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# Career opportunities

## Why is this important?

It is widely believed that there is a major skills shortage within the construction industry that is only going to worsen given the current age profile and recruitment rates. It is thought that part of the reason for this is a lack of understanding of the roles available and the benefits that the industry can provide. An increase in the promotion of the career opportunities within the construction industry to the wider public and school children in particular is hoped to overcome this skills shortage and increase recruitment rates within the industry.

## What should we be doing?

Sites should be aiming to promote, in a variety of methods, the benefits and opportunities that the industry can provide. Awareness of the different roles available, both on and off site, to men and women should be highlighted, as well as information on how to find vacancies within the industry, whether this be within your company or in the industry as a whole.



## Suggested activities

### Basic

- GoConstruct 'Myth buster' posters and signage
- 'Spot the Job' / skills posters clearly displayed
- Promotion of workforce wellbeing initiatives e.g. Construction Industry Helpline, etc.

### Best practice

- Company specific signage in place, with links to the company's HR department
- Real-life examples of site personnel and their route into the industry, e.g. *This is Nick. Nick graduated from the University of Portsmouth with a degree in Civil Engineering, he joined us as an Assistant Construction Manager but has recently moved into a different role of Project Manager*
- Advertisement of 'Career Days' – mock interviews, reviewing CV's, exposure to different job roles etc.
- Promotion of relevant campaigns i.e. National Women in Engineering Day
- Provide and display placement/apprenticeship opportunities
- Promotion of CIOB 'Craft your Future'
- Promote/advertise career opportunities in the industry

### Leading edge

- Media Screen usage – live feeds of site, live job vacancies, regularly updated links
- Go Construct website advertised
- Promotion of collaboration with charities/foundations that get young/disadvantaged people into the industry e.g. Prince's Trust, Barnardos, Dallaglio Foundation
- Display the availability of 'Career Ambassadors' – members of the project team who actively promote careers in the industry, attend fairs, run initiatives and competitions with local schools etc.
- Virtual interaction using video tours/live images of what's happening on or with the site.

For more information, please visit the Scheme's Best Practice Hub and search for 'career opportunities'.