

ProfiPower's secrets to success on the Hungarian labour market



Over the last two years ProfiPower has expanded dynamically and become one of the key players on the Hungarian recruitment market. Dr. Ilona Jankovich, managing director uncovers the secrets of ProfiPower's success and the present trends in the Hungarian labor market.

Q: ProfiPower was founded in 2004. What can you tell us about the company two years later?

A: In 2004 we were only 4 and at the moment we have accumulated to 20 dedicated consultants along with 5 researchers who aid in the selection process. Our consultants come from the fields of finance, commerce, manufacturing and IT. They are specifically focused at recruiting for these business sectors. This enables ProfiPower to provide great value and expertise when recruiting for clients coming from those sectors.

Q: What is behind this development?

A: We are client focused, which to us means that we build lasting partnerships with our clients rather than just delivering a service that any other recruitment company could do. Keeping this in mind we need to understand our clients' long term goals and what role we play in it's realization. Once this has been established we are then in a position to deliver our services in an agile, decisive and efficient manner. The international background of our consultants many times is considered advantageous when acting upon the requirements of international companies.

Q: In which fields are you looking for professionals?

A: Our primary fields of focus are management, finance, law, HR, IT, engineering, sales and marketing but occasionally we do come across interesting assignments in the fields of fashion and media.

Q: What was the shortest time it took you to fill a position?

A: Our quickest placement was in less than 24 hours, but this was as an unusual exception. We inform our clients that it takes two weeks to find candidates that meet the job requirements but past experiences have shown that this can be achieved in a shorter timeframe depending on the nature of the position.

Q: How do you choose the right candidate?

A: – Besides using traditional search methods – online and offline advertisements – we often headhunt for several positions. Language testing is done in house, due to the fact that almost all European languages are spoken fluently by at least one or more of our consultants. Other than using typical interviewing

techniques we also assess competencies by taking advantage of SHL testing.

Q: What trends have you been noticing in the Hungarian labor market?

A: – What has become a real challenge for recruiters nowadays is that several multinational companies have been, and are, still establishing Shared Service Centers in Hungary. This has increased the demand for graduates who are fluent in at least one foreign language. This demand appears to be higher than the actual supply this market boasts. And therefore this market which was once employer driven has become employee driven. As a result some larger companies are going further east to take advantage of lower wages. On the other hand an increase in retail franchises has been noted.

Q: How about the future?

A: – Besides supporting our further growth in Hungary we are in the midst of expanding in to other CEE countries. We forecast that there will be a large demand from abroad for skilled Hungarian professionals in the fields of IT and engineering. This is an aspect of international recruitment which we are going to focus heavily on in the future.