

CRAFTFORCE[®]

AMERICA'S JOB SITE



BUILD A WORKFORCE FOR OUTAGE SEASON



700 West Pete Rose Way, Suite 127, Cincinnati, Ohio 45203

Check out www.craftforce.com for more information

855.40.FORCE

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USE SOCIAL MEDIA

Social media platforms are an excellent tool for recruiting quality employees. The various platforms allow you to showcase your company's culture and attract candidates who are not only qualified but suited for your work environment. The following suggested posts can attract the right skilled workers who are a match for your company:

A-Day-In-the-Life: Give prospective hires an idea of what it would be like to join your team. What's it like to work for your company? On your worksites? In your factory? How many co-workers would the new hire be working with? How much team-work is involved? How much independent work?

Industry News: Skilled workers who have been in the field a long time are interested in these trends and want to work for a company who is plugged into developments in their field. What's unfolding in your industry? What new developments will directly impact your company? How is your company responding and preparing?

Employee Questionnaire: Candidates are much more likely to apply with your company when they identify with current employees. Showcase a current employee through a short interview and bio. What does he or she like about working for your company? What specific benefits, challenges, and experiences does he or she value? What did his or her career path look like?

Safety 101: In the construction and manufacturing fields, safety is a major concern among workers. What measures is your company taking to ensure the safety of projects and worksites? What safety protocol is currently required on-site?

Job Openings: Perhaps this feels a little obvious, but don't forget to post job opportunities across your company's social platforms!

How-to Guides: Communicate that you are invested in supporting your workforce by aiding job-seekers in the job-search process. Note the challenges they face in finding meaningful work and publish content through blogs or email that guide them through these challenges.



INCENTIVIZE EMPLOYEE REFERRALS

You probably have employees with old friends from trade school or previous jobs. These connections to trusted tradesmen and women in the industry are valuable! Let your current employees - with their network of quality candidates - do the recruiting for you. How? Incentivize employee referrals. Try out one of these incentives:

Gift cards: local restaurants, gas stations, grocery stores, etc.

Memberships: local gyms, entertainment streaming (Netflix, Spotify, etc.), art museums, etc.

Widgets: ipads, ipods, speakers, headphones, etc.

Tickets: upcoming concerts, movies, sporting events, festivals, etc.

Raffle tickets for a gift basket



HIRE TEMPS, FREELANCERS, AND STUDENT CO-OPS

Picking up young prospects as freelancers and student co-ops is an excellent way to bring talent into your company before your competitors scoop them up! Not only will you be able to handle the influx of work during busy seasons, but you'll also have a chance to "audition" new talent as a temp before taking him or her on full-time.

HOLD AN OPEN INTERVIEW DAY



Instead of dragging out the hiring process over weeks or even months, knock it out over a weekend through an open interview day. If you market the event well, dozens of candidates could show up. You could find your next great employee (or handful of employees) within a few hours! The following tips will help you achieve this kind of success:

Open Invitation: Encourage all your colleagues, industry associates, and current employees to share the event within their social circles.

Play Tour Guide: Offer a tour of your company's worksite, factory, or facility. Have current employees play tour guide, giving prospects a real feel for what it's like to work for your company.

Network: Open interview days are an excellent opportunity for company executives to network, building relationships with prospective hires. Make sure your executive team and HR personnel are present to network and make those valuable connections.

HR and Recruiting Personnel Attendance: Your HR team knows better than anyone which candidates are a good fit for your company. Make sure your entire team attends and engages!

Demonstrate: Candidates want to know what their workweek would be like with your company. Show them projects they would be working on, introduce them to future prospective colleagues, and provide examples of previous projects your company has completed.

Speed Dating: Need to speak with multiple candidates in a short period of time? Try speed networking or short interviews. Set up tables and assign members of your HR and executive team to each, with 5-10 minutes to speak with each candidate.

EXPAND YOUR LOCAL NETWORK

Reach out to local unions, trade groups, and trade or vocational schools to open up a pipeline of future talent. This can be achieved by building an apprenticeship program that aligns all company executives on goals, fosters public-private partnerships, and integrates classroom instruction with on-the-job training. See [The Manufacturing Institute's guide](#) for assistance with this.

HIRE VETERANS

Build an aggressive veteran-hiring program. Returning veterans represent an unmatched yet untapped talent, especially for construction and manufacturing industries. Our recent [blog post](#) outlines how YOU can become a top veteran-employer. For starters, check out the following resources:

[The U.S. Department of Labor's step-by-step toolkit](#) outlines a strategy for building a veteran-hiring program, creating a welcoming and inclusive workplace, and actively recruiting veterans, wounded warriors, and military spouses

[Military.com](#) is one of the largest military membership organizations. Visit their site to find their job board, job fair information, or to partner as an official "Veteran Employer"

[Hire Veterans](#) is an expansive job board where you can register, post jobs, and search through resumes of applicants

UTILIZE CRAIGSLIST

This may or may not surprise you, but Craigslist is an awesome resource for attracting local skilled workers. A great job post can deter people of low ambition of talent, filter out solicitors, and attract the candidate you're seeking. This article provides a brief how-to on hiring through Craigslist. Reference the following sample job postings in building out your own:



★ \$\$\$ SHEET METAL/HVAC TRADESMEN \$\$\$\$ (Cincinnati, OH) ☒



compensation: \$20/hr-\$22/hr DOE

employment type: contract

Synergy Labor Solutions has an immediate need for sheet metal/HVAC tradesmen in Cincinnati, OH. Commercial setting preferred, but not required. Pay is \$20-\$22 depending on experience. Possible long-term and permanent placement. Please call immediately for more details @ 812-577-3310.

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers

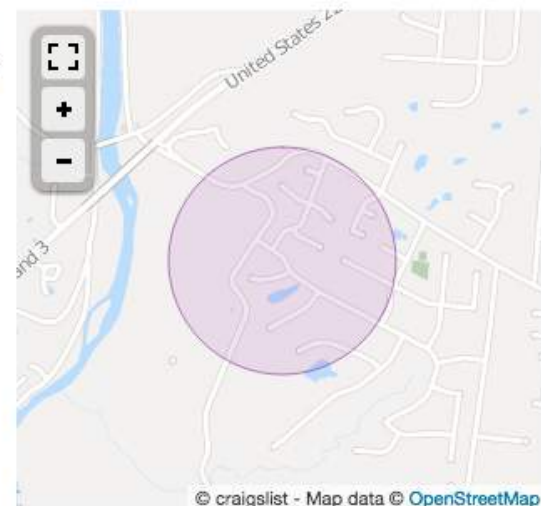
★ IRONWORKERS WANTED (Maineville) ☒

Looking for qualified Ironworkers, for immediate job employment. This is a steel erector position and not a shop welding job. Knowledge of all power tools, perform bolt-up operations, layout and erection, rigging, cutting torch operations, handrail/stair installation, decking, welding, etc. Some travel may be required when necessary.

Primary responsibilities

- Install steel girders, columns, joist and other construction materials to erect buildings
- Erect steel frames.
- Direct operation of cranes to move structural steel, and other materials onto and around the construction site.
- Connect steel columns, beams, and girders.
- Unload and stack steel.
- Attach cables to steel and then to the crane.
- Position steel with connecting bars and spud wrenches.
- Use plumb bobs, levels, and laser equipment to check alignment.
- Bolt or weld piece into place.
- Install stairs, handrails, or curtain walls.
- Make sure all pieces are fitted properly and complete repairs as necessary.

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers



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[\(google map\)](#)

compensation: **Varies on Experience**

employment type: **employee's choice**



CONNECT WITH THE FUTURE

Often times, high schoolers simply aren't aware that a career in the trades is a viable option. In fact, industry veterans speculate that much of the skills gap is the result of an educational system that pushes a traditional 4-year college over a trades education. That's where YOU — an industry veteran — can intercept and enlighten our youth to the possibility of a trades career. The following tips help in building relationships with local high schoolers:

Mentor the future: Vet out current employees to mentor local high school students through decisions about their career. Be sure they communicate the sense of fulfillment that comes with a career in the trades.

Attend high school job fairs, career days, and related programs. Showcase the benefits your company has to offer by speaking one on one with kids about their options and your values.

Build an email list of high school students. Send a monthly newsletter filled with facts, opportunities, and news on your industry. Communicating the benefit of a career in the trades with YOUR company is key to attracting future prospects!

Sponsor high school athletic programs or club activities to amplify awareness of your company. The appeal of your company's benefits and culture will catch the attention of youth seeking a meaningful career path.

Hold an annual scholarship contest for high schoolers to fund their trade-school education. Spark their interest in working for YOUR company.



CATCH THEM ON THE REBOUND

Unfortunately, we are living in a volatile economy that often produces unexpected mass layoffs. The good news is that laid-off workers in industrial fields are an experienced demographic, ready to work. Your recruitment process can be adapted to source from this talent pool of qualified, promising hires. The following tips can achieve this:

Hold or attend community job fairs in communities that have been struck by major layoffs.

Provide information about your company to churches, community groups, and other venues that are popular pitstops of the local working class.

Advertise your services in local newsletters.

Offer on-the-job training, trade-school grants, tuition reimbursement, assistance with childcare costs and other financial incentives that would benefit and attract this demographic.



HIRE WITH CRAFTFORCE

America's economy is growing. Yet 1 in 3 U.S. employers have difficulty filling positions—specifically in the skilled trades. That's where CraftForce comes in. We provide and manage your workforce, allowing you to focus on your company. Because the success of it depends on the strength of your workforce.

To learn more about how CraftForce can help you save time and money, secure the talent you need when you need it, improve productivity, and sharpen your competitive edge, [click here](#).

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