

performance engineering

OPPORTUNITY

Attracting, engaging and converting top candidates can be a challenge in any industry, but civil engineering firms find it particularly difficult to hire and retain skilled workers.

Despite their recent selection as a 2024 “Best Firms To Work For” award in the architecture, engineering and construction category, longtime Kinetik client Performance Engineering in Billings, Montana, is no exception.

While hiring and retaining qualified engineers always presents a challenge, the recent boom in infrastructure projects, coupled with historically low unemployment rates and changing demographics, has made the situation even worse.

“We’re dedicated to creating a workplace where our talented team can thrive and grow as individuals and professionals. We truly care about our people, knowing that their well-being, personal growth and expertise drive our collective success.”

Scott Aspenlieder, Co-Founder and Principal
Performance Engineering

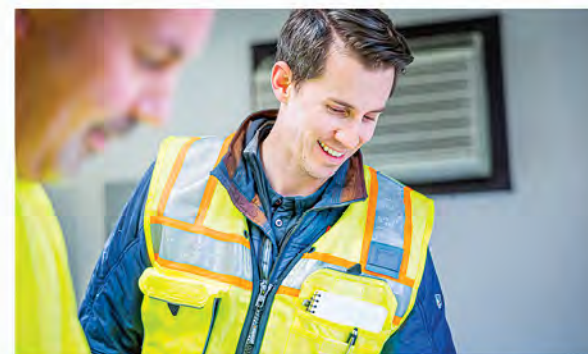
ACTIONS

In 2024, Kinetik worked with Performance Engineering to develop a comprehensive recruitment marketing strategy to help capitalize on the momentum created by the national award noted above and their move into a brand-new building.

This strategy featured a heavy digital marketing component to tap into the national applicant pool and put Performance Engineering on the map, showcasing its exceptional company culture. We started at the foundation by optimizing the home and careers pages on their website. From previous projects, we had high-quality photos to support the digital recruitment campaign.

Next, we strengthened their social media presence with a particular focus on company culture. We optimized their LinkedIn page and monthly organic content across platforms to attract local and national talent.

In addition to traditional channels, we created a Handshake business account and page. Handshake is an online platform that helps employers recruit recent graduates and college students for internships and jobs. They offer mobile-first content sharing and brand-building opportunities with the largest network of responsive, active and diverse Gen Z talent in the U.S.



VISIT THE GALLERY >>>



HANDOUTS



CAREER FAIR COLLATERAL



Other tactics included:

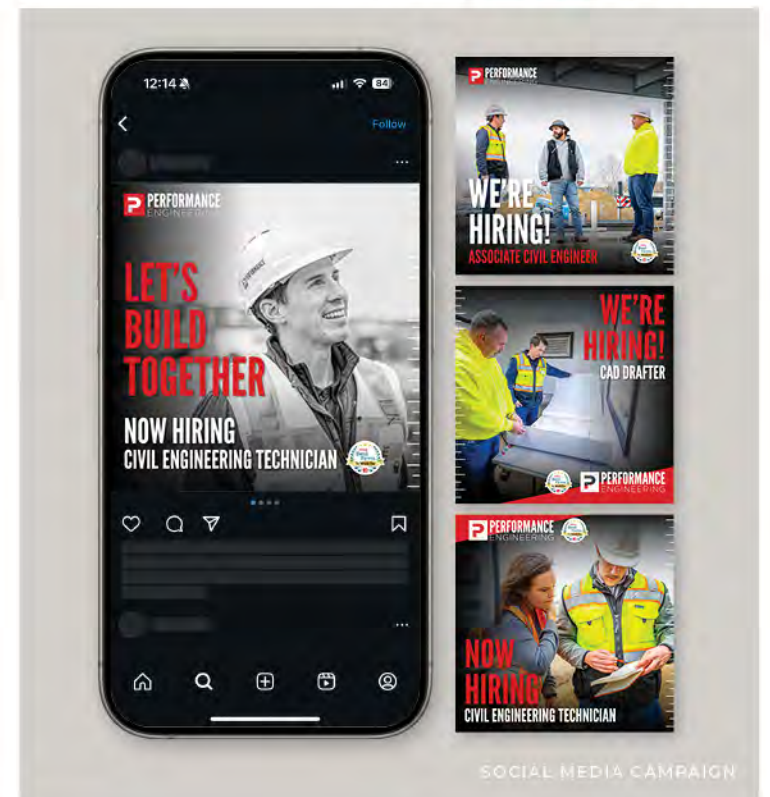
- A geo-fenced digital career fair paid social campaign
- Sponsored job posts on LinkedIn, Indeed and industry-specific job boards
- Direct outreach to target universities and college student career centers
- In-person and virtual recruiting events

RESULTS

To date, Performance Engineering has fielded 379 applications and successfully filled two niche positions in a challenging labor market. The digital recruitment campaign is ongoing and they currently have just one open position to fill for an Associate Civil Engineer.

We found that Handshake produced the best result of any channel. It enabled Kinetic to precisely target the engineering universities and colleges that best aligned with Performance Engineering's ideal new-hire, including the degrees students were pursuing and graduating with for specific time frames.

BANNER UPS



SOCIAL MEDIA CAMPAIGN