



The State of Recruitment in the Construction and Manufacturing Industries



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Executive Summary

We're thrilled to share the findings of our survey, aimed at capturing the ins and outs of recruitment in the construction and manufacturing sectors.

Across a spectrum of roles, industry leaders, including executives, managers, and recruiters, shared invaluable insights to help shed light on both the opportunities and challenges within these industries.

Our findings reveal an industry undergoing significant transformation, largely triggered by external factors such as economic conditions and the COVID-19 pandemic.

A striking 40% of respondents showcased increased use of digital tools in their recruitment processes, setting the foundation for a much more tech-forward future in recruitment. On the other end of the spectrum, 48% showed an openness to AI-driven technology for recruitment, while only 7% expressed reservations, and 32% remained unsure about adopting such technologies, clearly indicating a growing trend towards digitization.

We also found that 25% of respondents amplified health and safety protocols in light of recent global challenges. This highlights the shifting priorities in the recruitment field, with employee well-being now one of the pillars of a successful strategy. This sentiment echoed in the staggeringly high 89% of participants who reported an increase in requests for flexible work arrangements.

Several key strategies resonated amongst our respondents. For example, 50% were able to fill roles without needing to adjust salary bands, putting a spotlight on the importance of competitive compensation. Plus, 43% highlighted the value of mentorship programs, and 47% ranked career advancement opportunities highly, underlining the importance of growth and development to prospective candidates.

Interestingly, the survey also highlighted some areas of concern. For instance, 23% of participants reported having no DE&I (Diversity, Equity, and Inclusion) efforts in place, with only 9% having implemented such goals in their organizations, even though 32% consider this as a potential recruitment strategy.

We are grateful to all participants for their time and insights. These findings provide a comprehensive overview of the current state of recruitment in the construction and manufacturing industries and a roadmap of areas to prioritize for positive, future-proof evolution.



Participants and Data Collection Methods

Our survey consisted of 12 questions crafted to uncover the intricacies and nuances of recruitment in these industries.

We delved into the challenges faced and sought feedback on the unique needs and aspirations of candidates in these fields.

To ensure a diverse representation, our survey covered a wide range of locations, ranging from Kansas City to Colombia, and attracted participation from a diverse range of stakeholders within these industries. Our participants included executives, managerial-level employees, and recruiters, representing a broad cross-section of roles in the industry.

We firmly believe that our survey offers unparalleled insights into the current state of recruitment in the Construction and Manufacturing industries. We want to thank all participants for their assistance in gathering the data! We are confident that this report will serve as a valuable resource for recruiters seeking to identify promising recruitment strategies and opportunities in the industry. Thank you again for your support and cooperation in making this possible.

To provide specific figures, our demographic breakdown was as follows:

23%

23% of participants held Director/Executive titles

32%

Managers made up 32% of respondents

30%

Recruiters made up 30%

7%

7% fell into the 'Other' category

80%

The U.S. made up 80% of the regional representation

5%

Canada followed at 5%

Let's go ahead and dive right into the findings from this survey.

Factors Impacting Recruitment in Industry Landscape

- **40% of respondents** are leveraging digital tools more heavily in their recruitment process.
- **25% of respondents** have ramped up health and safety protocols.
- **36% of participants** indicated that they are working in collaboration with legal consultants, targeting state and city-level regulations.
- **89% saw an increase in requests** for flexible work arrangements.
- **34% noted a higher demand** for certain skill sets.
- **20% believe** there should be a shift to an employer-first approach in recruitment.
- **41% managed to fill roles** without needing to adjust salary bands.
- There were mild (**36%**), moderate (**40%**), and significant (**15%**) impacts on recruitment due to the economic climate.

Summary and Practical Insights

The COVID-19 pandemic has brought significant changes in recruitment processes across industries, including an increased demand for flexible work arrangements and specific skill sets, along with higher safety measures in workplaces. Greater emphasis has been placed on digital tools for recruitment; however, the impact on salary ranges varied, with some companies managing to fill positions without adjustments while others had to increase salaries significantly.



Trends, Challenges, and Opportunities

One of the most prominent trends is the **increase in the use of digital tools in the recruitment process**. With 40% of respondents leveraging these tools more heavily, it is clear that technology is playing an ever-more important role in attracting and assessing candidates. Companies that fail to keep pace with this trend risk being left behind as their competitors gain a competitive advantage through more efficient and effective recruiting practices.

Despite these promising trends, the survey also highlights several challenges facing organizations in the recruitment process. Perhaps the **biggest challenge is navigating the complex web of state and city-level regulations around recruiting**. With 36% of respondents indicating that they are working with legal consultants to stay ahead of these regulations, it is clear that compliance is a major concern.

Finally, the findings of this survey suggest several opportunities for organizations looking to optimize their recruitment process.

One of the most promising opportunities is the **ability to fill roles without needing to adjust salary bands**. With 41% of respondents reporting this outcome, it is clear that companies that have a strong EVP (Employee Value Proposition) and culture can attract and retain top talent without breaking the bank.

Conclusion

The recruitment landscape is evolving rapidly due to technological advancements and changing work culture norms. Employers must adapt by leveraging digital platforms for hiring and providing comprehensive employee benefits programs along with competitive salaries. They should also stay up-to-date with regulatory changes and implement robust compliance strategies to attract and retain top talent. Organizations that can strike the right balance between these factors will position themselves more effectively in the competitive industry landscape.



What Candidates Are Looking For

- **Over half (52%)** of our participants underscored the significance of a company's reputation when it comes to recruitment.
- Employee referral bonuses were mentioned by **27% of respondents**, while 39% reported utilizing job boards in their recruitment efforts.
- Internship programs were viewed as key to recruitment efforts by **21% of respondents**.
- The value of mentorship programs was highlighted by **43% of our participants**.
- **Half of our respondents** considered competitive compensation and benefits packages as crucial.
- Career advancement opportunities were ranked highly by **47% of participants**.
- Job fairs and recruitment events were deemed a viable strategy by **23% of respondents**.
- **9% of participants** reported having no Diversity, Equity, and Inclusion (DE&I) efforts in place.
- **52% of respondents** report having implemented some form of diversity and inclusion goals within their organization.

Summary and Practical Insights

Our study shows that candidates prioritize company reputation, competitive compensation and benefits, and career advancement opportunities. They appreciate established programs like internships and mentorships, and job fairs and employment events still hold a significant place in recruitment strategies.



Trends, Challenges, and Opportunities

The significance of a company's reputation cannot be understated, with over half of the participants emphasizing its importance.

Employers should focus on building a strong brand image in the market, highlighting their values, and promoting positive reviews and feedback from current and former employees.

The lack of DE&I efforts reported by some participants is a significant challenge that needs to be addressed. The importance of a diverse and inclusive work environment cannot be overstated, and it is essential for companies to actively develop and implement DE&I strategies. Employers who embrace diversity can attract a wider pool of candidates from different backgrounds who can bring unique skill sets and perspectives to the table.

On the opportunity side, **the survey highlights the potential of implementing internship programs, mentorship programs, and career advancement opportunities to attract top talent.**

Employers should focus on designing comprehensive internship programs that provide students with hands-on experience, exposure to various departments and functions, and a chance to showcase their skills.

Conclusion

Businesses, especially in construction and manufacturing, need to address diversity and inclusion in recruitment practices. Implementing DE&I efforts can create a more equitable and inclusive workforce and offer opportunities for organizations to increase diversity and innovation within their workforce.

By adopting the recommendations outlined in our report, employers can make significant strides towards greater diversity and inclusion, creating a workforce that reflects the diversity of the larger community and promotes growth and innovation.



What Recruiters Should Do to Attract & Retain Talent

- **39% of participants** reported difficulty in finding qualified candidates.
- **48% of participants** are open to using AI-driven technology for recruitment purposes.
- Only **7% of participants** expressed reservations about adopting AI-driven technology.
- **32% remain undecided** about implementing AI technology.
- **5% of respondents** deemed showcasing perks of low importance, while 14% rated it as highly important.
- **30% found it challenging** to meet their diversity and inclusion goals.
- **16% felt** that staffing companies lacked a true partnership in terms of onboarding and integration
- **25% of employers** are already utilizing on-demand sourcing services, while **41% are considering adoption.**

Summary and Practical Insights

The increasing openness to AI-driven technology and the trend toward on-demand sourcing services show that employers are seeking efficient, innovative solutions for recruitment. Yet, challenges such as finding qualified candidates, meeting diversity and inclusion goals, and balancing the cost and quality of hires remain.



Trends, Challenges, and Opportunities

One trend that is becoming increasingly apparent is the openness to embrace AI-driven technology for recruitment purposes. Almost half of the participants surveyed were open to using AI, with only 7% expressing reservations. This is a significant indicator that technology is advancing at a rapid pace, and recruiters who fail to embrace these tools risk being left behind.

Meanwhile, on-demand sourcing services are also being considered by 41% of employers, indicating another critical trend. This tool allows employers to streamline their recruitment efforts, access a broader pool of candidates, and find the best fit while reducing recruitment time and costs. This is a significant opportunity for recruiters who can leverage on-demand technologies to attract and retain top talent.

One of the most significant challenges facing recruiters in these industries is finding qualified candidates, with 39% of participants reporting difficulty in doing so. This underscores the need for recruiters to adopt a strategic approach to talent acquisition, including partnering with colleges and universities, using candidate referrals, and leveraging social media.

Additionally, recruiters have an opportunity to establish true partnerships with staffing companies in terms of onboarding and integration. 16% of participants felt that staffing companies lacked a true partnership, indicating that recruiters must establish clear communication and expectations when collaborating with them. By developing strong partnerships, recruiters can ensure that their recruitment process is seamless and effective.

Conclusion

Recruiters can enhance their talent acquisition approach by prioritizing robust strategies and exploring cost-effective alternatives like on-demand sourcing services. By evaluating their recruitment needs and the effectiveness of current strategies, recruiters can make informed decisions and position themselves for future success by leaning into industry trends rather than fighting them.



Tips and Best Practices

In light of our survey insights, here are some key recommendations for recruiters in the construction and manufacturing sectors navigating the changing talent acquisition landscape.



Tap into Digital Recruitment Tools: With 40% of respondents reporting an increased reliance on digital platforms, it's essential to take a more tech-savvy approach. Consider exploring online job boards, professional networking sites, or even building your own recruitment website.



Adopt Flexible Work Arrangements: The demand for flexibility is emerging as a game-changer in recruitment. Consider embracing flexible schedules, remote work, and adaptable roles to meet this significant demand where it's possible.



Focus on Specialized Skills: Offer upskilling and reskilling programs to keep pace with the evolving skillset requirements, particularly in the construction and manufacturing industries. Offering these opportunities might also help attract talent and address the 34% of respondents who find this challenging.



Prioritize Diversity and Inclusivity: A concerted effort to ensure a diverse and inclusive workforce is no longer optional. Strive to create unbiased hiring processes and make diversity a core part of your employer branding strategy.



Navigate Staffing Challenges:

Understand the ever-changing staffing landscape to tackle your unique challenges. Creative solutions such as partnering with educational institutions, offering internships, and sponsoring mentorship programs can help attract new talent.



Leverage AI-driven Technology:

Leverage AI responsibly to mitigate bias in hiring processes, streamline workflows, and expand your candidate pool. However, keep in mind it's also crucial to address potential challenges such as data security and accuracy.



Ensure Compliance:

Prioritize compliance to avoid potential legal pitfalls. Implement compliant recruitment software, stay updated on health and safety regulations, and continually monitor your processes for adherence.



Enhance Employer Branding:

Attract and retain top talent by enhancing your company reputation, offering competitive benefits, and providing clear career progression paths.



Explore Underutilized Channels:

Develop a comprehensive multi-channel sourcing strategy that includes social media and other underutilized platforms.



Collaborate with Hiring Managers:

A robust collaborative process with hiring managers ensures a streamlined recruitment process. 32% of participants view it as very important, while 27% deem it somewhat important.

Conclusion

We're deeply grateful to all those who took part in our survey; your contributions have been pivotal in shaping our understanding of the current trends in construction and manufacturing recruitment.

The survey revealed intriguing discoveries, but it also highlighted several hurdles. These include the search for qualified candidates, the burden of high staffing expenses, communication gaps, and the pursuit of diversity objectives. However, these challenges can be overcome by embracing digital innovations, prioritizing employee well-being, and providing competitive compensation packages.

We're excited by these developments and feeling very optimistic about the future. Industries are demonstrating adaptability and resilience in the face of change, setting the stage for a dynamic, innovative future in construction and manufacturing recruitment.



About IQTalent

IQTalent works to revolutionize Talent Acquisition through its innovative recruitment model. Having the ability to adapt to a business of any size, IQTalent puts forward a full-service, on-demand experience that connects organizations and qualified candidates. Moving with the transformation of AI in hiring practices, IQTalent is leveraging this technology into candidate screening, interview scheduling, and interview questioning. By understanding today's economy ebbs and flows, IQTalent is able to make data-informed decisions that will serve your business one relationship at a time.

To learn more, visit www.iqtalent.com.

The logo features a stylized white 'Q' icon on the left, composed of a circle with a dot and a tail that curves downwards and to the right. To the right of the icon, the word 'IQTALENT' is written in a bold, white, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the word.

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