRENDS

Social media and Influencer Marketing – under the digital spell

Social media remains a primary marketing channel in 2025, with collaborating with influencers on platforms like Facebook, Instagram, and TikTok continuing to be an effective strategy for reaching new audiences and building credibility. This has led to the creation of new job roles such as Social Media Managers, Influencer Marketing Specialists, Content Creators, and Community Managers. Conventional marketing roles are evolving to integrate digital and social media skills, while marketers are now expected to possess a deep understanding of digital channels and influencer dynamics and required to have a more holistic approach to campaign planning and execution.

Digital Marketing roles are moving away from traditional

As businesses increasingly leverage data to optimize their marketing strategies, the demand for digital marketing experts who can manage and interpret data from a range of digital channels continues to grow. Roles like SEO specialists, PPC managers, Content Strategists, and Social Media Analysts are becoming more prevalent, as companies seek professionals who can drive data-informed decisions, maximize the effectiveness of their campaigns, and deliver measurable results.

E-commerce is growing strong

The e-commerce sector continues to expand, driven by increased internet penetration and consumer preference for online shopping. This rapid growth has led to new job roles, such as Digital Marketers, Data Analysts, and E-commerce Managers, all of which are in high demand. Despite this growth in job opportunities, the e-commerce sector faces a shortage of skilled professionals. The fast-paced nature of the industry demands that employees constantly update their skills to keep up technological advancements and shifting market trends.

POSITIONS

Technical Sales Engineers are in high demand, especially in industries such as Technology and Industrial Equipment. Their expertise in understanding complex technical products and effectively communicating their benefits to clients is crucial, as businesses increasingly adopt advanced technologies and automation. Additionally, Sales Managers, Account Executives, and Business Development Managers across industries continue to be highly sought after.

Romania's demand for innovative and sustainable products continues to grow, and so is the need for skilled Brand Managers who can adapt to evolving consumer preferences and drive brand success. They are highly sought after, particularly in the fast-moving Consumer Goods and Technology sectors.

The market for digital marketing specialists is also thriving, with a high job growth rate and many new jobs expected over the next years. Salaries have increased in this area in the past couple of years, reflecting the high demand for skills in SEO, SEM, Content Creation, Social Media Management, and Data Analysis.

TOP 3 TRENDS IN 2025

1. A continued investment trend in digitalization is anticipated, with AI and machine learning enhancing Sales and Marketing. This will require employees to be proficient with digital tools and reshape the labor market, creating new roles and transforming existing ones to demand more technical and analytical skills.
2. Marketing and Sales are becoming data driven. In 2025, data analytics will heavily influence Romania's labor market, with companies seeking professionals who can analyze large datasets for actionable insights. As a result, demand for analysts is rising, and sales and marketing roles now require proficiency in tools like Google Analytics, CRM systems, and marketing automation platforms.
3. Personalized marketing strategies and consultative sales processes are on the rise, driven by data that enables tailored campaigns and product recommendations. This increasing demand for customer data analysis is fueling the need for professionals who can extract actionable insights to enhance customer experiences.



'As businesses embrace digital transformation, the demand for digital skills continues to rise. By aligning with emerging business trends, Romania's labor market is better positioned to tackle the challenges of technological adaptation, ensuring that the Sales and Marketing sectors remain dynamic and competitive.'



Oana Gogan
Team Leader
Sales & Marketing,
Engineering & Manufacturing

SALES & MARKETING SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Direct Sales

	Min	Max	Optimum
Sales Representative	6 200	12 000	10 300
Area Sales Manager	10 600	16 800	14 700
National Sales Manager	15 200	22 500	18 800
Sales Manager	16 000	24 100	20 500
Sales Director	22 000	34 000	29 900
Account Executive	6 200	9 400	8 400
Sales Account Manager	8 400	14 000	11 200
Junior Key Account Manager	8 400	10 700	9 900
Key Account Manager	11 200	17 000	13 800
Business Development Manager	12 800	19 700	16 200

Sales support

	Min	Max	Optimum
Sales Assistant	6 200	9 400	8 500
Sales Support	6 800	10 200	8 500
Sales Analyst	8 500	11 000	9 400
Inside Sales Representative	8 500	11 000	9 400

Marketing

	Min	Max	Optimum
Marketing Assistant	7 000	9 400	9 000
Marketing Specialist	9 000	13 400	11 000
Trade Marketing Specialist	9 000	14 000	12 000
Trade Marketing Manager	15 000	17 000	15 400
Marketing Manager	17 000	25 600	22 200
Marketing Director	23 900	42 000	34 000
Brand Specialist	10 200	15 400	12 800
Brand Manager	15 400	20 500	19 000
Product Manager	15 400	22 200	20 500
Communication Manager	14 500	18 800	17 000
E-commerce Specialist	11 100	14 500	13 000
E-commerce Manager	16 000	26 000	22 000
Digital Marketing Specialist	11 000	14 500	13 000
Digital Marketing Manager	16 000	23 900	21 000

IT PERMANENT HIRING TRENDS

The IT market experienced stagnation in 2024 in terms of talent expansion, but 2025 looks way more promising as more companies are looking to enter the Romanian technology sector. Due to the growing global demand and popularity of AI and data-related fields, many companies from the DACH region (Germany, Austria, and Switzerland) are establishing new R&D and development centers in our country. This means that, overall, 2025 will offer more opportunities in terms of talent demand and new perspectives across the Technology market, contributing to Romania's growing reputation as a hub for innovation and cutting-edge technology.

INDUSTRY TRENDS

AI/Data revolution is on

AI and its associated technologies will continue to dominate the Romanian IT market in 2025, driving innovation throughout the industry. Python will remain the king of all programming languages for AI development, but Java, Rust, Julia and R will also continue to gain popularity. As a natural outcome, the demand for AI developers is expected to grow significantly, and so is the need for emerging and specialized roles in the field. Positions such as AI Ethicists, Natural Language Processing (NLP) Engineers, and AI Research Scientists are expected to become highly sought after in the Romanian technology sector.

Cybersecurity threats – the ongoing challenge

As organisations and individuals rely more and more on digital platforms, safeguarding sensitive data and systems became more critical than ever. This growing dependence on technology makes cybersecurity a vital field for protecting information and maintaining trust in digital interactions. With the rising frequency and sophistication of cyber threats, the cybersecurity sector is expected to experience rapid growth in 2025. As a result, the demand for Cybersecurity Engineers will reach unprecedented levels.

Blockchain wave on the horizon

As businesses continue to adopt blockchain technology to secure transactions, the blockchain sector is rapidly expanding in the Romanian market, driving demand for skilled developers. In 2025, this field is expected to accelerate significantly, with blockchain becoming a key component across various industries. Developers with expertise in blockchain will be essential for driving innovation and implementing advanced solutions, making blockchain proficiency one of the most sought-after skills in the tech job market.

POSITIONS

Python Developers, Cyber Security Engineers, DevOps Engineers, and Blockchain Developers were among the **most sought-after positions** in 2024, and they will remain essential for driving technological innovation, ensuring security, and maintaining efficient and scalable systems in 2025 as well. DevOps and Data Engineer will continue to be the **highest-paying positions** due to rising demand and their critical role in optimizing modern IT infrastructures. The **most available skills** will still include Java, JavaScript, .NET, and embedded languages, driven by the surge in new positions on the market in recent years.

Currently, data-related languages like Rust, Julia, and R are among the **least available** in terms of talent. However, there is a growing trend of technology companies offering internships to train individuals in these specialized languages.

TOP 3 TRENDS IN 2025

1. The much-anticipated AI/Data Revolution is expected to slowly start in 2025. New roles in the AI field will emerge, while some of the least popular technologies and jobs will slowly disappear, as companies will turn to more advanced solutions, making space for this long-awaited transformation.
2. An increased demand of Python and Rust developer positions is expected on the market, as more and more companies are starting to look very serious at the Data domain. Compared to Python's widespread popularity, Rust is emerging as the next hot topic in the data field, with growing interest due to its performance, safety features, and efficiency.
3. Middleware technologies such as MuleSoft, WebSphere, and Fusion are expected to see increased adoption as more companies with legacy systems undergo digital transformation. These solutions will provide employees with more efficient tools, promoting greater collaboration and productivity across the organisation, ultimately driving enhanced operational performance.



'Given the recent AI/Data popularity and increased demand of resources in this field, 2025 will most probably be the year that will put an end to the IT market stagnation and will mark the beginning of a new expansion for the technology sector in Romania.'



Daniel Nițu
Managing Consultant (IT Recruitment Lead)
IT Permanent division

IT PERMANENT HIRING SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Software Development

	Min	Max	Optimum
Java Developer			
Junior Java Developer	7 800	19 900	15 100
Middle Java Developer	16 400	29 800	24 000
Senior Java Developer	29 000	43 500	32 700
.NET Developer			
Junior .NET Developer	7 800	16 300	12 900
Middle .NET Developer	15 400	25 500	18 100
Senior .NET Developer	24 900	34 500	27 200
C/C++ Developer			
Junior C/C++ Developer	7 500	16 200	11 800
Middle C/C++ Developer	13 500	28 900	22 700
Senior C/C++ Developer	27 200	37 200	30 800
Embedded Developer			
Junior Embedded Developer	8 500	21 000	11 800
Middle Embedded Developer	14 500	28 900	18 100
Senior Embedded Developer	19 900	34 400	29 000

Testing

	Min	Max	Optimum
Manual QA Tester			
Junior Manual QA Tester	6 300	11 300	7 600
Middle Manual QA Tester	9 000	15 200	11 800
Senior Manual QA Tester	14 400	23 900	21 400
QA with Automation			
Junior QA with Automation	7 100	12 500	10 300
Middle QA with Automation	10 800	21 600	17 000
Senior QA with Automation	20 600	29 600	26 000

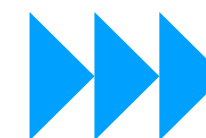
DevOps, Cloud & SRE

	Min	Max	Optimum
DevOps Engineer			
Junior DevOps Engineer	13 600	21 300	18 500
Middle DevOps Engineer	20 300	32 200	28 600
Senior DevOps Engineer	31 600	44 300	39 700
Cloud Engineer			
Junior Cloud Engineer	15 100	23 600	18 300
Middle Cloud Engineer	22 800	30 800	26 700
Senior Cloud Engineer	29 800	42 800	34 700
Site Reliability Engineer			
Junior Site Reliability Engineer	13 500	20 300	18 600
Middle Site Reliability Engineer	18 400	32 500	28 700
Senior Site Reliability Engineer	32 300	45 600	41 300

Projects and change management

	Min	Max	Optimum
Business Analyst			
Junior Business Analyst	10 200	18 800	14 800
Middle Business Analyst	13 700	24 700	20 600
Senior Business Analyst	20 500	31 600	27 700
Project Manager			
Junior Project Manager	16 200	29 800	21 200
Middle Project Manager	22 500	31 400	27 000
Senior Project Manager	25 100	37 700	34 300
Scrum Master			
Junior Scrum Master	7 100	14 400	12 700
Middle Scrum Master	11 700	29 300	23 100
Senior Scrum Master	20 700	28 700	25 100

IT PERMANENT HIRING SALARIES



Gross monthly salaries in RON for full-time positions without bonuses and other benefits

Infrastructure & Support

Support Specialist

	Min	Max	Optimum
Level 1 Support Specialist	6 800	12 400	8 800
Level 2 Support Specialist	11 500	15 900	12 800
Level 3 Support Specialist	15 200	23 200	17 300

System Administrator

Junior System Administrator	8 000	13 300	9 800
Middle System Administrator	11 900	15 600	14 100
Senior System Administrator	15 300	26 700	17 800

System Engineer

Junior System Engineer	10 100	16 000	11 500
Middle System Engineer	12 500	17 800	15 100
Senior System Engineer	17 100	30 200	25 000

Data Analytics

Data Engineer

	Min	Max	Optimum
Junior Data Engineer	8 600	22 100	14 800
Middle Data Engineer	16 500	34 800	28 400
Senior Data Engineer	27 600	46 200	35 000



IT CONTRACTING TRENDS

Two key trends have shaped the IT Contracting industry in 2024. AI has become a central driver of innovation, with over 40 % of core IT spending projected to focus on AI initiatives by 2025. This transition is transforming business processes and product development across various sectors like never before. The market also experienced a rise in the number of projects, a trend expected to continue its ascension in 2025. Similarly, contracting has grown in popularity among companies, which are increasingly recognizing its benefits despite the challenges posed by regulatory restrictions.

INDUSTRY TRENDS

Rising demand for specialized IT services

Artificial intelligence (AI), cybersecurity, and cloud computing are in high demand at the moment. These cost-effective solutions that can face complex technological challenges are helping IT businesses thrive. At the same time, companies are now prioritizing expertise in specific areas that align with their digital transformation initiatives, instead of generic IT support. This trend is driving the growth of IT contracting firms, where skilled professionals deliver top-tier services at competitive rates.

Remote work and Global collaboration are now standards

Remote work has become the industry norm, transforming the IT outsourcing model, allowing businesses to tap into global talent pools without compromising efficiency, and ensuring that projects are delivered on time and within budget. This approach not only enhances productivity but also guarantees that teams can work together efficiently regardless of their physical location.

Emerging trends are impacting IT projects

The adoption of artificial intelligence (AI) and machine learning (ML) for automation, big data analytics for informed decision-making, and blockchain for secure transactions are the key trends when it comes for IT projects. Additionally, many organisations are now focusing on cloud migration projects, aiming to improve scalability and reduce operational costs. Cybersecurity remains a major focus area as businesses seek to protect their assets from increasingly sophisticated threats.

IT specialists wanted in multiple sectors

The financial sector is making significant investments in fintech solutions, creating a strong demand for expertise in blockchain, data analysis, and cybersecurity. IT specialists who can manage robust digital platforms, logistics optimization, and personalized customer experiences are also very much needed in the e-commerce industry. Additionally, sectors like automotive (due to advancements in autonomous vehicles) and energy (with smart grid technologies) are seeking skilled IT professionals to spearhead innovation.

POSITIONS

Python, Java, and JavaScript Programmers are the **most sought-after positions** in 2024 and 2025, followed closely by Experts in AI/ML, data science, cloud platforms like AWS and Azure, and SAP Developers who are also gaining due to advancements in technology and digital transformation initiatives. **The highest paying positions** are AI specialists, Machine Learning Engineers, SAP Consultants and Cybersecurity Professionals, with rates reaching above average for the sector.

Most available skills in the Romanian market are those related to basic programming, SAP, data management, and cloud computing, while **least available skills** include advanced AI/ML expertise, blockchain development, and Internet of Things (IoT) specialization. These niche skills are harder to find, but are critical for organisations looking to stay competitive in innovative sectors.

TOP 3 TRENDS IN 2025

1. There is an increased demand for specialized skills, as technologies like AI, blockchain, and quantum computing mature. Businesses are now seeking contractors with niche expertise like AI ethics, cybersecurity, and DevOps to navigate the complexities of these emerging technologies.
2. Organisations are shifting towards outcome-oriented hiring, preferring short-term, high-impact contracts over traditional long-term employment. This preference towards contracting is seen as cost-effective way to scale operations without committing to long-term payroll expenses.
3. Technological advancement is pushing contractors to constantly update and refine their skills in order to stay relevant in a fast-changing tech landscape. They must not only adapt to the latest innovations, but also anticipate industry trends and acquire expertise in cutting-edge technologies to meet client demands.



'IT Contracting is a cost-effective strategy. By leveraging specialized talent on demand, companies can optimize resources, drive innovation, and achieve flexibility without the long-term commitment of full-time hiring.'



Lavinia Ivana
Team Leader
IT Contracting

IT CONTRACTING RATES



Rates in RON/worked hour.

Position	Min	Max	Optimum
Java Developer	220	300	260
Fullstack Developer	230	320	285
.NET Developer	225	295	250
Phyton Developer	240	310	280
PHP Developer	180	240	220
Quality Assurance Manual Engineer	150	200	175
Quality Assurance Automation Engineer	180	230	200
Penetration Testing	190	240	220
DevOps	210	260	245
System Engineer	150	190	175
Business Intelligence Analyst	160	210	180
Business Intelligence Developer	180	230	210
Technical & Business Analyst	200	250	225
Data Engineer	160	200	180
Security Engineer	180	230	200
L2 Support	140	170	155
L3 Support	180	230	200
Network Engineer	130	180	165
Database Administrator	200	225	215
Identity and Access management (IAM)	210	250	230
Microsoft Dinamics Consultant	245	300	275
Enterprise Architect	240	290	265
Project Manager	200	260	230
Scrum Master	200	260	230
Product Owner	250	280	265
SAP Consultant	275	340	310

Optimum represents the most common rate in the market.
*VAT may be applied



INVESTORS



Amir Hameed
Key Account Commercial Manager

The unique combination of advantages and challenges that shape both financial and HR considerations is what will make Romania the ideal business environment for investors in 2025. The growing economy, skilled workforce, and cost advantages are the strongest prospects that investors are seeking to capitalize the most this year. With the right strategies in place, the country offers a promising investment landscape, presenting opportunities for sustainable growth across various sectors.

Attractive economic growth and market potential

Romania is experiencing steady GDP growth, backed by its integration into the European Union and favorable trade relations. The country's relatively low corporate tax rate (16%) also remains attractive. Key growth sectors this year include technology, renewable energy, real estate, and manufacturing, aligning with global trends in sustainability and digitalization.

Access to a skilled workforce

Romania's workforce is renowned for its strong technical and IT expertise, with a large pool of engineers and software developers fluent in English, French, and German - valuable assets for multinational operations. Additionally, with salaries for skilled positions lower than in many Western European countries, Romania offers a cost-effective labor market for companies aiming to scale.

Despite the talent pool, there are some HR constraints, particularly in retaining top talent. With increased foreign investment local talent has become more competitive, and companies are focused on offering attractive compensation, remote work options, and professional growth to maintain retention.

We hope the insights from this report will help you make an informed decision about Romania as a potential base for your business. For further assistance and market advice about candidate availability, please don't hesitate to contact us.

MANAGEMENT & EXECUTIVE SEARCH

Meet your local Executive Search team:



Roxana Săvulescu
Accountancy & Finance
Business Services



Cristina Cojocaru
Life Sciences
Human Resources



Oana Gogan
Sales & Marketing
Engineering & Manufacturing



Daniel Nițu
Information Technology

Every company's fate, big or small, from any corner of the world, hangs in the hands of its leaders. After all, a company's success comes down to the vision, decisions, and guidance of the persons at the top. The right executives can shape the future for the better, inspire teams, and drive growth, while a misplaced decision comes with consequences: missed opportunities, disengagement, financial loss and business setbacks. That's exactly why having a trusted, objective partner and the right Executive Search service is such a key decision. And here's where we can step in.

Every quest for finding these key executives is different and we perfectly know that. Our global Executive Search team is prepared to do whatever it takes to help you make the right call and set your company up for long-term success. With over 30 years of experience in the headhunting industry, we bring unmatched expertise to every search we conduct.

Operating within Hays Romania and across neighboring countries, our specialized executive consultants offer a well-defined, tailored headhunting process, connecting organisations with top business leaders, functional heads and C-suite professionals. Our high-level talent search combines an extensive network, a rich database of executive candidates, industry insights and advanced assessment techniques, whilst ensuring the utmost discretion.

We begin by **HEADHUNTING** both passive and active talent from a broad range of sourcing channels. We **ENGAGE** by building trusted relationships and gaining an in-depth understanding of each candidate's interests and aspirations. Finally, we **MATCH** candidates to the ideal role, carefully selecting the best fit for your specific needs: working in close collaboration with your company every step of the way.

Our expertise, adaptability and commitment differentiate us, delivering exceptional results every time – tailor-made to your recruitment preferences.

OUR SERVICES

PERMANENT RECRUITMENT

WHAT IT IS? Permanent Recruitment is a service that enables you to find the best permanent workforce for your company.

HOW DOES IT HELP YOU? By using our extensive database of professionals, knowledge, and network, a dedicated consultant who specialises in your company's sector will support your recruitment process. This results in a cost-effective solution to help you find the right candidates.

IT CONTRACTING

WHAT IT IS? IT contracting is a service that helps you find experienced IT professionals for your various IT projects on a fixed-term basis.

HOW DOES IT HELP YOU? With this service, you can have the flexibility of variable costs instead of fixed costs. We have a pool of IT candidates whom we can connect with you to immediately start supporting your urgent IT projects.

PRECRUITMENT PROCESS OUTSOURCING

WHAT IT IS? Recruitment Process Outsourcing (RPO) is a service that provides you with access to an external recruitment team that can manage large recruitment volumes.

HOW DOES IT HELP YOU? As your recruitment outsourcing partner, we will become an extension of your in-house team. Working with your hiring managers, under your brand, within your culture, we handle all activities related to talent acquisition.

MANAGED SERVICE PROGRAMME

WHAT IT IS? A Managed Service Programme (MSP) is a service where a recruitment outsourcing business takes primary responsibility for the management of sourcing, engagement, and administration of temporary, contract, and other non-permanent workers.

HOW DOES IT HELP YOU? With Hays MSP, you can ensure ongoing access to high-quality, business-critical talent. You can rely on a partner who takes full responsibility and accountability for driving quality, reducing costs, and managing compliance and risk.

IMPLANT

WHAT IT IS? Implant is a Hays service that provides you with an exclusive consultant who will invest all their time in your business project, working exclusively for you.

HOW DOES IT HELP YOU? With this service, you can have a cost-effective, time-limited recruiter working on the specific projects your company needs at any given time.

OUR SERVICES

TAILOR-MADE SALARY GUIDES

WHAT IT IS? The Salary Benchmark service offers the latest salaries in your industry and effective ways to attract and retain top talent.

HOW DOES IT HELP YOU? With this service, you'll get a comprehensive overview of your specific job market and receive a comparative analysis of current salaries and benefits. This will help you develop your employee attraction and retention strategies.

TALENT MAPPING

WHAT IT IS? Talent Mapping is a Hays service that provides on-demand niche labor market information to support your HR and business decision-making process.

HOW DOES IT HELP YOU? We offer market research tailored to your needs and requirements, including relevant and up-to-date information targeted to the labor market.

ASSESSMENT & HR SOLUTIONS

WHAT IT IS? Hays Assessment and HR Solutions service provide in-depth information about your potential or current employees through standard (SHL, DISC, etc.) or on-demand assessment, development, EVP services.

HOW DOES IT HELP YOU? We help you with the whole process of assessing potential employees and strengthening your current team in a cost-effective way.

OUTPLACEMENT

WHAT IT IS? Outplacement Service provides real support to dismissed employees in finding their way in the labor market and managing their professional career.

HOW DOES IT HELP YOU? This service provides internal and external protection for your company while supporting existing employees by optimizing associated costs quickly and professionally.



ABOUT US

As market leader, if the best people aren't already talking to us, we know how to find them, engage with them and match them better than any other recruiter. Our recruiting experts offer invaluable advice and insights, combined with unrivalled services and access to top talent that will help you to confidently navigate the new era of work.

With over 50 years of recruiting experience, Hays makes finding the best talent easier and quicker, and reduces the risks involved in hiring. Our expertise lies in being able to source skilled professionals, our unparalleled ability to engage with an extensive network of talent, and our capability to match this to our clients' specific requirements. Working in 33 countries and across 20 specialist areas worldwide, we recruit for permanent and contracting roles for organisations of all sizes in the private, public and not-for-profit sectors.

At Hays, we have developed a new and improved model, Find & Engage. This new model combines art and science to help establish deep relationships in customer communities. It takes the best recruitment practices and puts the relationship back at the heart of recruitment, but uses technology, machine learning and data science to operate at scale.

Having started business in Romania in 2015, we are proud to have grown into one of the leading specialist recruitment companies in Romania.

Our services

Working across 8 industries and professions, Hays Romania offers a wide range of services that provide further support for your talent management strategies. These include:

- Permanent Recruitment
- IT Contracting
- Recruitment Process Outsourcing
- Managed Service Programme
- Implant
- Talent Mapping
- Outplacement
- Assessment & HR Solutions
- Executive Search
- Tailor-made Salary Guides

Specialist areas

- Accountancy & Finance
- Business Services
- Engineering & Manufacturing
- HR
- IT Permanent hiring
- IT Contracting
- Life Sciences
- Sales & Marketing

8

Specialist areas

50+

Years of recruitment experience

hays.ro

CONTACT

For further information on how our core employer services can help support your recruitment strategy, visit hays.ro or contact us directly on info@hays.ro.

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