

### **HVAC Company Targets Employees Online**

Serving residential HVAC customers requires employees with hard skills and a soft touch. As HVAC division leader for Campbells' Plumbing & Heating, Curtiss Moe recognizes the significance of finding just the right people to represent the company based in Belgrade, Montana.

"It's very important to hire highly qualified people," said Moe. "They need to be trades oriented, detail oriented, family oriented and people oriented."

When Moe looks for individuals to fulfill his personnel needs, he seeks out trained professionals who can effectively communicate and interact with customers. Finding these individuals can sometimes prove challenging. Montana doesn't have an HVAC licensing program, which makes it difficult to identify who truly has the ability to succeed in a position.

In an effort to reach the people with just the right combination of skills, Moe uses many different recruitment methods. Traditional word-of-mouth advertising has helped him find good people to hire. But to keep up with the staffing needs in the HVAC department, he has to expand beyond that informal route.

#### **Narrowing the Field**

Moe uses newspaper advertising and online tools, such as monster.com and a regional Web site. He also invested in access to MEP Jobs, an online job board with a niche in the mechanical, electrical and plumbing trades.

This job board specifically targets the type of qualified individuals Campbells' Plumbing & Heating needs to continue to serve its clients throughout the county. Moe's subscription includes the Talent Alert feature, which allows him to complete a candidate profile and receive notices when matching resumes are uploaded. This service makes recognizing top tier candidates effortless.

"The Talent Alert feature is wonderful," Moe said. "It's really handy because I don't have time to go to MEP Jobs on a daily or hourly basis. With this tool, I create a profile of the resume I'm looking for; then, the correct resumes just pop up in my e-mail, and I can click and look at them."

Moe looks forward to continuing to use the MEP Jobs services to match the right candidates with open positions. By using these easy and convenient hiring tools, Moe can spend less time looking for "perfect 10" candidates and more time focusing on the many other aspects of running his part of the business.