

PULSE

KEEPING YOU IN THE LOOP ON THE
STATE OF THE HVAC / REFRIGERATION
CANDIDATE MARKET

SPRING 2023

calibre®
— SEARCH —

INTRO

In 2022 competition for the best candidates across HVAC / Refrigeration companies was fierce and 2023 looks set to continue.

Here at Calibre, we're talking to our extensive network in the HVAC / Refrigeration markets every day. This includes not only active job seekers and those in a live recruitment process, but also our network of Engineers across the UK, to keep our team part of the network.

We're here to help our clients understand the market to make sure they can manage and build teams effectively today and to plan better for the future.

By understanding your candidates' motivations and interests, you'll understand what elements you need to prioritise to help you attract the best talent.

So, what will get a potential candidate interested in your role and your business? We interviewed over 300 permanent workers to find out what matters to them most, sorting answers into categories that were commonly mentioned.

Key results



Over 3 in 5 Engineers and Managers look for the optimum salary/package



1 in 2 Engineers and Managers look for progression opportunities



2 in 5 Engineers focus on the equipment worked on



37% of Managers value the culture/reputation of the company



Over 1 in 3 Engineers consider the amount of travel



WHAT ARE THE MOST IMPORTANT FACTORS WHEN CONSIDERING A NEW ROLE?

Simple, short and sweet.

But, the findings from this simple question will help you build, grow and manage your teams in 2023 and beyond.

OVERALL HVAC / REFRIGERATION MARKET - RESULTS

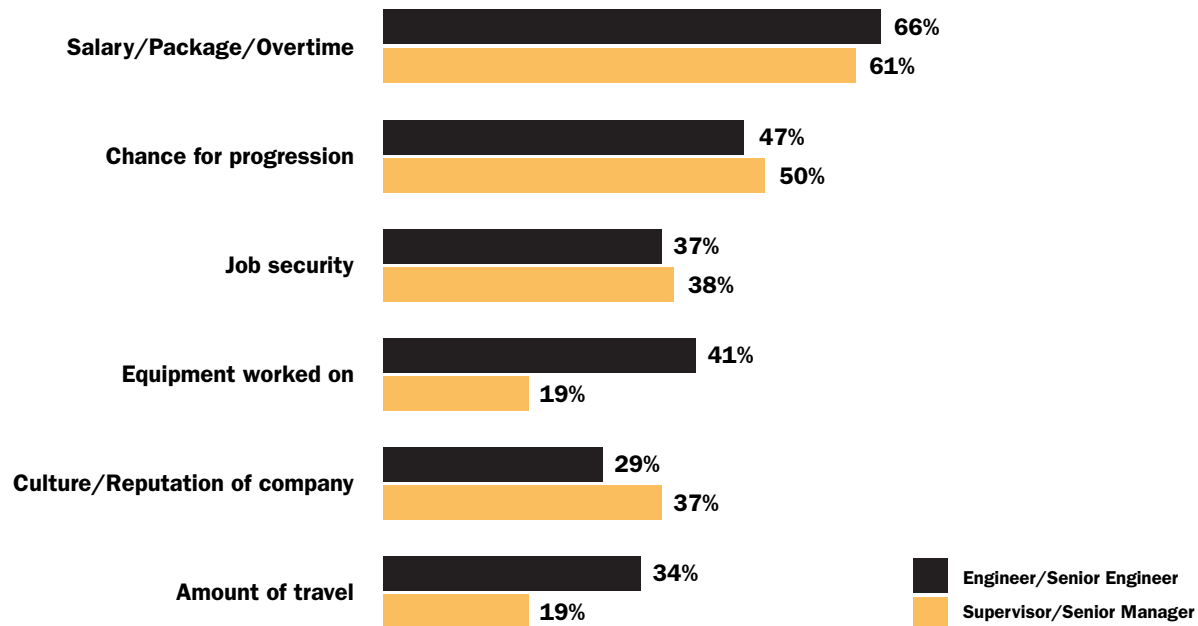
(both active and not active candidates)

It is not surprising in the current economic climate that **salary, package and overtime** remains the top priority for both Engineers and Managers. However it's interesting to note that job security was low in comparison. This highlights that candidates still feel that the market is buoyant and will move for the right salary, and are not concerned about moving nor by the market in general.

The **chance for progression** came out as the second most important factor, and it highlights that candidates in the sector are looking for stimulating work environments with opportunities to progress. Clients with career pathways and visible paths to success will always get better engagement in the market for talent in 2023.

JOB OFFERS SHOULD CLEARLY FOCUS ON SALARY AND LONG-TERM PROSPECTS, BUT MAKE SURE TO TAILOR THE MESSAGE BY LEVEL OF SENIORITY

What are the most important factors when considering a new role?



OVERALL HVAC / REFRIGERATION MARKET - RESULTS

(both active and not active candidates)

As mentioned previously, job security remains a low priority, showing that candidates are aware of the strong market for their skills. This is also highlighted by the prevalence of counter offers that we are seeing in the sector, which needs to be proactively managed in most recruitment processes.

Working on the right equipment is important to Engineers, not so much for Supervisors and Managers.

What is interesting is that culture and reputation or employer brand did not feature as heavily as we would have thought. That being said, it is, for Managers and Supervisors, almost as important to them as job security, and maybe for white collar workers those two things go hand in hand.

The data highlights that candidates will still travel for work and as part of their work, which is important when thinking about territories and what companies are asking their people to do, week in week out. We also know that those Engineers within the M25 still require and expect a premium.



John Cassidy
Associate Director
Facilities Management

RECRUITER INSIGHT

“What we are seeing when speaking to candidates is a clear emphasis on salary and package. When we work with our partner clients, we’re always benchmarking to make sure that the salary package is the correct one, to make sure that it captures the right level of candidate and their right level of interest. In today’s market it’s also about making sure that you’re paying the market rate and offering something different to the candidate.”

ACTIVE CANDIDATES

those currently looking to move jobs vs those not currently looking

‘Active Candidates’ are people who are actively looking for new opportunities and are available to start a new role in the very near future. They’re the candidates who apply for jobs, are in our current recruitment process with one of our clients, or have told us they’re actively looking.

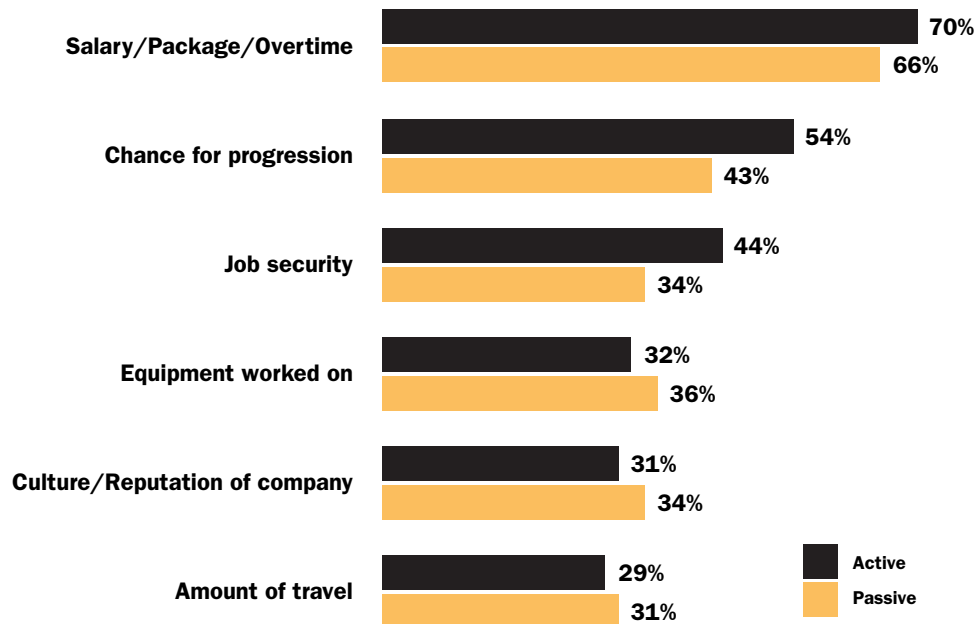
These active candidates are more interested in salary, chance for progression and job security, highlighting the reasons why they’re active in the jobs market: looking for better.

This again shows the need for clients to get these key elements right before starting any recruitment process.

The key here is to effectively benchmark total packages and understand what the going market rate is, and then to get ahead of that level to attract the best talent.

Surprisingly 44% of active candidates look for job security compared to 34% of passive candidates. This suggests that some candidates are actively looking for work to become ‘more secure’ as job security is important to them.

What are the most important factors when considering a new role?



Highlights



Almost 3 in 4 active job seekers look for the optimum salary/package



Over 1 in 2 active job seekers look for progression opportunities



2 in 5 active job seekers are concerned about job security



John Cassidy
Associate Director
Facilities Management

RECRUITER INSIGHT

“Managing dropouts from the recruitment process is becoming harder as many firms are making counter offers, and we make sure these are kept to a minimum by managing the candidate’s expectations from the start.”

REFRIGERATION ENGINEERS

Are mostly aligned in their requirements, but a few notable differences emerge for Industrial Engineers.

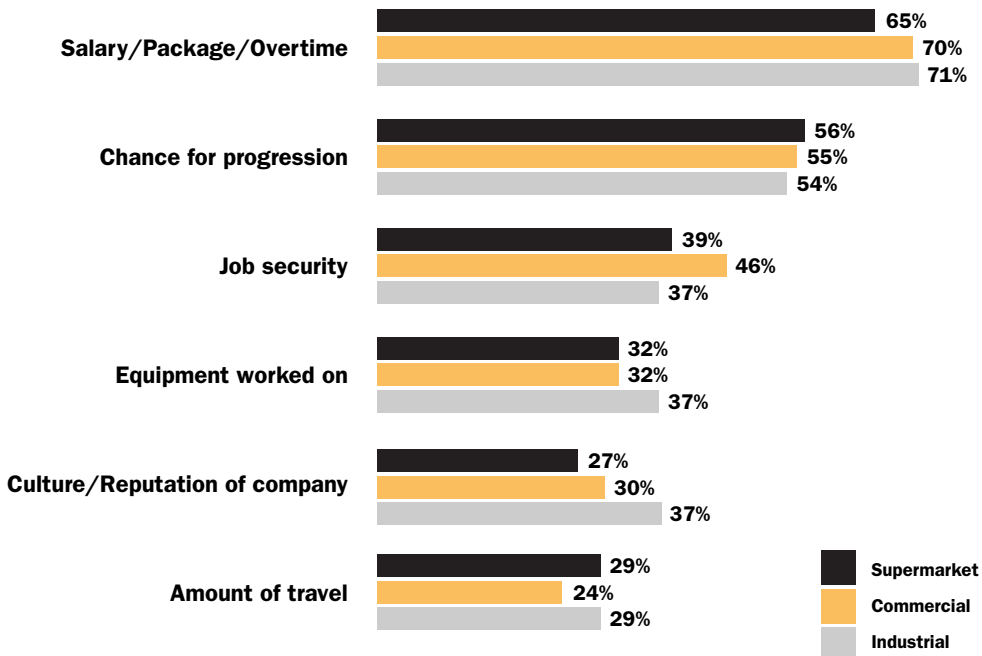
Digging deeper into the type of workers across HVAC / Refrigeration, many aspects remain relatively level across the different specialisms of Supermarket, Commercial and Industrial HVAC / Refrigeration Engineers.

Industrial Refrigeration Engineers are more motivated by the types of equipment they work on and the reputation of the company compared to other HVAC / Refrigeration Engineers.

A key other outlier in the data is that Commercial Refrigeration Engineers are more concerned about job security than other Engineers, which may highlight the general current trend in property markets post-covid, as demand and occupancy for both office units and high street units is below pre-covid levels.

A key difference to highlight is that 37% of Industrial candidates, compared to 30% in Commercial and 27% in Supermarket, value culture and reputation of the company, which points to being aware of working conditions on site for safety and employee welfare when making their decision about future employers.

What are the most important factors when considering a new role?



Highlights



Over 2 in 5 Commercial Refrigeration Engineers are concerned about job security



37% of Industrial Refrigeration Engineers focus on the equipment worked on



Almost 1 in 3 Supermarket and Industrial Engineers consider the amount of travel



Over 1 in 3 Industrial Refrigeration Engineers value the culture/reputation of the company



John Cassidy
Associate Director
Facilities Management

RECRUITER INSIGHT

“When speaking to candidates day in day out, all of our teams are making sure that we match the right type of person to the right type of company.”

This is where the initial job brief discussion becomes so important, as we look to get to grips with all of the key aspects that makes our clients’ opportunity unique. We are then in the best position to sell that to the best candidates, so that our clients become the top choice for the top candidates.”

HVAC ENGINEERS (AIR CONDITIONING & COMBUSTION)

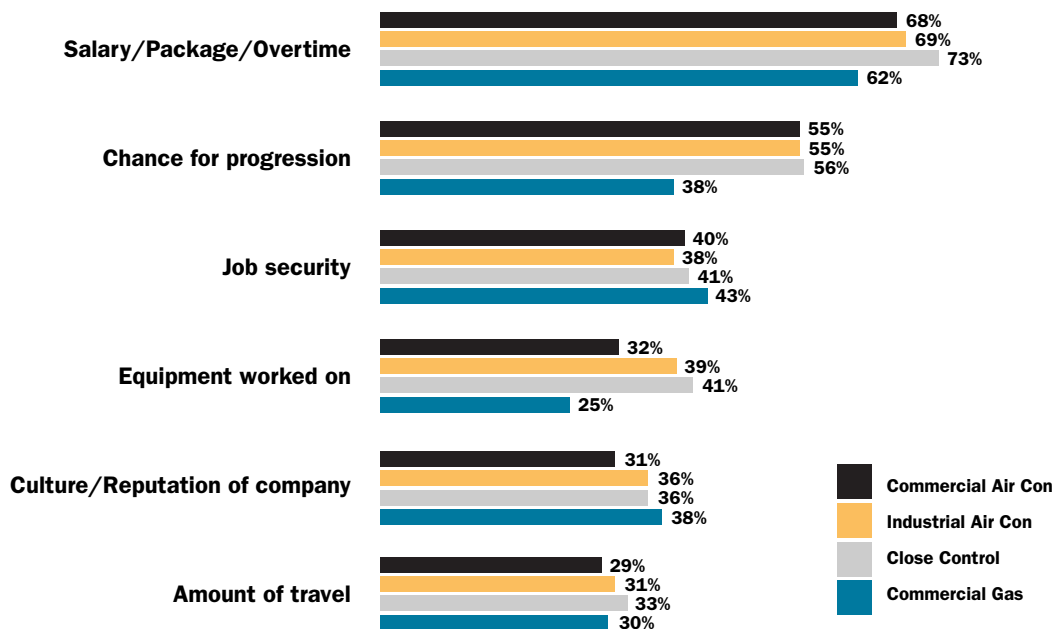
How they differ

We've broken down the important factors when considering a new role in Commercial Gas, Commercial Air Conditioning (Splits/VRVs/VRFs), Industrial Air Conditioning (Chillers), CRAC - Close Control and Commercial Gas and whilst they are not too dissimilar across the types of Engineers, there are some interesting differences.

Salary, package and overtime is least important to Commercial Gas Engineers but most important to Close Control Engineers.

One major difference is that of career progression for Commercial Gas Engineers which is lower (38%) than the rest of the disciplines.

What are the most important factors when considering a new role?



Highlights



Almost 3 in 4 Close Control Engineers look for the optimum salary/package



Over 2 in 5 Commercial Gas Engineers are concerned about job security



2 in 5 Industrial Air Conditioning Engineers and Close Control Engineers focus on the equipment worked on



38% Commercial Gas Engineers value the culture/reputation of the company



John Cassidy
Associate Director
Facilities Management

RECRUITER INSIGHT

“Understanding candidates only comes from years of being immersed in the sector, talking to candidates about what they want and what they need, always matching the right candidate to our clients’ needs.

This only comes from sector specific knowledge and understanding. That’s hard to do and has taken our teams years to build, but that’s what our clients pay us for, and that’s why they use us.”

HERE'S WHAT YOU NEED TO KNOW

Job offers should clearly focus on



Optimum salary/package



Progression opportunities



Reassurance on job security

Clear opportunity to tailor the message by position/sector, for example...



Engineers also focus on the equipment worked on and amount of travel



Culture/reputation of the company is important for Supervisors/Senior Managers



Commercial Refrigeration and Gas Engineers are more concerned about the job security

Data Sources

P03 - Base: All Engineers/Senior Engineer (229) All Supervisors/Senior Managers (115) Which of the following factors would be most important to you when looking for a new role?

P04 - Base: How actively are you looking for a new role? Please use the scale of 1 – 5 where 1 is not looking, and 5 is actively looking. All Active looking score 4 or 5 (93) All Passive score 1 or 2 (127) Which of the following factors would be most important to you when looking for a new role?

P05 - Base: All Refrigeration Engineers Supermarket(66) Commercial (103) Industrial (35) Which of the following factors would be most important to you when looking for a new role?

P06 - Base: All Air Conditioning Engineers Commercial (194) Industrial (127) Commercial (76) Gas Which of the following factors would be most important to you when looking for a new role?

Calibre Search is a specialist recruitment consultancy operating in the HVAC / Refrigeration, Built Environment (Consultancy & Construction), Building Maintenance and IT sectors throughout the UK.

To us, relationships come first. We're your sounding board, strategic partner and ally, taking time to listen to your needs and understand where you're headed. We get to know you as an individual so we can tailor our advice, add real value and create long-lasting relationships.

We're totally immersed in our sectors and have a deep understanding of exactly what's going on. This insight enables us to expertly resolve your recruitment issues, or help you make the best decisions for your own career.

Calibre Pulse offers a unique insight for our clients, giving them relevant and specific information about the candidate pools from which they are recruiting.

It is a value-added service which informs companies on how best to maximise their own employee value proposition and secure the best talent in the market.

We're here to find the right job for the person and the right person for the job.

If you have any current vacancies you need help with, want to talk to us about how to secure the best talent, or would like to discuss the market in general, please get in touch on:

E fm@calibresearch.co.uk

T **0333 323 0733** and ask for John Cassidy (Associate Director – FM)