

# Free Construction Hiring Guide

The Free Construction Hiring Guide provides helpful tips for any company to follow if they're seeking to bolster their talent acquisition system to attract and retain the best candidates in the construction industry

## 01 Have a documented employer brand

- **Have a clear value proposition in your employer brand:** Clearly define what makes your company unique and valuable to potential employees.
- **Communicate your employer brand to candidates:** Make sure your employer brand is consistently presented through job postings, social media, and other platforms.

## 02 Maintain a uniform hiring message

- **Align your hiring message with your employer brand:** Ensure your hiring message is consistent across all platforms, reinforcing the key elements of your employer brand.
- **Test your hiring message with candidates:** Gather feedback to ensure your message resonates with the candidates you're targeting.

## 03 Monitor your reputation online

- **Check reviews on platforms like Glassdoor regularly:** Keep track of how your company is being perceived by potential hires and current employees.
- **Address negative reviews publicly:** Show transparency and a commitment to improvement by addressing any negative feedback professionally.

## 04 Create recruitment-specific collateral

- **Update your collateral regularly:** Ensure that your recruitment materials, such as videos and brochures, reflect the current state of your company, projects, and culture.
- **Include employee testimonials in your collateral:** Showcase genuine insights from current employees to build trust and credibility with candidates.

## 05 Implement a candidate sourcing process

- **Utilize multiple sourcing channels:** Tap into various platforms (job boards, social media, industry events) to attract a diverse pool of candidates.
- **Track the effectiveness of each sourcing channel:** Continuously evaluate the performance of your sourcing channels to optimize your recruitment strategy.



## 06 Maintain an updated applicant tracking system (ATS)

- **Integrate your ATS with other recruitment tools:** Ensure that your ATS is connected with other platforms, such as job boards and communication tools, for a seamless hiring process.
- **Ensure recruitment metrics are accessible in your ATS:** Make sure your recruitment data, including time-to-hire and candidate sources, is easily accessible for analysis.

## 07 Develop a scalable multi-channel outreach process for candidate engagement

- **Use at least three different channels for outreach:** Engage with candidates using multiple communication channels, such as email, phone, and social media.
- **Establish a follow-up process for candidate outreach:** Create a structured follow-up system to ensure candidates stay engaged throughout the recruitment process.

## 08 Document a dedicated hiring process and timeline

- **Review and adjust your hiring timeline based on past experiences:** Continuously assess your hiring timeline to identify bottlenecks and improve efficiency in future hiring cycles.

## 09 Streamline the application process

- **Allow candidates to save their application progress:** Make it easy for candidates to complete their applications at their convenience by allowing them to save their progress.
- **Send confirmation of application receipt:** Reassure candidates that their application has been received and is being processed.

## 10 Maintain frequent contact with candidates throughout the hiring process

- **Provide regular updates on application status:** Keep candidates informed of their progress, from initial application to interview and offer stages.
- **Send reminders or updates before the candidate's start date:** Ensure candidates are well-prepared and engaged leading up to their first day on the job.

## 11 Implement an effective internal referral program

- **Communicate the referral program to all employees:** Make sure your employees know about the referral program and how they can participate.
- **Offer incentives for successful employee referrals:** Provide meaningful rewards or incentives to encourage employee participation in the referral program.

## 12 Track where candidates come from and identify the best sources

- **Identify the most effective sourcing channels:** Evaluate which channels bring in the most candidates, as well as the highest-quality ones.
- **Use this data to refine sourcing strategies:** Use the insights gained to continuously improve your sourcing efforts and focus on the most successful channels.

## 13 Monitor key recruitment metrics

- **Review recruitment metrics regularly:** Keep track of important metrics like time-to-hire, cost-per-hire, and candidate quality to assess the efficiency and effectiveness of your hiring process.
- **Use metrics to inform and improve recruitment strategies:** Use data-driven insights to refine your recruitment strategies and ensure they are delivering the best results.

## 14 Conduct employee satisfaction surveys and use the feedback in recruitment

- **Conduct regular employee satisfaction surveys:** Gauge employee engagement and satisfaction to ensure a healthy work environment.
- **Incorporate employee feedback into recruitment materials:** Use feedback from surveys to highlight the positive aspects of working at your company and attract candidates who align with your company culture.

