

Solar Farm Construction & Maintenance Talent



North America

Business Issue

An American manufacturer of solar panels and provider of utility scale PV power plants was struggling to identify talent to help them with the construction and maintenance of their solar farms located in some of the most remote areas throughout Arizona, Nevada, and Southern California. The company was finding it difficult to not only identify the experienced talent needed, but also to retain them. The cost to identify, train, and employ became a sincere issue as their own recruiting team found themselves constantly sourcing the same talent, preventing them from focusing on other pressing opportunities needing to be filled as well.

Solution

Manpower Engineering deployed a team of senior recruiters with backgrounds recruiting in the renewable energy space. The team began by understanding the different geographies, closest cities, transportation, and, ultimately, salaries that would be necessary to attract the talent our client was looking for. Ideas such as per diem pay, referral bonuses, and retention bonuses all assisted in making the opportunity more attractive. Furthermore, the team tapped into their own current clientele and learned of an organization that was going through downsizing with many finding themselves abruptly unemployed.

Results

Within a 6-month timeframe, Manpower Engineering successfully placed 10 Field Service Technicians relieving not only the Human Resources Team, but also business demands stemming from the field by not having this talent. Our client realized the value of this first success and since then, the partnership has grown into many other corporate and field-related engineering opportunities.

