



How to Avoid the **5 BIG Mistakes**

Hiring Managers Make in the Construction and
Building Materials Industries

Whether you are a Materials Manufacturer or a Commercial Contractor, hiring decisions that result in poor leads or bad hires can crush a firm's time and resources. Below are the 5 BIG mistakes hiring managers need to avoid during the recruiting and hiring processes.



1. Unclear Job Descriptions

Whether a firm's open positions are posted on its website, LinkedIn, Indeed, or any other online job marketplace, we've seen countless examples of positions listed with unclear job descriptions.

An unclear job description can spell disaster in two ways: It can lead to an influx of candidates that are either unqualified for the position you're trying to fill or unsure of what the job requirements and expectations will be. This can seriously slow down your interview process.

It can result in zero candidates submitting resumes to fill the position, leaving you guessing on what move to make next. For these reasons, it's important to take your time in the process of creating a stellar listing that includes the job title, name and description of the firm, clear requirements, duties, and expectations of the position, salary details (if you desire), and instructions on how to submit an application.

2. Rigid Requirements

Along with creating unclear job descriptions in listings, another BIG mistake that we see hiring managers in various construction industries make is having unrealistic demands.

It goes without saying that it's important to be selective in the hiring process, but hiring managers would benefit from balancing desires with realistic expectations. Filling job postings with unbelievable demands (decades of experience, multiple university degrees, language fluencies) and carrying those demands into the interview process can cripple a company's ability to hire.

Instead of dwelling on rigid expectations, it is wise to focus on candidates' actual qualifications. Focus on determining the right candidate for the job among the pool of interviewees, rather than chasing the elusive "perfect-fit".



3. Not Preparing for the Interview

Think about how job candidates are expected to prepare for an interview. Conventional expectations include professional attire, being on-time (early!), having a resume on hand, being polite, researching questions to ask, and the list goes on and on.

In the same way, in order to effectively screen candidates, represent the company, and ultimately choose the best person for the job, staff involved in the hiring process need to be adequately prepared.

Interview prep covers a wide range of factors, including basics like knowing what the job is, what skills are required and being on time to more systems based adjustments like having a set of standardized questions in order to have a clear picture of how each candidate compares to others.

4. Not Selling The Job

All construction industries are highly competitive, whether we're talking about civil or commercial construction, the building products industry, heavy highway, residential, and beyond.

We see many hiring managers making a dangerous assumption that because they have an amazing company that every candidate is desperate for the position. The truth is, even in recessions or lows in the market, the types of candidates that you want to hire are likely being pursued by other firms and recruiters.

With this in mind, it's critical to "sell the job" to the candidate that you want, in order to not lose the person to competition.



5. Not Understanding The Law of Supply and Demand in Hiring

Last but not least, hiring managers in these industries must understand the law of supply and demand in the hiring process.

As mentioned above, the market is very competitive with fewer candidates and more open positions; Candidates are getting hired quickly. Therefore, while it is important to not rush the hiring process, there is no excuse for unresponsiveness to candidates.

Always be sure to follow up with calls, respond to emails promptly, and keep candidates in the loop as the hiring process continues.

If you need assistance with human resources, the Definitive Search Partners team has the experience to bring your firm the most qualified candidates for all of your hiring needs. We take pride in knowing who your customers are and how your business is run.

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