

SVTC



Silicon Valley Transit Consultants

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MENTOR PROTEGE' WORKSHOP SERIES

TALENT ACQUISITION AND CANDIDATE EXPERIENCE

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ZOOM WORKSHOP TOPIC #1



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This presentation is being recorded.

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Talent acquisition 101



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1

Talent availability in North America

2

Defining your employer brand

3

Identifying talent

4

Interviewing and candidate management

House rules

1

**Please ask
questions**

2

Parking lot

3

**Keep it
general**



**How do you
recruit?**

Availability of talent

Despite COVID, unemployment remains low in civil

1

<1%

Approximate unemployment of civil in the US

2

303,500

Total population of civil engineers in the US

3

329,200

Current jobs in the market for civil engineers

4

\$87,060

Median salary of a civil engineer in the US

Availability of talent – California

Civil engineering example

1

70,000+ in CA

Over 70,000 people who identify as working in the civil engineering industry.

2

Mobility of talent

Out of the population, 10% changed jobs within the last 12 months.

3

Demand

The hiring demand for civil engineers is and continues to be incredibly high.

4

Open to opportunities

As of this morning, over 4,000+ of this pool is 'open to new opportunities' on LinkedIn.

5

Gender split

People who identify as female only represent 30% of civil engineers in California.

Future availability of talent

It's not going to get any easier

1

**Significant
increase in
demand**

2

**139,300
extra jobs
by 2026**

3

**23% of
extra jobs
in civil**

Defining your employee brand

What is most important to candidates?

Civil engineers in California

1

Good work-life balance

3

Convenient commute

5

Colleagues and culture that inspire

7

Purposeful mission

9

Challenging work

2

Comp and benefits

4

Flexible work arrangement

6

Job security

8

Open and effective management

10

Influence over tasks and priorities

Our values



progress



respect



integrity



drive



excellence

Some ideas for defining your brand

Employer brand is different to the company's objective

1

Pay and
benefits

3

Innovative
technology

5

Career
trajectory

7

Diversity

9

Recognition
to staff and
awards

2

Learning and
development

4

Exciting
projects

6

Shared
values

8

Best in class
recruitment

10

Communicate
it

Social media

1

Encourage your current employees to review your company on Glassdoor

2

Have a LinkedIn Company site, nothing too detailed but an overview of you

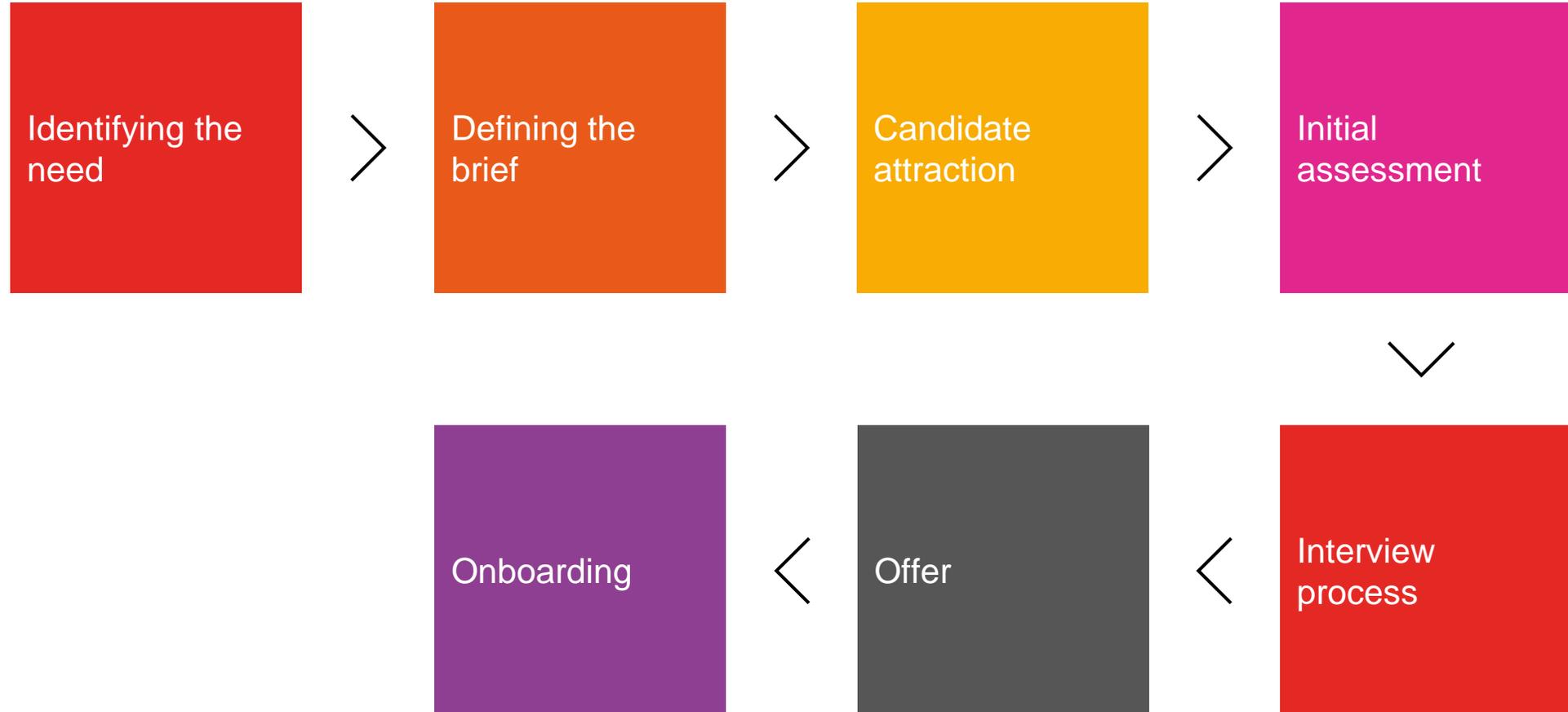
3

70% of candidates will visit LinkedIn, Facebook or Glassdoor during the interview process

All these sites will enable your brand in the market, but not define your brand

A simple recruitment process

Simple, but effective



Hold yourself accountable

The rule of three



Defining the brief

Effective advertisements

Split the brief into three parts – the job profile, the responsibilities and the requirements

The requirements are the easiest area to write. What must the individual have to be successful in the role?

Do not be too prescriptive on the needs of the role. If it's not a must have, do not include it as a must have.

Be straight to the point and use bullet points.

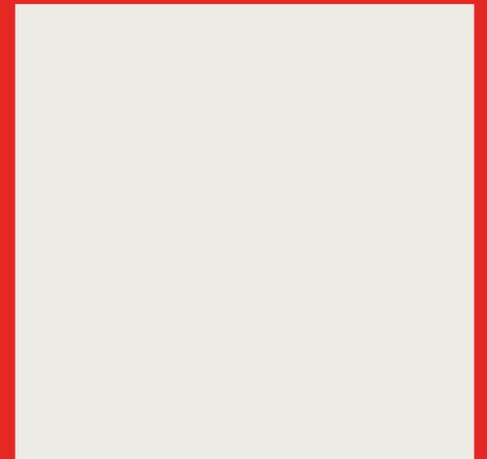
Responsibilities vs job profile

The responsibilities should describe what the individual will do day to day.

What kind of projects they'll work on, who they'll work with, what they're tasked with and, most importantly, what they're accountable for.

A job profile is an opportunity to showcase your brand. Discuss the company, history, future, benefits, what sets you apart, etc.

Sell your story.



Identifying talent

1

Your own network

Utilize your own connections to identify the talent. Keep a track of who you've met at conferences, bumped into at a networking event or just in your personal circle.

2

Employee referrals

Develop a culture where your current employees are your recruiters. Reward them with incentives like a bonus, ½ personal day or even a Peloton.

3

LinkedIn

Ensure you have your own brand defined on LinkedIn. Create a profile that represents you and ensure you connect with relevant people. Send 'personalized messages' if you don't have Recruiter.

4

Career fairs

Identify one College which is your go to for recruiting early career professionals. Build relationships with the employment services and professors to be aware of events and opportunities.

5

Professional / diversity networks

Organizations like NSBE and WTS host phenomenal events throughout the year. Use these as an opportunity to fill your upcoming vacancies.

An interview process is
a two-way street

Assessment

Sell the
opportunity

Introductions

1

Yourselves

2

The role

3

**Company &
responsibilities**

Assessment of a candidate

1

Technical ability

2

Communication

3

Team/culture fit

4

Unique skills to the position

Sell the opportunity

1.

What does your company stand for? Do you have shared values and vision?

2.

If they mentioned progression, does that align with your company?

3.

Relay things that are important. If there's work-life balance, say it.

Effective candidate management is not just at the offer stage, but starts right at the beginning. Understand package expectations from day one.

Provide feedback in a timely manner. Keep them updated on the progress and whether there are any delays or changes.

Ensure honest and open dialogue throughout.

Keep in touch with silver medallists for the future. Ensure you have parted amicably to identify potential, future opportunities.

Any questions?



Thank you



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MENTOR PROTEGE' WORKSHOP SERIES

NEXT WORKSHOP

DIGITAL DELIVERY

THURSDAY, MAY 6, 2021



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