



CONFRONTING THE HIRING & RECRUITING CHALLENGE: THE ROLE MARKETING CAN PLAY

Peter Troast, Founder & CEO

Energy Circle Webinar Series

June 16, 2021



The Components Every Heat Pump Landing Page Should Have



By Emily Silverman | June 9, 2021

Heat pump popularity is growing fast! Is your website ready to capitalize on the demand? Set yourself up for success by following Energy Circle's step-by-step guide to creating a long-form heat pump landing page that captures leads.

A long-form heat pump landing page is the workhorse of your website. When structured correctly, it will attract organic traffic, provide users with helpful, relevant information, and most importantly, capture leads. In the infographic below we detail the essential components of a high-performing heat pump landing page.

8 Components Every Heat Pump Landing Page Should Have

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A long-form heat pump landing page is the workhorse of your website. When structured correctly, it will attract organic traffic, provide users with helpful, relevant information, and most importantly, capture leads. Here are the components of a successful heat pump landing page:

Relevance
This section is often referred to as the hero. It should feature a high-quality image and a clear, compelling headline that lets users know they're in the right place and makes them want to keep reading.

Call to Action (CTA)
Every landing page should have a prominently displayed call to action. Provide a specific, compelling reason why users should contact you, and make it easy for them to do so.

Upcoming Webinars

~~June 2 - Marketing Electrification: How to Target the Anti-Fossil Fuel Audience~~

~~June 9 - Update from Washington on Hope for Homes Legislation with Kara Saul-Rinaldi~~

June 16 - Overcoming the Hiring Challenge: The Role Marketing Can Play

June 23 - Healthy Homes Post-COVID: Did Anything Change?

June 30 - How the New Apple iOS Privacy Update May Impact Marketing



What We'll Discuss

- 1 DOES YOUR WEBSITE TELL A COMPELLING STORY?**
- 2 ELEMENTS OF A KILLER CAREERS PAGE**
- 3 MARKETING TACTICS TO SUPPORT RECRUITING**
- 4 SHOULD YOU USE APPLICANT TRACKING OR RECRUITING MANAGEMENT SOFTWARE?**





DOES YOUR WEBSITE TELL A COMPELLING STORY?

(aka serve the prospective employee audience)

Who is Your Website For? (Personas)

Ideal Employee Profile

Gamer Gabe

Overall Goal: A better job: increased pay, more stable company culture, a clearer career path, a more challenging/interesting da.
Level of experience: Mechanically adept (been fixed old cars since he was 16) but little direct experience with HVAC.
What he wants: A path to a better career without taking on the expense of and debt of college. A job that separates him from the typical trades—something more advanced and atypical.

Age: 25

Current Job: Carpenter

Location: Rural town

Personality: Nerdy, smart and practical. Prides himself on his raw instincts for technical things. He crushes at almost all video games.

Personal life: Everything outdoors: hunting, fishing, snowmobiling, skiing. Likes being the guy in his friends group with the best income/ most money.



Buyer Personas

Last-home William

Overall Goal: Envisions a dream home in a beautiful location where he and his spouse can spend their retirement years living well, at low operational cost.
Level of knowledge: High, but willing to take new input. He has read as much as he can and understands the basic parameters. It's not his first time working with contractors or building a new home. If he trusts you, he'll listen and learn.
Informational Sources: Economist, local paper, reference books, trusted friends and family members, sometimes a blog or email newsletter.
What he wants: A great overall result. Executive decision-making power. A source of pride and a site for family reunions, now including grandkids. Freedom from high monthly bills. The ability to enjoy retirement, travel.
Motivation for efficiency: It's a soft investment. He knows it may not pay off entirely in his own lifetime, but he can afford it. The concept of home.



Age: 62

Profession: Doctor

Location: Suburbs or somewhat rural

Personality: Thoughtful, active and generally social, but likes his quiet time.

Home Life: William has seen his 3 kids through college. 2 of them are married and have homes of their own. The youngest has a job and her own place to live, although she has not completely solidified her finances yet. William and his spouse like to cook and go for walks together. They host a monthly revolving dinner party with about 10-12 friends, also babyboomers.

Techie Tom

Overall Goal: To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.
Level of knowledge: Very high. Knows what tools are out there, which are best. Up to date on consumer reviews and reports.
Attitude toward shopping: I want to buy from people like me, who know their stuff.
Informational Sources: Web - blogs, Twitter, Major Media, Green focused media, Renewable media
What he wants: I need more information than they have on their site - details, practical experience, proof that they are the experts, and the product will do what I need it to do.
Motivation for efficiency: Two-prongs: 1). it's just smarter living. 2). it's the right thing to do for the planet - and (3) soon, people are going to catch on to it, and efficiency is going to be the next big thing. He wants to be at the top of that wave.



Age: 35

Profession: Software developer

Location: Boston

Personality: Type A. Over- educated energy geek. Likes to feel engaged, to be a part of the process.

Home Life: Married. No kids.

Hobbies/releases: Mountain biking, long-distance running.

Heather the Greenie

Overall Goal: Wants to feel a part of the green community because those people seem cool, and throw good parties.
Level of knowledge: Low. Often falls under the spell of green-washing tactics, and "buys green" because it feels like what she should do. Some uncertainty because she's Republican and socially conservative. Not completely at ease with full-on Green.
Informational Sources: Reads People Magazine on the sly, reads Vanity Fair, husband Receives Economist, WSJ
What she wants: Heather tends toward immediacy - buys when she sees something in the store, or hears about something that is widely appreciated. She wants to buy from either the cheapest place or the recognizable leader in the field.
Motivation for efficiency: Green is the new Coach bag.



Age: 29

Profession: Former professional in banking industry, now a stay at home mom.

Location: Suburbs

Personality: Heather is extroverted and funny. She likes to be busy, and appreciates a pretty constant buzz of activity. She is smart, and likes to surround herself with bright and engaged people.

Home Life: Heather has 4 children and a black lab. They have two houses - a ski house and a house in the suburbs. During ski season, she feels like she is constantly schlepping between the two places. She'd like something, some how to feel her life could be simpler.



Differentiated Story

HVAC Technician / Installer Position

Do you have experience installing HVAC systems?

Are you interested in installing high performance heat pump systems?

Are you seeking a full-time position with continued on-the-job training?

Are you naturally mechanically inclined? If so, please keep reading.

Are you detail and quality oriented?

Who we are and what we do

Headquartered in [Concord](#), CA, Eco Performance Builders is a family-owned [home performance company](#) working hard to transform Bay Area homes, making them energy-efficient and comfortable. We're a diverse team of tradespeople, technologists, and customer-focused professionals who are passionate about residential electrification and the positive impact of reducing greenhouse gases.

We are experts at designing and installing high-performance systems that provide the lowest carbon footprint options on the U.S. market today. Our residential heating and cooling systems are designed by home performance scientists; industry experts who seek a healthier living environment for themselves and their communities.



Differentiated Story



Join our Mission Driven Team of Solar Installers!

ReVision Energy is building a cleaner, better future through the power of solar, and we would not be able to do so without our incredibly talented and dedicated Solar Installer – Electrical Apprentices. If you are ready to combat the climate crisis on the front lines by bringing solar to homes, businesses, schools, towns, and organizations across New England, join our talented installation team!



Differentiated Story

HVAC Installer

This position is for an EXPERIENCED HVAC install technician.

We have an immediate need for a Technician, call and meet today and start tomorrow.

Get a CAREER with a growing company that appreciates its employees and provides stable year-round work. We pay our employees top industry wages. We have an extensive marketing plan, as well as an employee growth strategy. Our company is growing because of our employees and our quality of work and services.

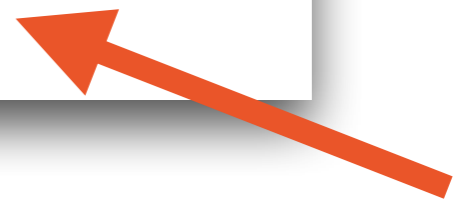


Are You Memorable?

Benefits

What you'll get in return:

- Full time salary + benefits
- Unlimited PTO
- Hybrid work environment
- 401(k); eligible upon hire (employer match coming soon!)
- Dog-friendly office
- Awesome people and zero tolerance for assholes





FIRST THINGS FIRST: A KILLER CAREERS PAGE

Long Form Careers Page



Join the E3 INNOVATE Team

Since 2008, E3 INNOVATE and its sister company, E3 ECOWORKS, have helped homeowners create healthy, comfortable, energy efficient homes with the implementation of the latest technologies and innovations in home performance. E3 has received numerous awards and has been recognized for its leadership in sustainable practices and business development.

We are looking for individuals to join our team who are passionate about sustainability and want to make a positive impact on the community through improving residential buildings. You will be working alongside others who are passionate about the environment and interested in implementing new technologies to create smart, innovative, solar-ready homes. We support and encourage continuing education and provide a variety of materials for you to learn from.

Start your career in home performance and renovation at E3 today! Candidates go through an interview process that includes a background check, drug screening, and a series of interviews. It is our policy at E3 to provide equal opportunity to all applicants and employees in a harassment-free work environment without regards to race, color, nationality, gender, age, disability, sexual orientation, alienage, or veteran status.

Current Openings:

E3 ECOWORKS FIELD TECHNICIAN

This position involves working with a small crew to execute home performance renovation and maintenance work, including but not limited to installing:

- insulation (spray foam and cellulose)
- sealed crawlspace systems
- weatherization materials, such as caulking and weather stripping
- new ductwork and mechanical systems
- radon mitigation systems
- air filtration systems...

[READ MORE](#)

To Apply

Send resume and a short cover letter describing your interests and experience with the position you are applying for.

[Send us an Email](#)

Benefits of Working with Us

- Improve the community and people's lives by improving residential homes
- Apply knowledge and skills to solve problems
- Work with others in a team setting
- Expand your knowledge of high performance homes and building science
- Paid holidays and time off, and access to health insurance and dental and vision plans



615-436-5178

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Long Form Careers Page




About Our Process Blog Careers Contact Testimonials (207) 614-0046

Insulation Energy Audits Basement Encapsulation Windows & Doors How We Can Help You Financing & Rebates

CONTACT Careers Free Consult


Careers



JOIN OUR TEAM

Ready to jump start your career? Contact us today to learn about the exciting opportunities waiting for you!

[CONTACT US](#)



The Benefits of a Career with Evergreen Home Performance

At Evergreen Home Performance, we believe that providing good, sustainable jobs for our employees benefits everyone. Our current openings in both Portland and Rockland offer:

- Competitive Pay
- Paid Vacation & Holidays
- Monthly Healthcare Bonus
- Friendly Work Environment
- All Full-Time Positions
- Company-Matched IRA
- On-the-job Training
- \$500 Signing + Referral Bonus

WE ARE ALWAYS LOOKING FOR TALENTED PEOPLE

Interested in joining our growing team of home performance professionals? We want to hear from you! Read more about our current opportunities below, or click to contact us now! We're always happy to accept your resume + cover letter and begin a conversation.

[CONTACT US](#)

Current Opportunities

Window Installer

Portland & Rockland, ME | careers@evergreenyourhome.com | (207) 614-0046 x3

Summary: Be a part of Evergreen's growing Windows & Doors Division installing renowned Marvin window products. An Evergreen Home Performance Window Installer provides excellent customer and window/door installation services for our customers. Safe and tidy work habits, attention to detail, and commitment to best practices are paramount.

Helpful Experience: Home Construction/Trades, Window or Exterior Door Installation, Customer Service

[LEARN MORE](#)

Weatherization Technicians

Rockland & Portland, ME | careers@evergreenyourhome.com | (207) 614-0046 x3

Summary: Weatherization Technicians install air-sealing, insulation, and basement encapsulation upgrades, including caulking, blown-in insulation, basement liners, duct & pipe wrap

Helpful Experience: Home Construction/Trades, Weatherization Services, Sales/ Customer Service

[LEARN MORE](#)

DON'T JUST TAKE OUR WORD FOR IT! HERE'S WHAT THE EVERGREEN TEAM HAS TO SAY:


The work I do in Maine people's homes is not easy. But it's worthwhile to me and here's why. I have worked for Evergreen for a total of five years, first as a field technician and currently as a project manager. Having worked in the trades for multiple outfits over...

[READ MORE](#)

Join the Evergreen Team


Since 2006, we've helped thousands of people reduce their energy consumption and become more comfortable in their homes. Along the way, we've shared our passion for energy efficiency by training dozens of home performance professionals, participating in community weatherization and outreach events, and advocating for policies that improve energy security for working families.

[Meet the Team](#)




Work for a Company that is Working Toward Something Meaningful.


Our Mission:




Homes should be safe, comfortable, and healthy. »



Improve our environment, one house at a time. »



When we treat our employees right, they work better together. »



EVERGREEN HOME PERFORMANCE

190 Riverside St. #2A, Portland, ME 04103

313 Main Street, Ste. 208, Rockland, ME 04841

(207) 614-0046

info@evergreenyourhome.com

ABOUT
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Our Process
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Newsletters Archive

OUR PROCESS

INSULATION
Air Sealing
Attic Insulation
Basement Insulation

ENERGY AUDITS
Why Assess Your Home's Energy Efficiency?
Blower Door Testing
Free Consult

BASEMENT ENCAPSULATION

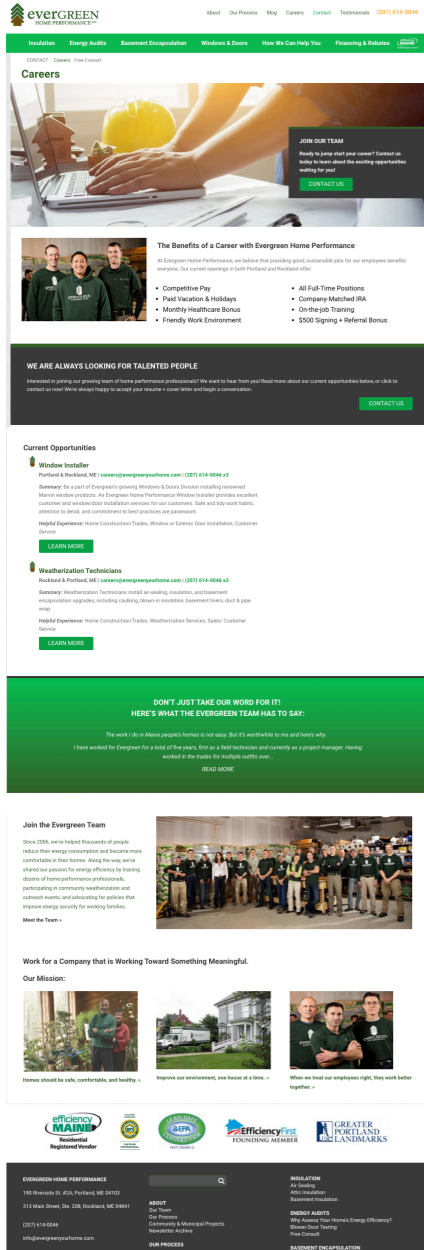


Image infers tech orientation



Benefits prominent



Capture general interest

The screenshot shows the 'Careers' page on the Evergreen Home Performance website. It features a navigation bar with links for 'Insulation', 'Energy Audits', 'Basement Encapsulation', 'Windows & Doors', and 'How We Can Help You'. The main content includes a 'Careers' header, a 'JOIN OUR TEAM' button, a section titled 'The Benefits of a Career with Evergreen Home Performance' listing perks like competitive pay, PTO, and healthcare. Below this is a testimonial from a former employee and a 'Current Opportunities' section listing 'Window Installer' and 'Weatherization Technicians' roles with 'LEARN MORE' buttons. The page also includes a 'DON'T JUST TAKE OUR WORD FOR IT!' section with a testimonial and a 'Join the Evergreen Team' section with a group photo. The footer contains contact information and logos for various industry affiliations.



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[LEARN MORE](#)

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[READ MORE](#)

4

Current positions

5

Employee testimonial

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[Basement Encapsulation](#)
[Windows & Doors](#)
[How We Can Help You](#)
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Careers

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[LEARN MORE](#)

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[READ MORE](#)

Join the Evergreen Team
 Since 2006, we've helped thousands of people reduce their energy consumption and become more comfortable in their homes. Along the way, we've shared our passion for energy efficiency by training dozens of home performance professionals, participating in community weatherization and outreach events, and advocating for policies that improve energy security for working families.
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 Improve our environment, one house at a time. »
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When we treat our employees right, they work better together. »



Excellent team photography





Differentiate on mission




A HIGH QUALITY APPLICANT EXPERIENCE

(without unnecessary friction)


Make Applying Easy

 SERVICES, INC. MENU 

REQUEST AN APPLICATION

Full Name 

Email

Phone Number 

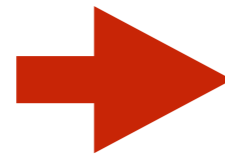
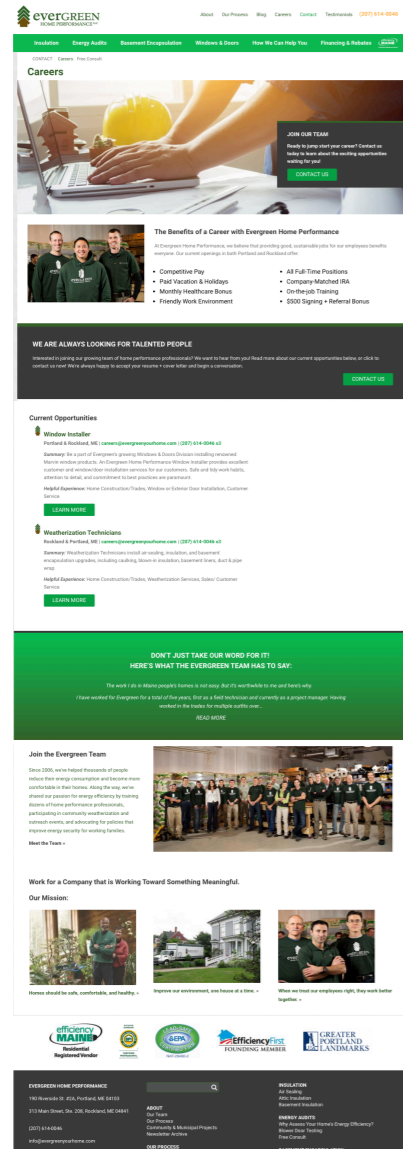
Position Applying For

Message



Frictionless Process

Landing Page



Application

PERSONAL INFORMATION

Name: First name Last name

Email:

Phone:

Address:

Photo: [Upload photo](#)

YOUR PROFILE

Summary:

Resume: [Upload resume](#)

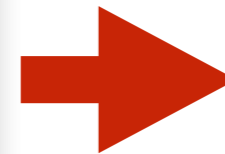
APPLICATION DETAILS

Cover letter:

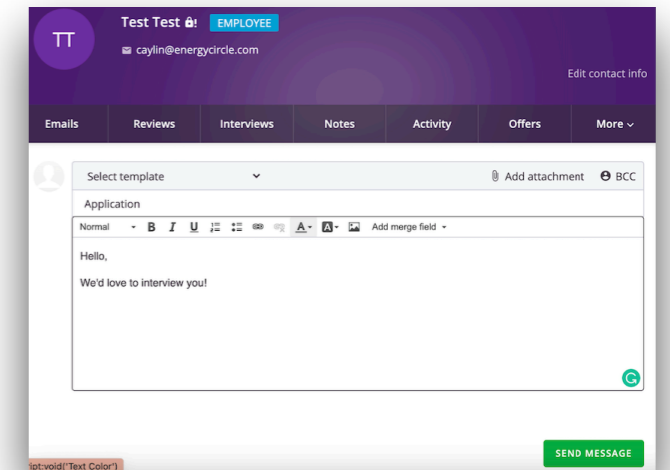
Questions: Please include link to LinkedIn profile.

Walk us through how you would prepare for writing a blog for a new solar client...

Explain your approach to technical or research-heavy topics. How do you plan on becoming a subject matter expert in the world of HVAC, home performance, and solar?



Response



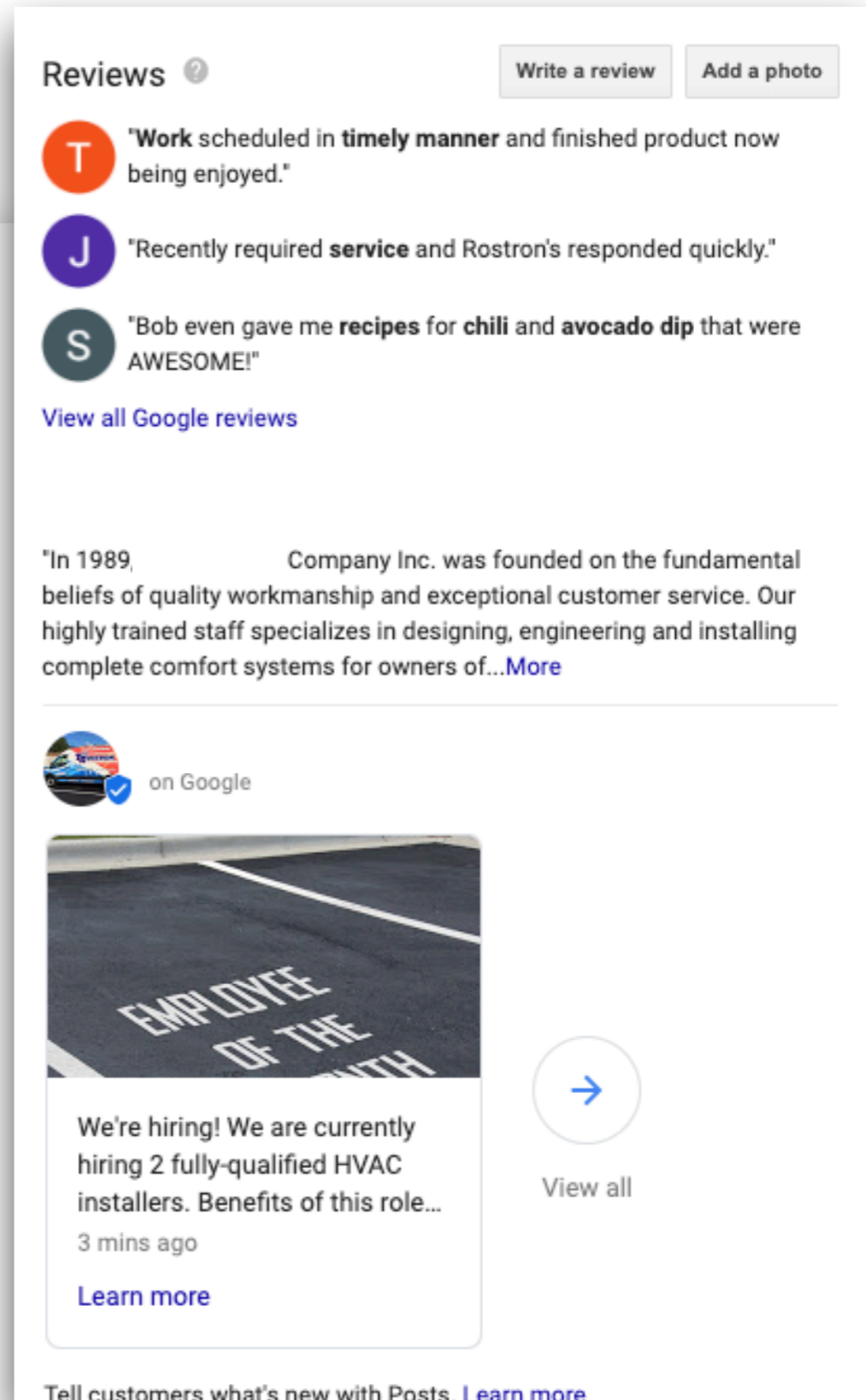


MARKETING TACTICS TO SUPPORT RECRUITING


Use Google Posts


Simple, no-cost promotions


Likely place for applicants to check you out




The screenshot displays a Google Business Profile interface. At the top, there is a 'Reviews' section with a help icon and two buttons: 'Write a review' and 'Add a photo'. Below this, three reviews are listed, each with a circular profile picture and text. The first review is from 'T' and mentions 'timely manner'. The second is from 'J' and mentions 'service' and 'Rostron's'. The third is from 'S' and mentions 'recipes for chili and avocado dip'. A link 'View all Google reviews' is provided. Below the reviews is a text snippet: '"In 1989, Company Inc. was founded on the fundamental beliefs of quality workmanship and exceptional customer service. Our highly trained staff specializes in designing, engineering and installing complete comfort systems for owners of...More'. A horizontal line separates this from a post. The post is from 'on Google' and features a photo of a road with 'EMPLOYEE OF THE MONTH' painted on it. The post text reads: 'We're hiring! We are currently hiring 2 fully-qualified HVAC installers. Benefits of this role... 3 mins ago'. A 'Learn more' link is at the bottom of the post. To the right of the post is a circular button with a right-pointing arrow and the text 'View all'. At the very bottom of the screenshot, there is a link: 'Tell customers what's new with Posts. Learn more'.

Reviews  [Write a review](#) [Add a photo](#)


 "Work scheduled in **timely manner** and finished product now being enjoyed."


 "Recently required **service** and Rostron's responded quickly."

 "Bob even gave me **recipes** for **chili** and **avocado dip** that were AWESOME!"

[View all Google reviews](#)

"In 1989, Company Inc. was founded on the fundamental beliefs of quality workmanship and exceptional customer service. Our highly trained staff specializes in designing, engineering and installing complete comfort systems for owners of...[More](#)

 on Google





We're hiring! We are currently hiring 2 fully-qualified HVAC installers. Benefits of this role...
3 mins ago
[Learn more](#)


[View all](#)

Tell customers what's new with Posts. [Learn more](#)



Facebook Advertising

 **Hebert Construction, LLC**
Sponsored · 


 Now hiring an experienced Carpenter. Join our trusted, dedicated team, serving Central, Coastal, and Southern Maine since 1943. Enjoy great benefits and a hardworking team.

We're in search of a Carpenter who has a minimum of ten years in construction, the ability to troubleshoot and problem solve, and adhere to strict safety guidelines.

Benefits:

- Paid vacations and holidays
- 401(k)
- Employee health and dental insurance
- Life, accident, critical care, and disability insurance

Apply online → <https://www.hebertconstruction.com/job/carpenter-2/>




HEBERTCONSTRUCTION.COM
Carpenters Wanted
Apply easily online

Apply Now



Understanding Facebook Restrictions

Goal

 **Get more applications**
Show this job to a larger, more relevant audience outside your Page followers.

Special Ad Category [Learn More](#)

Ads about credit, employment, housing, or social issues, elections or politics

Ad Category
Employment ▼

Audience

Who should see your ad?

People in your local area

Audience Details

Location - Living In United States: N58W14686 Shawn Cir, Menomonee Falls (+30 mi) Wisconsin
Age 18 - 65+

Audience Adjusted to Follow Policies

Audience selection options that are unavailable or limited in this Special Ad Category have been adjusted to help you comply with our Advertising Policies. [Learn More](#)



Facebook Results

View Results

Edit Ad ...

Performance

\$49.99 spent over 10 days.

Applications Submitted	Reach ⓘ	1,091
9	Cost Per Application...	\$5.55

Ad Rating

Are you satisfied with this ad?

No Yes

Activity

Post Engagement: 23

Link Clicks: 21

Messaging Conversations Started: 9

Post Reactions: 2

Details

- Status: **Completed**
- Goal: **Get more applications**
- Daily budget: **\$5.00**
- Duration: **10 days**

See All ▾




Paid Search—Google

Jobs


• Near Freeport, ME

Past 3 days Full-time Work from home No degree Energy & Mining [Manage](#)




Solar Installer
Maine Solar Solutions, Inc
Freeport, ME (+1 other)
via Finding Jobs

Over 1 month ago Full-time



Solar Installer - Electrical Apprentice
ReVision Energy
South Portland, ME (+1 other)
via ZipRecruiter

Over 1 month ago Full-time No degree mentioned



Solar Foundations Installer - Ground Mount Systems
ReVision Energy
South Portland, ME (+1 other)
via ZipRecruiter

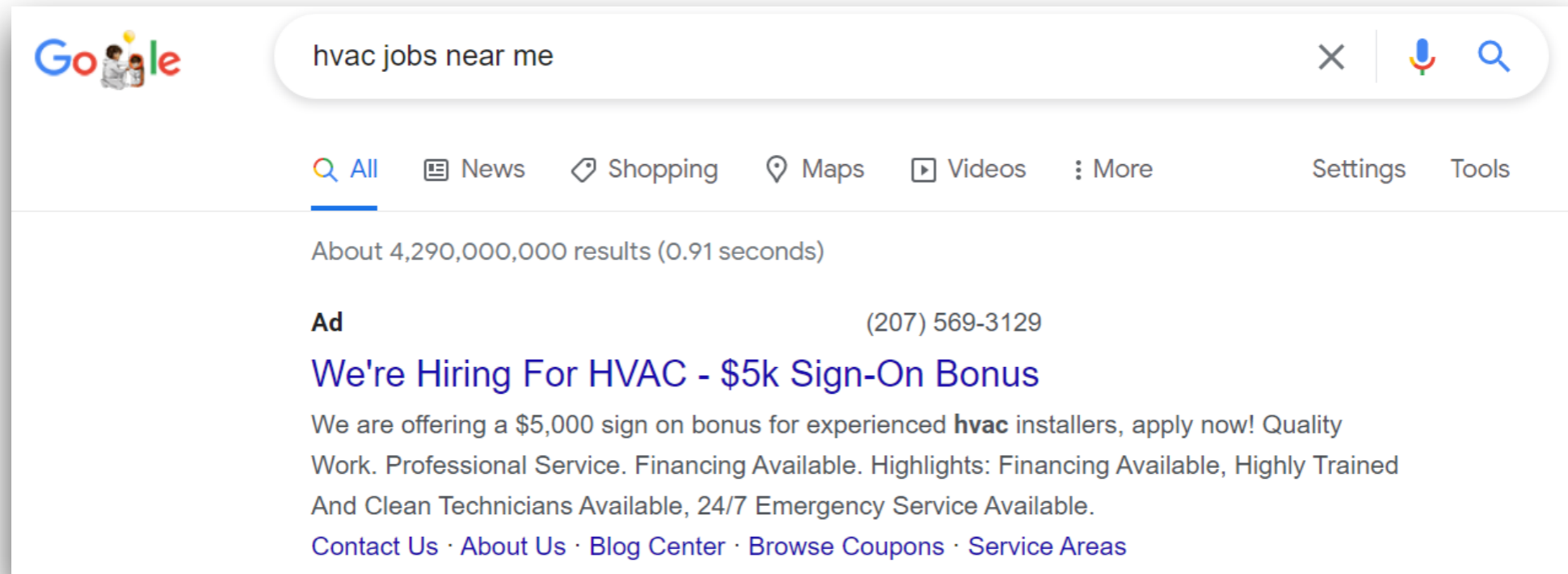
Over 1 month ago Full-time No degree mentioned

[→ 45 more jobs](#)

[Learn more](#) [Feedback](#)



Paid Search



The screenshot shows a Google search interface. The search bar contains the text "hvac jobs near me". Below the search bar, there are navigation links for "All", "News", "Shopping", "Maps", "Videos", and "More". The search results show "About 4,290,000,000 results (0.91 seconds)". The first result is an advertisement for HVAC jobs, titled "We're Hiring For HVAC - \$5k Sign-On Bonus". The ad text describes a \$5,000 sign-on bonus for experienced HVAC installers and lists various benefits and services. The ad includes a phone number "(207) 569-3129" and several links: "Contact Us", "About Us", "Blog Center", "Browse Coupons", and "Service Areas".

Insulation Careers

Budget: \$65/week
150 Impressions/week
Click Through Rate: 5%
8 Clicks
Cost per Click: \$7.85

HVAC Careers

Budget: \$400/week
941 Impressions/week
Click Through Rate: 3.5%
33 Clicks
Cost per Click: \$12



Google Display Advertising

WE'RE HIRING

HVAC INSTALLER

\$30-\$40/HOUR + \$2500 SIGN ON BONUS*
FULL-TIME WITH BENEFITS. CONTACT US TODAY!

*Pay depending on experience.





POWER OF APPLICANT TRACKING/RECRUITING MANAGEMENT SOFTWARE

Many Options

Applicant Tracking System (ATS)
Recruiting Management Software
Human Resources Information Systems (HRIS)



\$99/job/month



Free Version















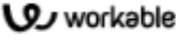
Features

Post to Job Boards
Assessments & Testing
Background Checks
Applicant Tracking
Communications
Interview Scheduling



Job Board Integration

Free Job Boards Unpublish from all free boards Targeting options

<p>Active i</p> <p> one search. all jobs. 176 views • 26 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p>Limited listings on LinkedIn 324 views • 6 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> for Jobs 11 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>
<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 1 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>
<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 161 views • 0 candidates</p> <p>Unpublish Posting</p>
<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>i</p> <p> This board only supports specific education levels.</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>	<p>Active i</p> <p> 0 views • 0 candidates</p> <p>Unpublish Posting</p>



Simple/Customizable Application Process

PERSONAL INFORMATION

* Name

* Email

* Phone

* Address

Photo [Upload photo](#)

YOUR PROFILE

Summary

* Resume [Upload resume](#)

APPLICATION DETAILS

* Cover letter

* Questions **Please include link to LinkedIn profile.**

Walk us through how you would prepare for writing a blog for a new solar client...



Applicant Tracking

workable

[JOBS](#)
[CANDIDATES](#)
[INBOX 4](#)
[PEOPLE SEARCH](#)

★ **Business Development Representative (BDR)** Sales & Marketing · Portland, Maine, United States

FIND CANDIDATES
PUBLISHED

3 SOURCED	29 APPLIED	4 PHONE SCREEN	2 INTERVIEW	- OFFER	- HIRED	1 FUTURE
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✓ Published on your [careers page](#) and **16 free** job boards
 Candidates: 53 total · 39 active in pipeline · Last candidate: 14 days ago

★ **Content Writer** Marketing · Portland, Maine, United States

FIND CANDIDATES
PUBLISHED

1 SOURCED	32 APPLIED	4 PHONE SCREEN	3 INTERVIEW	- OFFER	4 HIRED	38 FUTURE
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✓ Published on your [careers page](#) and **16 free** job boards
 Candidates: 178 total · 82 active in pipeline · Last candidate: 23 minutes ago

★ **Digital Marketing Account Manager** ECMS · Portland, Maine, United States

FIND CANDIDATES
PUBLISHED

1 SOURCED	17 APPLIED	5 PHONE SCREEN	2 INTERVIEW	- OFFER	10 HIRED	7 FUTURE
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✓ Published on your [careers page](#) and **16 free** job boards
 Candidates: 225 total · 42 active in pipeline · Last candidate: 6 days ago

★ **Energy Circle Summer Internship** ECMS · Portland, Maine, United States

FIND CANDIDATES
USED INTERNALLY

- SOURCED	33 APPLIED	2 PHONE SCREEN	2 INTERVIEW	- OFFER	3 HIRED	- FUTURE
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✗ This job is not published on your careers page or on any job boards
 Candidates: 88 total · 40 active in pipeline · Last candidate: 13 days ago



Industry Wide Messages We're Testing

Recession Proof/Job Security

Be Part of the Fastest Growing Sector in America

A Lucrative Alternative to College

*High Wages Without the College Debt
The Trades Are Where It's At*

Green Future--Solving Climate Change--Make a Difference

*Join the Climate Change Army
Solar, Efficiency, Renewables--the Careers of the Future
Think Globally, Act Locally by Joining the Local Experts.*

Learning Opportunities to Advance Yourself

Get Trained While Getting Paid

High Performance Contracting--It's Different

*Work With Your Hands, and With Your Mind
The Best Tools, The Latest in Building Science Knowledge*





QUESTIONS?

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