

# THE MANUFACTURING INSTITUTE

## SOLUTION SERIES: RECRUITMENT WORKSHOP

### Context

The **labor market continues to be tight** with only 66.1 people looking for work for every 100 postings<sup>1</sup>. Facing significant competition for talent, manufacturers have taken creative approaches to recruitment.

The MI convened manufacturing leaders in March 2023 to examine key recruitment challenges and devise effective solutions. For most manufacturers, the most complex challenges in the recruitment process are designing an effective brand messaging strategy that clearly communicates company culture and the role expectations, followed by streamlining the job application process.

Through facilitating discussions with workshop participants, the MI analyzed top challenges, identified root causes, guided problem-solving discussion and outlined a roadmap to improve recruitment processes. To assist other manufacturers, the MI recommends the following roadmap for more effective recruitment.

### Top 10 Solutions

1. **Culture matters.** Define your company's culture by specifying your mission and values. Build your job descriptions with a focus on your [culture](#), [environment](#) and commitment to workplace safety.
2. **Widen your talent pipelines** by reaching out to untapped populations like [women](#), [veterans](#), [justice-impacted individuals](#) and [refugees](#). Consider participating in earn-while-you-learn training programs like [FAME USA](#) to develop the high-skilled talent you need.
3. **Define clear roles for the recruitment process** including ownership and decision rights. Remember, for the recruitment process, the goal is to market the position.
4. **Utilize gig workers.** While most people want to work 40-hour weeks, there are significant pockets of talent at either end of the spectrum – people who want to work 80-hour work weeks or 25 or even 5. One solution is [Veryable](#), an app that connects gig workers to manufacturing jobs.
5. **Speed matters when it comes to hiring.** A third of job seekers say they've dropped out of the hiring process because it took too long. Improve your own processes or consider working with entities like, [FactoryFix](#) which offers nonstop job promotion across the internet, AI-powered text messaging and screening, and 700K+ manufacturing candidates.
6. **Standardize job titles** to reduce confusion for both applicants and internal teams. Consider what titles would be the most marketable to the ideal jobseeker.
7. **Job postings are advertisements.** Job descriptions can be optimized by keeping content concise and mobile-friendly, making the description interesting instead of overwhelming and including key words the ideal jobseeker would use to find their next job.
8. **Use videos to communicate what the job entails**, instead of text, to capture the ideal jobseeker's attention. This format can showcase current employee testimonials, working environments and the variety of work available.
9. **Screen in, not out.** Make the application process easier and faster for jobseekers by limiting screening questions. Test how long your application process takes. Three minutes is a great goal. Save in-depth questions for the phone screen and interview.
10. **Build a stronger brand for your company by celebrating manufacturers.** Share stories of families who have generationally worked in manufacturing. Have signing days for interns. Participate in [MFG Day](#) each year. Host [summer interns](#). Nominate female manufacturing leaders for recognition for a [Women MAKE America Award](#).

Want a deeper dive? Check out our [full recap](#).

---

<sup>1</sup> [Job Openings and Labor Turnover Survey](#). Bureau of Labor Statistics. September 2023.

