

When Turnover is the Pain, Ease it with Online Tools

– Iowa bridge subcontractor finds quality employees online –

Working as a subcontractor on the majority of its bridge construction jobs, Dormark Construction knows first-hand the pains of high employee turnover.

“We dip in and out of jobs,” said Jim Bayse, vice president of Dormark Construction, a Certified Disadvantage Business Enterprise company headquartered in Grimes, Iowa. “As a result we have a constant need for new employees.”

Dormark works in eight Midwestern states and employs up to 70 people during peak season. The construction company specializes in steel reinforcement, joint sealing, and barrier-rail and retaining-wall construction. They’ve been asked to bid on jobs as far away as Wyoming. As such, finding employees willing to travel or those who are located within the region of their jobs can be a challenge.

According to Bayse, most of Dormark’s open position applicants walk in to the Iowa headquarters, which works well for their local labor positions. When hunting for employees who can be away from home for longer periods or for more experienced employees, such as those with a CDL license or those trained in slip-form barrier rail construction, the company needs a more concerted effort.

Rather than turn to the newspaper for job postings, Bayse has recently taken a new route to increase both the quality and quantity of applications. He’s found AGCiajobs.com to be the best solution for finding quickly the most suitable applicants.

“With AGCiajobs.com we simply get more results,” said Bayse.

Bayse attributes much of the success of AGCiajobs.com postings on the people behind the site who helped him get his posting “just right” in order to ensure the most suitable applicants. He’s pleased that more than ten percent of applicants who view his job postings eventually apply, evidence that his postings are accurate and compelling, attracting the right applicants.

“Advertising online just can’t compare to the newspaper,” said Bayse. “You spend your money for a week in the paper and get two – maybe three – applications. On AGCiajobs.com, we’d see five times that many applicants in the first week.”

Bayse admits to having to weather a bit of a learning curve when transitioning to an online job search, but again attributes AGCiajobs.com’s human component with making it as easy as possible.

“The people behind AGCiajobs.com are really committed to getting you up to speed and to finding you quality employees quickly,” said Bayse.