

From the architect to the foreman: How Köster Bau uses onlyfy to find the right person for every position



Situation & challenges

“One of our biggest challenges in recruiting is simply the wide range of different professions – from architects to foremen – that we have to fill at various career levels throughout Germany”, says Jan Schengber, HR Manager at the family-run Köster Group. As one of Germany’s leading suppliers in the construction industry, this company hires around 450 new employees every year.

For the recruiting team at Köster Group, this starting point requires one thing above all: flexibility. “For us, it is quite clear that this broad range also means differences in approach”, Jan Schengber emphasises. “For commercial positions, we usually don’t need any documents and begin straightaway with the interview – and that doesn’t always have to be in the branch office, but can also take place directly on the construction site.”

Salaried employees, on the other hand, are recruited more on the basis of personal contact – often in the form of active sourcing – in order to get the candidates excited about the company in this way.” Coupled with specific benefits for different occupational groups, the Köster Group is thus trying to align its own recruiting strongly with the needs of the different target groups.



The right channels to build an authentic and visible employer brand



Develop an active sourcing strategy that works without high resource input



A comprehensive solution portfolio to find the right candidates for each position.

The Köster Group is a leading supplier to the construction industry in structural and civil engineering as well as tunnel construction throughout Germany. The service spectrum ranges from individual planning to turnkey construction.

Company name
Köster Group

Sector
Construction

Company size
2,000 employees/contractors

Website
<https://www.koester-bau.de/>

Products used
onlyfy 360°

The solution – onlyfy

To successfully deal with this high recruiting complexity even with a compact team, the Köster Group has been relying on the product portfolio of onlyfy 360° for years. The recruiting and employer branding solutions are the perfect support for the construction company to find and inspire the right talent across all industries.

“In this context, onlyfy Employer Branding Profile by kununu & XING helps us to raise our profile and give new employees an authentic insight into their future working day in advance”, says the HR manager. The profiles on the leading career and online job platforms in German-speaking countries have also helped Köster to communicate the repositioning of their employer brand in an authentic and wide-reaching way. “Here, in the personal support of onlyfy, we have also received many extremely helpful tips to help us to continue to improve.”

Jan Schengber has particularly fond memories of the joint development of an active sourcing strategy implemented together with his personal contact person at onlyfy: “During regular meetings, we defined a strategy for direct approach that was implementable and successful for us despite limited resources.” In the previous year alone, Köster succeeded in hiring 34 new employees through active sourcing. The company also regularly receives a large number of applications via onlyfy one Job Ads and visitors to onlyfy Employer Branding Profile by kununu & XING – last year Köster was able to generate 6,000 applications via all recruiting channels.

The most popular feature of onlyfy 360°? “The insight into the visitors to our Job Ads is my favourite feature – I actually check it every Wednesday morning,” explains Jan Schengber. “Because this way you can always find one or two talents that you wouldn’t have normally discovered.”

Conclusion & outlook

At the end of the day, as the Köster example impressively demonstrates, it is crucial in recruiting to intelligently bundle the right methods and channels. “It’s also about adapting the different recruitment processes to the different profiles”, the HR Manager emphasises.

And in future on Wednesday mornings? Jan Schengber will continue to study the pool of visitors to his various Job Ads. “Simply to discover talents that you might not have had on your radar through the other channels.”



“The insight into the visitors to our Job Ads is my favourite feature. I actually take a look at this overview every Wednesday morning. **By doing this, I often come across talents appearing on other channels that I didn’t previously know about.**”

Jan Schengber
HR Manager at the Köster Group

The top successes of the Köster Group

6,000

applications a year through various channels

34

hires in one year via active sourcing

4.1/5

clearly above-average kununu score