



How Team Fishel grew candidate volume by 20% YOY in a hard-to-fill industry

The construction industry is one of the fastest growing industries, and Team Fishel is keeping pace. As business is booming, there is a greater need for more staff. However, in a tight construction labor market—along with an aging workforce, and a gender and skilled labor gap—it’s a challenge to both find and attract the right candidates. In order to keep up with talent demand, Team Fishel needed to reposition their employer brand for a younger demographic—a demographic that’s primarily on social media.

“Whereas many are losing candidate pool, we have not only maintained but increased our volume of candidate applications due to the consistent social media visibility provided by CareerArc.”

JON THURMOND
MID-ATLANTIC REGIONAL HUMAN RESOURCES MANAGER
TEAM FISHEL

To effectively hire at scale and bolster their employer brand, Team Fishel turned to CareerArc. Through the partnership, the hours that the company spent manually social recruiting decreased by 88%, and together they were able to tell a better story about building a career in construction.

About Team Fishel

- Team Fishel is a family-owned provider of utility construction and network installation services since 1936
- Offices in 13 states and nearly 2,500 highly-skilled teammates
- Headquartered in Columbus, Ohio
- @TeamFishelJobs

Goals

- Scale existing social recruiting program to meet higher demands
- Increase number of applicants in hard-to-fill job market
- Strengthen employer brand story

Approach

- Partnered with CareerArc to distribute jobs across all social media channels
- Leveraged social recruiting to reach younger demographic for entry-level positions
- Turned employees into employer brand ambassadors



Scaling social recruiting with CareerArc

Prior to CareerArc, Team Fishel’s approach to social recruiting was labor- and time-intensive. Essentially a one-man operation, sharing job openings on social media was a manual process that involved posting each unique job link individually on Facebook and Twitter. In addition, without a corporate strategy, marketing those opportunities lacked brand consistency. By automatically and systematically distributing all open jobs across multiple social media channels, CareerArc streamlined both the production and messaging of their social recruiting posts.



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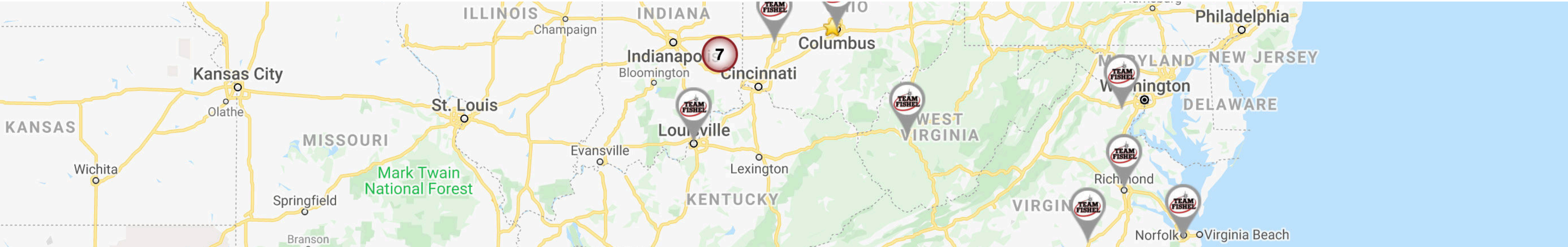
“I think consistency is probably one of the best things that came out of it,” says Thurmond. “Consistency in the messaging, consistency in the look and feel—consistency across all of our social media channels. This level of professionalism in brand experience—especially in an industry such as ours—sets us apart.” Another tool that provided more cutting edge functionality was the CareerArc Job Map. Having a visual representation of all available jobs by location made it easy for job seekers to realize their options and further differentiated Team Fishel from their competitors.

Beating the odds with strong employer branding

Just as its name implies, Team Fishel has always built on the foundation of its teammates. So in order to usher in a new generation of their workforce, they needed to shine a light on their culture of developing talent from within. One way that they did this was by posting video testimonials on social media that showcased real employees who came into Team Fishel and built their career from the ground up. In a video titled “Your Future,” individual stories of teammates who started out as laborers and grew into leaders of the company emphasized the entrepreneurial spirit within the company.

By sharing real employee stories that showcase values such as career development and growth, Team Fishel was able to strategically amplify their employer brand to their target talent pool—entry-level job seekers. Having an entry-level pipeline was also part of a retention strategy that ensured the long-term success of new Team Fishel members. By bringing people in at the very beginning of their career, the company was able to train members the Team Fishel way without having to spend time and money undoing any habits that they may have picked up elsewhere.





Employee pride as a priceless achievement

In an industry where the talent pool is getting tighter and tighter, Team Fishel’s number of applicants has actually increased 20% YOY. This quarter, they are experiencing the highest volume of candidate application activity for any first quarter that they’ve ever tracked.

Even more than the numbers though, Team Fishel has gained an invaluable outcome from their employer branding efforts, and that is instilling a sense of pride in their employees. From liking and sharing company social media posts on their personal platforms to volunteering to be featured at company events, more and more employees are proud of the story that Team Fishel is telling and are excited to engage with it. “Just a few years ago, there was no social media culture at Team Fishel. Today, people like having their picture taken and they like being mentioned,” says Thurmond. “Now it’s, ‘Hey, look at what my company is doing, and I’m part of that company.’”

An employer brand for the future workforce

Since beginning their social recruiting program, Team Fishel has quadrupled their revenue and increased their workforce by 47% to match. Beyond supporting this record growth, Team Fishel’s partnership with CareerArc has enabled the company to strategically engage with young, ambitious talent on social media. As the demographics of the company continue to change, Team Fishel is committed to telling its future workforce a compelling story that positions their industry as a profitable career choice and cements their company as the place to start.

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About CareerArc

CareerArc is the only social recruiting platform designed for talent acquisition teams. We help the world’s largest, most exciting brands attract and hire top talent on social media.

For more information on how CareerArc can enhance your employer brand and extend your social reach, contact us to schedule a demo.

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