

# Enhancing Recruitment Outreach in Civil Engineering: A Guide for HR Teams



## EXECUTIVE SUMMARY

The civil engineering sector faces distinct challenges, such as a marked scarcity of skilled labor, fierce competition for talented professionals, and swiftly evolving technological landscapes. This report delves into the critical pain points within the recruitment framework, offering tangible strategies to augment the impact of recruitment outreach initiatives.

By confronting these issues directly, HR departments are empowered to more effectively attract, engage, and secure top-tier talent for civil engineering positions.



# KEY STATISTICS

The civil engineering sector plays a critical role in shaping our physical environment, from designing sustainable urban spaces to constructing critical infrastructure.

However, the recruitment landscape is complex, influenced by technological changes, demographic shifts, and evolving workplace expectations.

This report identifies common recruitment pain points and offers strategies to enhance your recruitment efforts.

6,000

Engineering vacancies are predicted for 2024

79%

Surveyed expect a hybrid model of working in 2024

86%

Surveyed agreed there are plenty of job opportunities available

61,353

There are now 61,353 people employed in engineering and technical engineering roles in Ireland, an increase of 30% from the figure in 2016

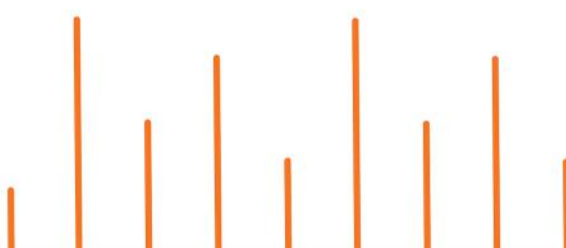
## Critical Shortage

Engineering remains on the Department of Enterprise, Trade and Employment's critical skills occupation list and Engineers Europe, which highlights in its manifesto the critical shortage of engineers in Europe.

Table 2 Demand for engineers in 2024 by industry and discipline

| 2024                       | Construction | Consultancy | Manufacturing | Other | All industries |
|----------------------------|--------------|-------------|---------------|-------|----------------|
| Chemical & Process         | 110          | 350         | 0             | 70    | 530            |
| Civil & Building           | 540          | 110         | 0             | 950   | 1,600          |
| Electrical & Electronic    | 130          | 1,320       | 60            | 630   | 2,140          |
| Mechanical & Manufacturing | 120          | -           | 60            | 620   | 800            |
| Other/General              | 80           | 550         | 0             | 500   | 1,130          |
| All Disciplines            | 980          | 2,330       | 120           | 2,770 | 6,200          |

Demand for engineers in 2024 by industry and discipline



# TOP RECRUITING PAIN POINTS

1

## **Shortage of Skilled Professionals & High Competition for Talent:**

The gap between demand and supply for skilled civil engineers puts pressure on HR to identify and attract talent efficiently. With numerous companies vying for a limited pool of candidates, distinguishing your value proposition is crucial.

Deloitte's "2024 Engineering and Construction Industry Outlook" discusses how labour demand continues to outpace supply, with average hourly wages in construction rising by 5.2% year over year. This situation emphasises the sector's challenge in attracting skilled labour amid rising costs

2

## **Rapid Technological Advancements:**

Staying ahead in recruiting professionals proficient with new technologies is a continuous challenge. The American Society of Civil Engineers (ASCE) highlights the critical need for the civil engineering workforce to adapt and innovate in response to advancing technologies and increasing infrastructure needs.

3

## **Project Performance & Technology Utilisation:**

KPMG's "Global Construction Survey 2023" reveals that only half of the projects are completed on time, underscoring the challenges in project performance and the sector's need for improved productivity through technology adoption, including AI, robotics, and data analytics.

4

## **Aging Workforce Diversity and Inclusion Efforts:**

Balancing the need for experienced professionals while fostering a diverse and inclusive workplace is essential for future growth.

Prospects highlights the underrepresentation in engineering, emphasising the need for greater diversity and inclusion to foster a workforce capable of addressing the sector's challenges. Efforts to encourage more women and underrepresented groups into engineering are crucial for the sector's sustainability and innovation

5

## **Geographic and Compliance Challenges:**

Location and regulatory knowledge can significantly impact project staffing.



# STRATEGIES FOR SUCCESS



HR recruiters in the civil engineering sector can effectively address key challenges and improve their recruitment and retention efforts with a 360 holistic approach.

Recommendations for improving talent acquisition from our Head of Operations, Mark Loughnane:

## **Leverage Technology for Recruitment:**

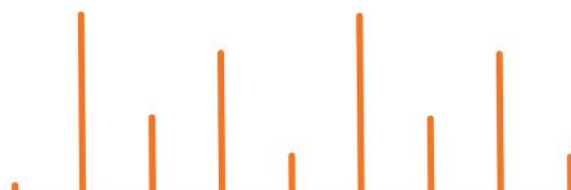
With the construction and engineering sectors increasingly adopting digital tools, HR should also leverage technology in recruitment processes. This includes using AI and data analytics for talent sourcing, applicant tracking systems for efficient processing, and digital platforms for engaging potential candidates.

## **Strengthen Employer Branding:**

To attract top talent in a competitive market, developing and promoting a robust employer brand is essential. Highlighting unique projects, sustainability efforts, and opportunities for professional development can set your company apart. Showcasing your commitment to diversity, equity, and inclusion (DEI) further broadens your appeal across diverse candidate pools. Additionally, conducting Employer Branding (EB) audits and benchmarking your efforts against competitors can provide valuable insights. This process helps identify areas of strength and opportunities for improvement, ensuring your employer branding remains competitive and resonant with your target talent demographics.

## **Develop Skills and Training Programs:**

Address the skills gap by offering continuous learning and development opportunities. This could include partnerships with educational institutions for upskilling programs, in-house training on new technologies, and professional development courses. By investing in your workforce's growth, you can not only attract but also retain talent.



# STRATEGIES FOR SUCCESS



## **Implement Flexible Work Arrangements:**

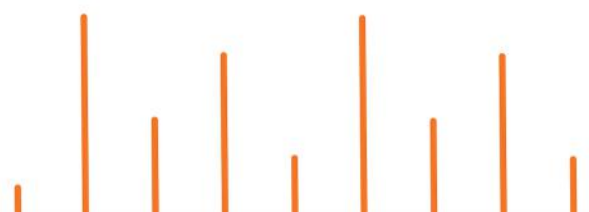
With 79% of survey respondents (Engineers Ireland survey) expecting a hybrid working model, offer flexible work arrangements where possible. This could include remote work options, flexible hours, and project-based work. Such arrangements can attract talent who value work-life balance and may also help in retaining employees who might otherwise seek more flexible opportunities elsewhere.

## **Focus on Inclusivity and Diversity:**

Actively work on making your recruitment process more inclusive by reaching out to underrepresented groups in engineering. Initiatives could include targeted internships, scholarships for women and minorities, and participation in events and conferences focused on diversity in engineering. Promoting a culture of inclusivity within the company can also enhance your employer brand and appeal to a wider talent pool.

## **Enhance Compensation and Benefits Packages:**

In light of rising wage rates in the construction sector, ensure your compensation packages are competitive. This goes beyond just salaries; consider offering comprehensive benefits, including health care, pension plans, and bonuses for project completions or exceptional performance. Transparent communication about compensation growth opportunities can also be a key differentiator.



# STRATEGIES FOR SUCCESS



## **Streamline the Hiring Process:**

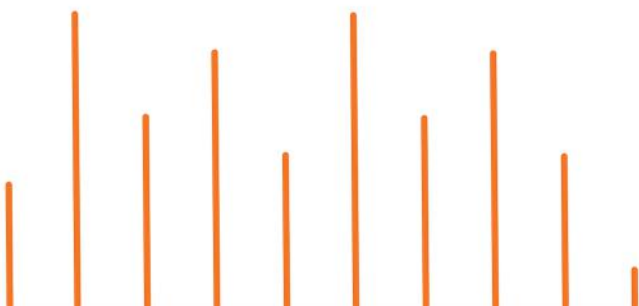
A lengthy and cumbersome hiring process can deter potential candidates. 84% of Engineering Ireland respondents stated jobs opportunities were plentiful. Streamline your recruitment process to make it as efficient and candidate-friendly as possible. This includes clear communication at every stage, timely feedback, and a simplified interview process. Leveraging technology can also aid in this aspect by automating certain steps and ensuring a smooth applicant experience.

## **Engage in Strategic Workforce Planning:**

Anticipate future skill needs based on project pipelines and industry trends. This proactive approach allows HR to identify potential skill shortages early and take steps to mitigate them, such as targeted recruitment campaigns or investing in employee training and development programs. Incorporate metrics like Employee Net Promoter Score (eNPS) surveys to identify key segments at risk of leaving, in addition to Attrition and Retention (A&R) reports. These metrics offer a quantitative basis to measure the effectiveness of workforce planning strategies, enabling continuous improvement and targeted interventions to retain critical talent.

## **Network and Community Engagement:**

Build relationships with educational institutions, professional associations, and online communities to tap into a broader talent pool. Participating in career fairs, hosting workshops, and engaging with potential candidates through social media and professional networks can increase your visibility among job seekers.



# OUR IMPACT: REAL SUCCESS STORIES



Leading brands are gaining a competitive edge with a dedicated recruiter working exclusively with their teams on Engineering placements.

Benefits to partnering with our exclusive recruiters.

## RYAN HANLEY

- Successfully placed 14 candidates with a 25% savings versus agency fees, targeting a niche skill set in a competitive market and ensuring a 5:1 CV to placement ratio.

Ryan Hanley is one of the foremost Civil and Structural Engineering Consultants in Ireland.

inhouse talent team saved 80+ recruiting hours per month

## GLAN AGUA

- Successfully placed 18 candidates in just 17 months, reaching out to over 8,000 passive candidates. We optimised their recruitment workflow across Ireland and the UK, achieving a 2:1 CV to interview ratio through strategic process improvements.

Glan Agua is a design, build and operation contractor that provides project solutions for the water and wastewater industry. Based in both Ireland and the UK, they are industry leaders in the water and wastewater sector.

inhouse talent team saved 80+ recruiting hours per month

## binnies

- Successfully placed 5 candidates for their UK operations. Managing the full recruitment process for candidates in the UK. Timeframe 3 months, 40 candidates submitted, 10 interviews, 5 placements across niche water wastewater / civil engineering design roles.

Binnies develop intelligent solutions using an award-winning integrated planning and design approach to deliver functional infrastructure since their foundation over 100 years ago

inhouse talent team saved 80+ recruiting hours each month



## PARTNER WITH US FOR RESULTS

### Experienced In-House Teams:

Our expert talent acquisition teams work closely with your HR department, offering end-to-end recruitment support that's both efficient and effective.

### On-Demand Resources:

Get access to essential resources exactly when you need them, ensuring your recruitment process is seamless and stress-free.

### Technical Expertise:

With specialist support in technical domains, we bring winning strategies and deep talent pools to help you scale your business effortlessly.

### Consultancy Reports:

Employer branding audits, Employee Net Promoter surveys & analysis reporting, Attrition & Retention (A&R)



Experience the difference of professional, efficient, and innovative recruitment solutions tailored to your unique needs.



## AWARD WINNING RECRUITMENT SOLUTIONS

Our flexible plans for on-demand talent acquisition support are designed to significantly lower your cost and time per hire, providing you with the competitive edge you need in today's market.

Book a complimentary consultation call with Rent a Recruiter's talent acquisition experts.

Our Partnership Objectives:

- ✓ Drive down your overall cost of talent acquisition.
- ✓ Reduce your team's time spent on recruitment duties.
- ✓ Increase the efficiency of your company's time-to-hire.
- ✓ Release the pressure points in your current recruitment model.



Experience the difference of professional, efficient, and innovative recruitment solutions tailored to your unique needs.

## Research links

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- <https://www.engineersireland.ie/LinkClick.aspx?fileticket=G6H7BWK8zTE%3d&portalid=0&resourceView=1>
- <https://www2.deloitte.com/us/en/insights/industry/engineering-and-construction/engineering-and-construction-industry-outlook.html>
- <https://www.asce.org/publications-and-news/civil-engineering-source/civil-engineering-magazine/issues/magazine-issue/article/2022/09/civil-engineers-declining-numbers-and-increasing-need/>
- <https://kpmg.com/au/en/home/insights/2023/06/global-construction-survey-trends-2023.html>
- <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/engineering-and-manufacturing/the-biggest-challenges-facing-the-engineering-sector>

## Strategies:

- <https://kpmg.com/au/en/home/insights/2023/06/global-construction-survey-trends-2023.html>
- <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/engineering-and-manufacturing/the-biggest-challenges-facing-the-engineering-sector>
- <https://www.asce.org/publications-and-news/civil-engineering-source/civil-engineering-magazine/issues/magazine-issue/article/2022/09/civil-engineers-declining-numbers-and-increasing-need/>
- <https://www.asme.org/topics-resources/content/6-top-challenges-facing-engineering-firms-in-2023>
- <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/engineering-and-manufacturing/the-biggest-challenges-facing-the-engineering-sector>
- <https://www2.deloitte.com/us/en/insights/industry/engineering-and-construction/engineering-and-construction-industry-outlook.html>
- <https://www.asme.org/topics-resources/content/6-top-challenges-facing-engineering-firms-in-2023>
- <https://kpmg.com/au/en/home/insights/2023/06/global-construction-survey-trends-2023.html>
- <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/engineering-and-manufacturing/the-biggest-challenges-facing-the-engineering-sector>

# Thank You.

Contact our team today for professional recruitment support.

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