



**Raken**

Construction Labor Shortage:

# Best Hiring Practices



**In 2023, the construction industry will need to hire 546,000 additional new workers on top of normal hiring rates to keep up with growing labor demands. But, in the middle of a massive labor shortage, many GCs and subcontractors are struggling to find qualified candidates.**

**In a job market overloaded with opportunities, you can stay competitive by reviewing your job descriptions and making sure you're using the right recruiting tools.**

Source: Associated Builders and Contractors



## Review your job descriptions

With a smaller talent pool, you need to tailor your hiring process to proactively attract applicants.

Start by critically assessing your job descriptions.

### **Ask yourself:**

- Are the job responsibilities for each position clearly and concisely defined?
- Have I included salary and benefit information?
- Have I stated the value propositions?



## **Are the job responsibilities for each position clearly and concisely defined?**

Think of job descriptions as advertisements. Instead of selling a product or service, you're marketing a role at your company to prospective candidates.

Listings should describe the main job responsibilities of the position in a clear, concise way without providing too much or too little information.

## 1

### **Reflect the nature of the job**

The more complex or senior level a job is, the more detailed the job description should be.

## 2

### **Separate required skills and experience from nice-to-have skills and experience**

Clarify what the applicant needs to bring to the table vs. what will score them bonus points.

## 3

### **Include performance metrics**

Describe how your business will measure performance for this role.

## 4

### **Use inclusive language**

Avoid using terms and phrases that exclude candidates based on race, sex, age, disability, and other protected characteristics.



## 5

### **Are clearly organized**

Structure your job listing with visual elements like headings and bullet points that help job seekers quickly find the information that most interests them.

## Have I included salary and benefit information?

**85% of Gen Z workers** won't apply to a job if the description doesn't include a pay range.

And it's not just younger workers who value pay transparency. While you can include a salary range or mention that starting pay may scale with experience, you need to set a base rate to start and include it prominently in your listing.

Be sure to list all company benefits—including paid time off, health insurance, profit sharing or bonus incentives, and retirement programs—so applicants can factor in those values.

**Source: LinkedIn**



# Have I stated the value propositions?

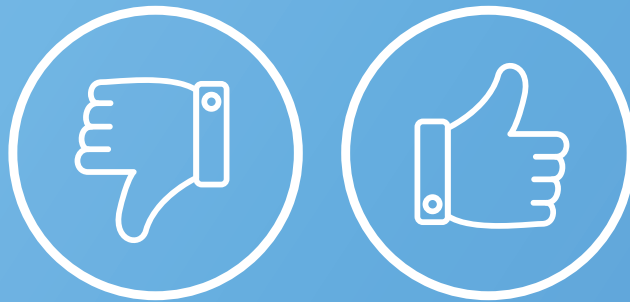
With the number of college enrollments on a steady decline since the start of the pandemic, job seekers are looking for alternative educational opportunities, particularly those that allow them to learn a new skill or gain experience while they're working.

Make sure your job description includes any information about training or growth opportunities that will be provided on the job.

You should also list any digital tools employees will learn how to use to fulfill their job responsibilities. Training on industry-leading software and devices is also valuable from a job seeker's perspective.

Finally, don't forget to include a paragraph about your business capabilities and company culture. Do you host frequent happy hours? Do you have an employee appreciation program or run a company softball league?

Feel free to include some fun, less serious details to give applicants an idea of what it's like to work for your business.



**Here's a few examples of common job  
description improvements:**



## **Instead of that....**

*The Project Manager will lead a team of 4 employees that report directly to him.*



## **Say this.**

*The Project Manager will lead a team of 4 direct reports.*



**Saying employees will “report directly to him” implies the PM will be male. The version of this statement in the section column is neutral.**



## **Instead of that....**

*The starting salary for the Project Manager position will be based on candidate qualifications.*



## **Say this.**

*Salary for the Project Manager position starts at \$75,000 a year, but may scale based on years of on-the-job experience.*





**The second statement is more specific and transparent.**



## Instead of that....

### *Candidate skills and experience:*

- *Bachelor's Degree or certification in Project Management, Construction Management, or related field*
- *2 years professional Project Management experience at a General Contractor*
- *Proficiency with Google Workspace*



## Say this.

### *Candidates must have:*

- *Bachelor's Degree or certification in Project Management, Construction Management, or related field*
- *2 years professional Project Management experience at a General Contractor*

### *Additional skills (not required):*

- *Proficiency with Google Workspace*



**The second example will not discourage qualified candidates who meet the most important job-related qualifications but have never used the employer's preferred software.**



## Use digital recruiting tools

If you aren't hiring exclusively through union referrals, you'll need to master modern hiring methods.

80% of job seekers today look for work solely online. Learn how to use digital tools to get your job listings in front of the right users.

## Online job boards

Host your job listing on online job boards.

### Then most popular boards include:

Indeed

Careerbuilder

Monster

Ziprecruiter

### There are even some construction-specific sites:

Construction Jobs

ConstructionJobForce

### Construction Management Association of America Career HQ

Skilled Trade Jobs

GCJobs.com



**When you post your job listings,  
follow these tips.**



## **Use multiple boards per listing**

Posting your open positions on multiple boards increases the chances of it being seen by a larger audience.

# 2

## **Use keywords**

In your job description, try to vary the language you use to describe the position, especially within the first half of the description.

Include different job titles, words, and phrases people may use to refer to the same role.

This will help your listing show up in more diverse job searches.



# 3

## **Be responsive**

Some boards track employer response rates and share that info with applicants.

Review and respond to candidates as soon as possible, even if it is to decline their application.

It helps to assign a specific stakeholder as the hiring manager and make room in their schedule for managing active listings.

# 4

## **Consider paid accounts and advertisements**

Many job boards offer paid options to employers and will assign an account manager to help you tailor your job listings when you sign up.

Likewise, they may offer paid listings or ad services that guarantee your job is prominently displayed on search result pages.

Consider going this route if you are having difficulty filling a specific position.

## Recruiters

Consider hiring a recruiter for senior-level positions or for roles that require specialty skill sets.

Recruiting services can be expensive but worthwhile. Recruiters will do the leg work for your business and deliver you candidates that have been pre-screened based on qualifications you set.

## **Get involved in career fairs and apprenticeship programs**

Attending career fairs and offering apprenticeship programs is a great way to attract younger, less experienced workers to your business.

Contact local colleges, high schools, and trade schools—particularly those that offer degrees and certifications in construction management and related fields—and see if there is any way you can get involved by attending career fairs or participating in pre-existing work-study programs.

Develop relationships with educational institutions and become a regular presence at these types of events and programs.



## **Invest in technology**

Another way to appeal to younger workers is to invest in technology that saves time and reduces repetitive tasks.

Most workers use apps and devices to share information and make their personal lives easier every day. They don't want to waste valuable work hours on tasks that could be made much simpler by modern conveniences.



**If you'd like to see how field-first construction management software can support your business during this labor shortage, schedule a demo with Raken today.**

## We offer:



### **Daily reporting**

Assign, complete, and submit details reports in real-time using mobile data capture



### **Safety features**

Access a library of toolbox talks and safety and quality checklists



### **Time tracking**

Add unlimited custom cost codes and integrate mobile time card data with your accounting software



### **Labor management**

Upload worker certifications and track worker location to help schedule skilled labor



**Our easy-to-use web and mobile app help  
your crew work faster and smarter.**

[Schedule a Demo](#)