

Adecco

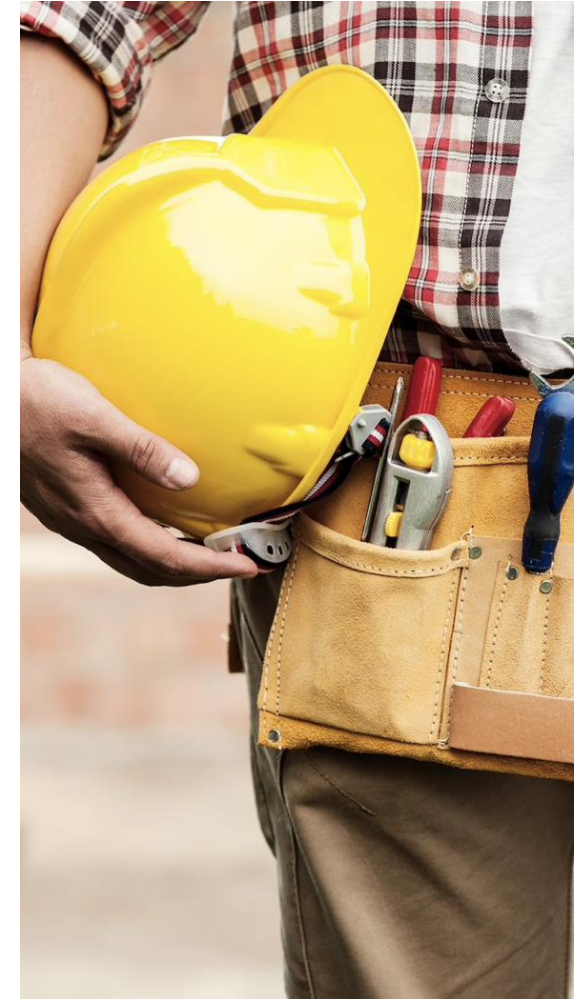
EMPLOYER BRANDING IN CONSTRUCTION

Luka Peter Medved & Mirela Kurt
Adecco Slovenija



Market overview

- Slovenia has a very low **unemployment rate of 4.1%**
- **Market is hit by 3 megatrends** - digitalization, automation and sustainability
- Talent Market is flooded with **Generation Y** (born between 1980 and 2000)
- High intensity in **rebuilding companies after Covid-19.**
- The number of registered legal entities (Construction Industry) with standard activity is 21,765 representing a **10.9% share of the Slovenian economy**, excluding public administration



**What is an
employer brand?**



Why Does Your Employer Brand Matter?



Recruiting



Workforce Retention



Employee Referrals

Building Your Employer Brand

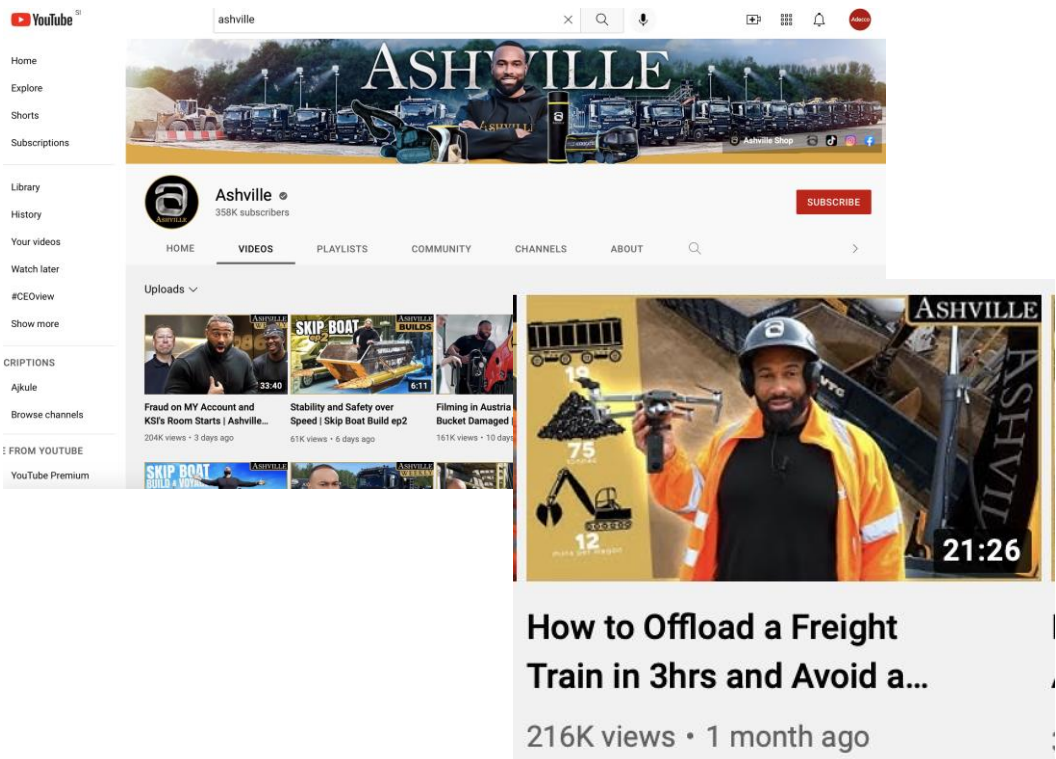
Reinforcing your employer brand by:

- Creating creative job ads with EVP
- Proactively responding to every candidates
- Offering benefits that attract construction employees




Tips to improve Employer Branding in Construction

Invest in Video Content




<https://www.youtube.com/watch?v=-ssYPlxsom0>

Connect Your Content to an ESG




Environmental

Greenhouse gas emissions	Water consumption	Waste management	Resource management
Mineral extraction	Materials	Resource efficiency	Recycling



Social

Diversity and social inclusion	Health and well-being	Legacy planning
Community impact and integration	Education and skills	Emergency response planning



Governance

Strategies	Policies	Constitution of governing body	Procurement
Sales	Supply chain management	Stakeholder engagement	Diversity, equality, and ethics

STUDY CASE

Adecco

X

yapi merkezi

Attracting talent

Postanite del enega največjih gradbenih projektov v Sloveniji

Gradimo drugi tir - Sodobno, hitro in okolju prijazno železniško progo
Divača-Koper, ki je sestavni del vseevropskega omrežja za transport

Prosta delovna mesta



O podjetju Yapi Merkezi

Svetovno znana blagovna znamka Yapi Merkezi realizira projekte univerzalnih dimenzij, pri izvedbi projektov pa je odločna, inovativna in vedno zanesljiva. Podjetje svoje dejavnosti na področju inženiringa, projektiranja, proizvodnje in gradnje uresničuje tako, da prinaša dodano vrednost in napredek svetovni civilizaciji. Z vlaganjem v človeške vire, znanje, tehnologijo ter nove sisteme upravljanja, zagotavlja kakovostno storitev in dosega spoštovanje po vsem svetu.

Gradnja drugega tira železniške proge Divača-Koper bo sodobna, hitra in varna. Celoten projekt bo predstavljal primer dobre prakse in enega

yapi merkezi



<https://www.adecco.si/drugi-tir/>

Adecco Slovenija
Sponzorirano ·

Turško podjetje Yapi Merkezi, ki se je v lanskem letu zavihtelo na 78. mesto na najprestižnejši mednarodni lestvici »Top ... Prikaži več

Delavec v predorih (m/ž)

OBRAZEC V FACEBOOKU
Postanite del izjemnega projekta v Sloveniji! **Prijavi se**

Všeč mi je Komentiraj Deli z drugimi

Today, people are the most effective Marketing channel of your Brand.

The team

About us

Long story short, we've got more than 22 years' experience in the recruiting game in Slovenia. In that time, we've merged, acquired, and grown our way to becoming a global staffing leader.

The name "Adecco" itself actually came about in 1996 when two of the world's top staffing firms, Adia and Ecco, merged. And while we appreciate our history, we're much more focused on the future – ours and yours ...



Luka Peter Medved

Country Sales Manager

+386 (0) 51 232 599

luka.medved@adecco.si



Mirela Kurt

Head of Permanent
Placement

+ 386 (0)31 855 461

mirela.kurt@adecco.si