

Engaging with a majority of construction companies across the U.S. reveals a common theme - the perpetual need for skilled professionals. From the long-standing need for estimators to licensed professional engineers amid a surge in design-build projects to project managers well-versed in state building regulations, the demand for specialized talent is palpable.

The prevalent struggle to attract the right talent often stems from an idealized hiring approach. Recognizing the inherent difficult



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## Strategic Engagement with Local Universities: Shaping the Future Workforce

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The surge in demand for junior-level positions has created a competitive landscape, with candidates in high demand. To counter this, forging partnerships with local universities is crucial. Having individuals who understand and embody your company culture speak on your behalf can inspire the next generation to join the industry.

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## Authentic Employer Branding: What Sets You Apart?

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In a market saturated with commonplace statements on job boards, companies must delve into what truly distinguishes them as employers of choice. While accolades, project abundance, and market longevity hold value, the real differentiator lies in understanding and highlighting what resonates with employees on a personal level.

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## Stop Writing Job Descriptions and Start Writing Job Adverts

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When crafting job advertisements, make sure it's being seen as an "advert" and not as a to-do list. For instance, if you're seeking a project manager, assume they understand their role and what the day-to-day duties include. Listing every detail may not attract the caliber of professional you truly desire. Instead, delve into what would motivate someone content in their current role to consider a change. In today's skill-short market, a mere list of required skills lacks the persuasive edge needed to entice top talent. Don't just outline skills—illuminate how joining your team can propel their career forward. Get creative, shape a compelling narrative, and highlight why your company stands out as an irresistible career move.

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## Retention as a Priority: A Holistic Approach

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Remember, hiring success comes in many different formats. Exploring different methods often allows companies to continue to progress their projects whilst employing the right team. Flexibility often favors those on the hunt for new personnel and retaining them. Many successful firms attest to this approach, witnessing longevity and growth as individuals progress from entry-level roles to leadership positions. Investing in the growth and well-being of employees, companies can foster loyalty and create a workforce that understands, appreciates, and contributes to the company's success.

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## About the Author

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