

RECRUITING WITH A MARKETING MINDSET

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Let's start at the beginning – who is AKS?

- Locally owned consulting engineering firm
- 21 years
- LLC with flat organizational structure
- Currently 210 people in 4 offices



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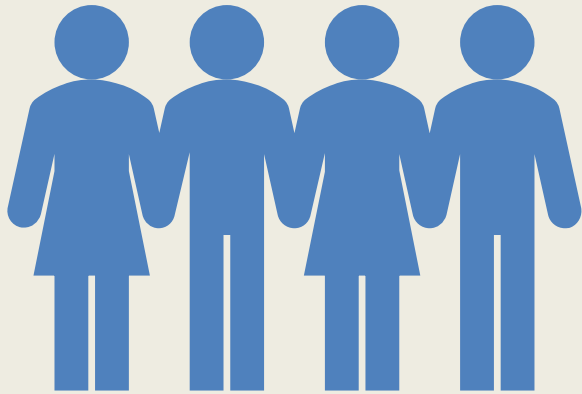
FORESTRY & FOREST
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The mindset: Everything is marketing

- *How the phone is answered*
- *How you sell your services*
- *How you develop your brand*
- *How responsive and helpful your website is*
- *How you take care of clients and produce*
- *How quickly you return phone calls and emails*
- *How you portray yourself to potential employees*
- *How you support your employees and interact with them*
- *How happy your employees are*

How did we get here?



- Recognized one person cannot do HR alone – “it takes a village”
- Evaluated needs
- Small diverse team meets to strategize recruiting events
- Hired outside recruiters to help
- Adjusted marketing role to include recruiting and onboarding

Our approach to recruiting

Considered recruiting from marketing perspective:

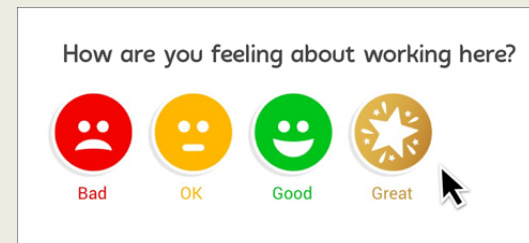
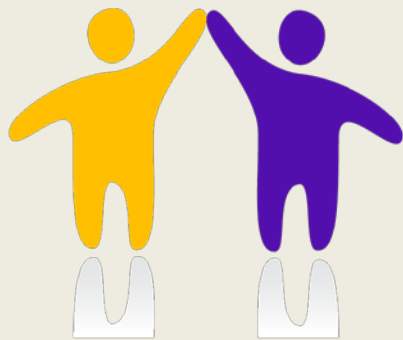
- *where should we be advertising?*
- *where are our future employees right now and how do we reach them?*
- *how do we better portray ourselves to potential employees?*



Our approach to onboarding

Revised our process to enhance the experience

- *How easily can potential employees find accurate information on AKS*
- *Are we being responsive to questions?*
- *What do employees need to know before they start?*



Words of advice to HR

- Immerse yourself in understanding what the company does
- Think outside the box – maybe it is time to do things differently
- What skills/expertise do you need from others? Ask for help.

Words of advice to Marketing

- Immerse yourself in understanding the business side
- Think about HR from a marketing perspective as if (potential) employees are customers – how could you help?
- Think about your firm's online presence from the recruiting side. Are you telling the whole story?

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