



BUILDING YOUR TEAM FOR FUTURE SUCCESS

How to recruit the best staff
in construction - read our
essential guide

AtkinsSearch 



EXECUTIVE SUMMARY

With the UK's construction industry facing a critical skills shortage, it's understandable that businesses struggle to attract and recruit the best talent.

A report by City & Guilds, which surveyed employers, training providers and employees, found that 76% of construction firms are facing difficulties in recruiting the skilled people they need.

There is undoubtedly a talented pool of workers in our construction industry, as the number of quality candidates that Atkins Search has placed across our impressive roster of clients illustrates.

From architects and quantity surveyors to project managers and planning experts, we know what it takes to find the people who are a perfect fit for your business.

We understand how tricky the construction jobs landscape looks - and how firms need to act smarter to attract and build their future workforce.

Here's our handy guide to positioning your company as the one to beat in the fiercely competitive recruitment stakes...



SELLING THE DREAM ON SOCIAL MEDIA



You're not simply filling a vacancy - you're selling a successful career. Potential recruits want to know how you can help them achieve their career ambitions - and what it is like to work for you.

Use social media platforms to target your ideal audience, increase your reach and build your brand's reputation as a great place to work. From engaging 'A day in the life of...' content on LinkedIn to Instagram videos of staff explaining why they enjoy their job, would-be new recruits love to have a glimpse of what daily work at a place like yours is like.

It's a great way to showcase your company culture - and seeing real people discussing their jobs and viewing the workplace in action can help make candidates feel more connected - and likely to apply.

AN INFORMATION-PACKED CAREERS LANDING PAGE



Can you remember the last job you applied for? You probably wanted to understand the company's culture, its ethos and core values, the size of the workforce - and what benefits and perks you could expect, such as flexible working and bonuses.

Add all this information to your careers landing page - along with a showstopping statement about the firm's vision. Paint a compelling picture that sums up your business, building an image in the reader's mind so they can visualise working for you. Include testimonials, awards and achievements - and an engaging Q&A section.

More people these days also want to know about your company's impact on the wider community and the environment, spelling this out could be an important factor in a jobseeker's decision-making.



EYE-CATCHING JOB DESCRIPTIONS

Keep your job descriptions clear and simple and include high-quality imagery of current (not former!) colleagues - this is your window to the world and you want to impress.

Explain the company's overall mission and stress the type of candidate, qualifications, skills and experience you are seeking and how the right person will benefit the wider business.

Skilled workers like to know their company has a good reputation in the sector - stressing this and emphasising the stability and growth plans of the business can be a great motivator.

ENSURING CAREER PROGRESSION

A company that values career progression is a big attraction to skilled workers looking for a new role. A great way to illustrate this is by using real-life examples of colleagues who have progressed within the company, for example an apprentice surveyor to a fully-qualified professional.

Hearing their experiences can be inspirational.

Be proud to explain how your company invests in its people and their futures, and how important they are to your success. You want to be clear that every team member is supported in developing their skills and can confidently progress their career through training, mentoring and achieving industry qualifications.

DIVERSE & INCLUSIVE HIRING



Diversity strengthens relationships and builds long-term success in the working environment. Advertise your vacancies widely, using inclusive and unbiased language and actively source candidates from under-represented groups.

Ensure you provide equal opportunities for all your employees, including training, development and promotion. Foster a more inclusive environment and make sure you measure your progress through regular reporting.



CONCLUSION & NEXT STEPS

“Recruiting the best candidates in construction is essential in building a talented workforce that drives results and supports your company’s long-term growth. Use our guide to attract the right skilled, motivated people who will help your business – and themselves – to thrive. “We are one of the UK’s leading construction recruitment agencies, with years of experience in matching candidates to their ideal jobs and helping companies to fill their vacancies.”

- Laura Belcher, Operations Director

