



Nottingham Trent University

A-Z: How to Recruit in The Construction Industry



Specifically for construction



Handy hints and templates inside



For all levels of experience

Contents

What This Guide Will Teach You	Page 4
The Importance of Recruitment	Page 5
Sourcing Candidates	Page 6
Screening Candidates	Page 7
The Interview Process	Page 8
Making an Offer	Page 10
Onboarding	Page 11
10 Essentials to Employing Construction On-site Staff	Page 13
Looking Ahead: Retention and Company Culture	Page 15
Using a Recruitment Agency	Page 17
Gement Recruit	Page 20

”

WE LOOK IN THE FUTURE

We have designed this booklet to serve as a resource in helping construction companies effectively recruit. We hope you find it useful.

What This Guide Will Teach You

Welcome to our comprehensive recruitment booklet, designed to provide you with an A-Z guide on recruitment practices. Whether you're an HR professional, hiring manager, or a sole trader, this booklet aims to equip you with essential knowledge and best practices to navigate your recruitment processes effectively.

Remember that your workforce is the backbone of success, and by implementing the insights shared here, you can build a skilled, motivated, and diverse team that drives innovation, safety, and excellence in the construction sector. In this booklet, we will delve into various aspects of recruitment, from mastering candidate sourcing, screening, and the interview process, to understanding how a recruitment agency works and how to choose a good one. Additionally, we'll explore how to create a positive employee experience, making your organisation an employer of choice.

By the end of this booklet, you'll have a solid foundation to optimise your recruitment strategy and bring on board exceptional talent.

HINT!

Lookout for the helpful hints throughout this guide.



The Importance of Recruitment

When growing a company many people overlook the significance of recruitment and the proper methods to effectively hire staff. According to various studies and industry insights, a poor hiring decision can cost a company up to 30% of an employee's first-year earnings due to factors like training, reduced productivity, and turnover.

01

Companies that excel in recruiting top talent tend to outperform their competitors and experience higher levels of productivity and innovation.

02

Successful recruitment contributes to a positive reputation amongst peers, making the organisation an attractive destination for top talent and enhancing its standing within the industry.

03

Poor recruitment leads to reduced productivity, high turnover, and compromised outcomes. Mismatched skills and morale issues hinder efficiency, while legal and financial consequences can arise from hiring unqualified individuals.



Sourcing Candidates

Sourcing candidates effectively is the foundation of successful recruitment, and it is important to identify where you can find good quality candidates. Here a few ways you might source candidates.

Job boards: Including Indeed, LinkedIn, Reed, Monster and more.

HINT!

Pay attention to the nature of the job being advertised and the platform you are posting on. Using LinkedIn to advertise a labouring role will not get you very far!

Employee referrals: Encourage current employees to refer candidates from their network.

HINT!

Offer employee rewards, for example, Amazon gift cards, for successful referrals.

Social media: Share to your social platforms that you are hiring. Your network can help to share posts allowing you to connect with passive candidates.

Events: Attending industry-related events and career fairs to promote your vacancies.



Screening Candidates

The primary purpose of screening candidates is to identify the most suitable individuals to progress to the interview stage.

This process involves reviewing CVs, cover letters, and application forms to assess candidates' qualifications, skills, and experiences. Initiating good practice when screening candidates will save you time and increase the efficiency of your recruitment process.

Here are some essential tips for effective candidate screening.

Establishing clear criteria: Start by clearly outlining the job description and requirements, including skills, qualifications, and experience needed for the role. This ensures that you attract candidates who align with your specific needs.

Pre-screening questionnaires: Design pre-screening questionnaires to assess essential criteria before moving candidates to the next stage. This step helps filter out applicants who do not meet the minimum requirements early in the process.

Skills assessment: Implementing practical tests or exercises to assess candidates' abilities.

The Interview Process

Creating an interview structure when hiring is crucial as it brings consistency, fairness, and effectiveness to the process. A standardised evaluation minimises biases, aids in objective decision-making, and aligns questions with job requirements.

A good interview structure leads to a better candidate experience and enhances the quality of hire - making it an essential tool for identifying the best-fit candidates and building a talented workforce for the organisation.

Tips for a successful interview process

1. **Interview structure and format:** Depending on the role and the level of scrutiny required, you may wish to conduct one or multiple-stage interviews. Interviews can be conducted virtually or in person; many organisations choose to use a mixture of both formats.
2. **Manage your time:** Plan the interview duration and allocate sufficient time for each section or question to ensure a thorough assessment without rushing or missing critical information.
3. **Questions:** Include a mix of behavioural, situational, and competency-based questions to gain insight into candidates' past experiences, problem-solving abilities, and future performance.
4. **Cultural fit assessment:** Assess how well candidates align with your company values and team dynamics.
5. **Candidate engagement:** Provide candidates with the necessary information about the company, the role, and offer them an opportunity to ask questions.

6. Consider a scoring sheet: If there are several candidates who show similar abilities, you may find it useful to use a scoring sheet to keep track of which candidate will be the most appropriate fit for your company.

HINT! Sample scoring sheet:

Name	Expertise (/5)	Longevity (/5)	Cultural fit (/5)	Passion for the role (/5)



Making an Offer

After identifying the ideal candidate, it's time to extend an offer to them. Ideally, this should be conducted via telephone, with a formal email followed up afterwards.

Telephone

When delivering the good news it's essential to convey excitement and positivity.

Email

In either an offer letter or via email, confirm the details of the role. This should include:

- Job title and responsibilities.
- Compensation package and any additional perks.
- Employment basis - full or part time, permanent or contract.
- Start date of employment.
- Location of role including flexible working.
- Work schedules - hours and days and hours of work.
- Details of background or reference checks.
- A deadline to accept or negotiate the offer.



Onboarding

Onboarding is the process of integrating new employees into your organisation smoothly. A well-structured onboarding programme sets the tone for a positive employee experience and long-term success.

When planning your onboarding process, include the following.



Prepare

Send any important documents including employment contracts, company handbooks, right to work documents and company equipment in advance.



Warm Welcomes

Make your new hire feel welcome and provide a comprehensive orientation about the company, different teams, work culture, and policies.



Training and Development

Offer appropriate training to help your new hire acquire any further necessary skills and knowledge for their role.



Buddy systems

Pair your new hire with experienced colleagues who can guide them during their early days.



Continuous feedback

Regularly check in with your new hire to address concerns and evaluate their progress.



Checklist of tasks

It can seem daunting to remember all of the necessary steps needed to complete before your new employee's first day. To help streamline processes, create a checklist of all tasks to be completed:



1. Before the first day
2. On the first day
3. First week
4. First month

10 Essentials to Employing Construction Staff On-site

Do you hire site based staff? This 10 part checklist may help cover specific points you need to think about before signing that employment contract.

1. Health and Safety

Ensure that the candidate is aware of and complies with all health and safety regulations.

2. Valid CSCS Card

Check if the candidate holds a valid Construction Skills Certification Scheme (CSCS) card appropriate for their role.

3. Right to Work

Verify the candidate's eligibility to work in the UK by checking their right to work documents.

4. Training and Certification

Assess the candidate's training and certifications such as First Aid, Working at Heights, etc.

5. Physical Fitness

Consider the physical demands of the job and ensure the candidate is fit to perform the tasks safely.

6. Personal Protective Equipment (PPE)

Ensure the candidate understands the importance of using appropriate PPE on-site.

7. Insurance

Confirm that the candidate is covered by appropriate insurance, such as liability insurance or personal accident insurance.

8. Drug and Alcohol Testing

Consider conducting drug and alcohol testing as part of the hiring process, especially for safety-critical roles.

9. References

Check the candidate's references from previous employers to gain insights into their work ethic and reliability.

10. Payroll

Add the details of the new candidate into your payroll system.



Looking Ahead: Retention and Company Culture

A positive employee experience is vital for attracting and retaining top talent. Consider the following factors to create a productive work environment:

Employee Engagement

Encourage open communication, recognise achievements, and involve employees in decision-making processes.

Work-life Balance

Promote a healthy work-life balance by offering flexible work arrangements and supporting employee well-being.

Career Growth

Provide opportunities for career advancement and skill development, showing a commitment to employees' professional growth.




Inclusive Culture

Foster an inclusive environment that values diversity and ensures equal opportunities for all employees.

Recognition and Rewards

Acknowledge and reward employees' contributions to reinforce a culture of appreciation and motivation.



Looking to expand your workforce but feeling resource stretched? Why not consider working with a recruitment agency?



Using a recruitment agency can expedite hiring and streamline processes. However, conducting comprehensive research prior to enlisting the services of a recruitment agency is crucial due to the numerous choices available.

Using a Recruitment Agency

Recruitment can be broadly classified into two main types: retained and contingency.

Understanding the differences between these two types is crucial for organisations to choose the best recruitment approach that aligns with their hiring needs, budget, and timeline.

Contingency

A non-exclusive recruitment method where multiple recruitment agencies may be engaged simultaneously to source candidates for a role. These agencies work on a "no win, no fee" basis, meaning they are only compensated if their candidate is successfully hired by the company. Contingent recruitment is commonly employed for roles that are more standardised and have a larger pool of potential candidates, or companies who are one-off hiring for select roles.

Retained

A tailored approach used by companies to fill high-level, critical positions within their organisation. The agency will work with the organisation on an exclusive basis and an upfront fee paid for its services. This fee ensures that the search firm dedicates its full attention and resources to finding the most suitable candidates for the specific role. Retained recruitment is typically utilised for niche positions or for companies who would like a more customised service.

Key differences

The primary difference between retained and contingent recruitment lies in the exclusivity and depth of the recruitment process. Retained recruitment provides a dedicated and focused effort to find the most qualified candidate, ensuring a more thorough and personalised search. On the other hand, contingent recruitment offers a wider reach by engaging multiple agencies, potentially resulting in a larger candidate pool, but may not delve as deeply into tailoring the search for a specific role.

HINT!

Quick Guide

	Contingency Recruitment	Retained Recruitment
Brief Description	Recruitment services based on a "no win, no fee" basis.	Recruitment services exclusive to one agency using executive search methods.
Risk	Low	High
Cost	Payment due after successful candidate has started in employment.	Payment due upfront before any work is conducted.
Best for	Companies who are hiring one off positions.	Companies who are hiring for many roles.

The logo for Gement, featuring a stylized green 'G' icon followed by the word 'ement' in a bold, lowercase, sans-serif font.A green arrow pointing to the right with the word 'RECRUIT' written in white, uppercase, sans-serif font inside it.

Building Better Teams

Gement is comprised of three branches; Gement GO, Gement Recruit and Gement Connect. Our recruitment branch combines expertise and efficiency to streamline your hiring process, save you time, effort, and valuable resources.

So, if you're ready to take your team to the next level, Gement Recruit is your trusted partner in finding the perfect fit.

Curious why we're different?
These three points should give you an idea.

1. Expertise in the Construction Industry

Our consultants have a profound understanding of the sector's trends and demands. Over the years, we have honed our recruitment processes and gained valuable experience in hiring for a wide array of roles, from skilled trades to project management and beyond.

2. Attention to detail

Our consultants always filter all candidates so that we only ever send you the ones that are of genuine interest to you. We'll never send you anything that you won't be interested in seeing and you certainly won't have your email inbox swamped by irrelevant CVs.

In essence: If they don't meet the criteria that you set, you won't see them.

What's more, we never misrepresent any candidates. Misrepresentation in the recruitment process only leads to a breakdown in trust and communication. We always accurately represent candidates' capabilities and past experiences so that you get a full interpretation of the people you could be hiring.

3. Communication

We're friendly, we're responsive, and we're easy to work with.

We will always keep you informed as to our efforts, whether we have suitable candidates to show for it or not. If we haven't managed to find the right person for you, we won't just drop off the radar, instead, we'll let you know how we're getting on and try to come up with some collaborative ways that we can enhance our search.

Our specialism comes from the ability to efficiently match the right talent to the right position, delivering exceptional results

and exceeding our client's expectations. Our commitment to the construction industry and our track record of successful placements set us apart as a trusted and reliable partner working solely in the construction industry.

Why not give us a try and see for yourself? Contact us today at enquiries@gement.co.uk to see how we can help you with your hiring needs.

