

HVAC Contractor Taps Into Geothermal Talent with Online Job Board

– Connecticut's Nutmeg Mechanical Reports 100 Quality Resumes Each Year –

A nearly 30-year-old HVAC contractor, Nutmeg Mechanical is undergoing an exciting transition. Stimulus dollars and an energized movement to decreasing the carbon footprints of businesses and consumers have combined to make the geothermal category too attractive for the Manchester, Connecticut-based company to ignore.

But along with the new niche comes an increased need for specially trained employees.

According to Nutmeg's Steve Wierzbicki, training and licensing in the geothermal industry is a must. Pair the need for a specific skill set with the fact that Connecticut has some of the most stringent licensing laws in the country, and you're faced with a difficult employment challenge.

"Right now, we are focused on people with geothermal experience, which nobody seems to have," said Wierzbicki. "The ones who do have the experience are generally taken and happy."

To locate employee prospects, Wierzbicki has turned to niche job board MEPJobs.com. Operating online with the backing of experienced recruiting consultants, the job board has exactly what Wierzbicki needs to find that needle-in-the-haystack employee – niche marketing.

Working with the talent behind MEPJobs.com, Weirzbicki has been able to tailor his job postings just-so to attract the most suitable applicants, namely those experienced in geothermal methods. Because these prospects are few, Weirzbicki and his MEPJobs.com consultant have worked to modify search terms and job postings to locate those prospects with the potential to be trained in geothermal methods.

"Training someone on geothermal from scratch just isn't possible," said Weirzbicki. "It's just too deep of a field. But someone with sheet metal and radiant heating piping – or with some knowledge of hydronics – they are more likely to have the aptitude to learn."

"We've had a tremendous result in the numbers of qualified resumes coming in from MEPJobs.com," said Wierzbicki, who adds that newspaper advertising just can't compare to online job boards in term of the return on investment.

Weirzbicki estimates receiving more than 100 quality resumes from his MEPJobs.com postings each year.

Weirzbicki attributes much of his success with MEPJobs.com to the people behind the job board. "Our consultant really understands our needs and has given us a lot of great ideas over the years. There are a lot of valuable people at MEP that are really helping us grow."