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Description automatically generatedRecruitment Strategy Tips

Right now, hiring any talent might sound like a luxury with a real shortage of skills and the visitor economy not always a popular choice. Rightly or wrongly there can be poor perception around seasonality, unsociable hours, low wages and lack of career advancement. In a rural area like Lincolnshire there is a smaller pool of potential employees and with distances being great and not much public transport your business might be too difficult to get to for some.

Given that the cost of recruitment can be high, it’s no wonder that many employers fall back on word-of-mouth advertising or a card in a window and/or the local job centre.

The fact is, in such a competitive market, you will need to think more broadly about how and where you advertise for staff. And part of this is considering the cost to the business of not having the right staff in place. It isn’t just profits that are affected. Brand reputation and repeat customer visits also takes a hit.

Whilst we can’t wave

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| **DEVELOPING YOUR STRATEGY (AND YES - YOU NEED A STRATEGY!)** | |
| **IF….** | **THEN….** |
| * This is a permanent, year-round role or a critical part time/contract role that will provide strategic advantage for your business | * Invest in paid for advertising and/or recruitment support |
| * This role is temporary, seasonal or project specific | * Consider contract or freelancer workers. They are normally specialists in their field and, without on-costs can actually save you money |
| * This role is critical to your profit and reputation | * Advertise across multiple channels |
| * This role needs the person to be physically on site i.e. chef; housekeeping; front of house staff | * How can you make it easy to commute / be on-site |
| * There are sometimes long, and antisocial hours involved (including weekend working) | * Consider the job design before you advertise – does it have to be carried out by 1 person or could this work across multiple part time roles (this also gives you flexibility for holiday cover and sickness by the way ;0) |
| * You are in a remote / underserved area | * Consider the benefits for living/working there |
| * This is a seasonal role or one that is governed by peak hours | * Consider what elements of the population might be looking for work during these times (mums with children at school for the lunchtime rush? Or students in the holidays, evening, and weekends? Retirees? |
| * Your standard employment package is based on the minimum wage | * Consider what else might make you stand out from the crowd of other employers. Note: It doesn’t have to be expensive (we have a separate Fact Sheet with tips on employee engagement) |
| * You don’t need someone qualified or professionally trained (remember some of the best chefs are self-taught!) | * Consider the wording in your job advertisement so that it focusses as much on the personal traits and complimentary experience you are looking for |
| * You haven’t done your research on what your competition is offering as an employer (and, by the way your competition isn’t just down the road – it’s in the next town and even the next county) | * Do it now – and keep checking periodically. |
| * You haven’t done your research on what your ideal employee is looking for in a job (you only have to jump on LinkedIn or Facebook groups where these folks hang out to find out) | * Do it now – and keep checking periodically. |

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| **WHAT ARE YOUR OPTIONS?** | | |
| **What** | **How** | **Why** |
| Market yourself as an employer  (no/low-cost option) | Have a section on your website about working for you.   * Describe what you are like as an employer – your values; the environment; the opportunities for your staff * Ask your existing staff to write about a day in their working lives – quirky, fun stuff – but authentic and from their mouths * Encourage your staff to post regularly on social media (maybe a new dish on the menu; maybe some training; maybe it's to say thank you for the birthday card you got them) * Encourage applications even when not actively recruiting | * You’ve probably heard the saying that people buy from those they know like and trust. Well, the same applies for those looking for work. * Just as you want to check a potential new recruit out, in a buyers’ market (think employee here) any new recruit will want to check you out too. * The most valued and trusted testimonials for you and your business are your current employees. * You never know when someone will leave – so to have CV’s on file from already interested parties can be a blessing in disguise! |
| Use your own channels to advertise  (no/low-cost option) | * When you have a job going advertise on your site. Make it easy for people to apply by providing full details (including salary) and giving them your email address to write into. * Create a shout out and post on LinkedIn and Facebook and Twitter and engage with any comments, shares. | * If someone has visited your website, they are interested in you in same way, shape or form. Let them know you are hiring. * You’d be amazed how many people like and share jobs that are advertised on social channels. So even if you only had a couple of hundred connections on LinkedIn – these will each have at least a couple of hundred more. |
| Connect with local schools, academies, colleges and universities  (no-low cost option) | * Connect with the careers advisory departments. We’ve included some links and contacts to get you started here * You’ll need to invest in the student as much as you’d like them to invest in you…but you never know…this could not only help fill a gap now, but this could also be a permanent member of your team in the future | * Many schools and academies are keen to engage with local employers so that their students are able to gain valuable work experience * You get a chance to try out our workforce of the future and make such an impression that they are knocking on your door for a job |
| Consider the local job centre  (no cost option) | * You can list you job free of charge to advertise jobs on the Jobcentre Plus database. More information can be found here [employer direct - DWP Contact Numbers & Jobs (jobcentreplusoffices.co.uk)](https://jobcentreplusoffices.co.uk/tag/employer-direct) | * The people looking are available NOW. Most will have been encouraged to have taken on-line courses to develop themselves and they will have received career coaching and advice |
| Supported employment skills programmes  (no-cost option) | * There are a number of organisations around the county that receive funding to help formally train and give experience to the unemployed so that they receive on the job experience as well as training. Check out [Abbey Access Training](https://abbeyaccesstraining.com/) based in Lincoln to learn more about a local provider. For wider information please see [What Is Supported Employment? | British Association for Supported Employment (base-uk.org)](https://www.base-uk.org/what-supported-employment) | * You have access to people who are keen and eager; have formal training and have been supervised doing the job for at least a month. So they know what they are in for – and what's even better – you can try before you buy…with a 2 week no cost to you try out. |
| Local Media  (low cost option) | * You can of course advertise your position in the jobs available section for a small fee. However, to keep costs low you’ll need a small box which will limit how you sell yourself. * Alternatively, you could write a good news story about your business. Something interesting that the paper will see value in including in their editorial section. Make it entertaining, show how it is helping your business grow – oh and as a result you are expanding your team. * Sponsor a regular competition or feature on the local radio – preferably in a time slot when your ideal future employees are likely to be tuned in. | * This comes back to the buy, like and trust example. If your name is out there and in a positive way – people will seek you out. * There are subtle ways you can let people know you are recruiting, which will have the keen job seekers hunting for more information. |
| On-line Job Sites  (Free, low and medium cost options) | * There are a number of sites that offer on-line job advertising, and they offer a range of packages from free postings to sponsored job postings; to fee payment only when jobs are clicked and so forth.   + Sites include Indeed.com; totaljobs.com; joblist.com; monster.co.uk; reed.co.uk; fish4.co.uk | * This is a good way to spread your job advert far and wide and this can work where you have a live-in position or position that would warrant a move for the sake of someone’s career (for example a chef or a hotel manager) * Do bear in mind though that these sites make it so easy for people to apply for jobs that it isn’t unheard of for employers to receive hundreds of completely unsuitable applications from people who haven’t even read the specification |
| Apprenticeships  (low cost option) | * HIT is a specialist training provider for the Hospitality and Leisure industries and with an office in Lincoln is ideally placed to help match you with people who are keen to earn while they learn. HIT offer CPD, Live on-line and vocational courses. A full list can be found here [Courses | HIT Training Ltd](https://hittraining.co.uk/courses) | * You can be relatively confident that the recruit is passionate about the industry and role you have available and is keen to learn and develop. * There is less likelihood of the recruit leaving for another job part way through the course, giving you more stability. |
| Gig Worker Sites  (medium-cost option) | * Depending on the role you have available you may be able to benefit from hiring someone by the hour or the day to fulfil your requirements. This can cover anything from marketing to accounting to design. You can even hire freelancers to wait on tables for a day or a week.   + Sites worth checking out include:- Gumtree.com; peopleperhour.com; saltandpepperevents.co.uk; fiverr; worksome.com | * The truth is, there are a lot of people who like the freedom of not being tied to one place of work and you can hire some great back-office skills very cheaply using gig workers. * It is more expensive to hire in, in person staff such as waiting staff etc. But if the difference is you not being able to open whilst you find your permanent team member, then this can still be an option worth considering and you can learn a lot from these usually very experienced people. |
| Industry Magazines/Portals  (medium-high cost) | * We’ve created a list of the various industry magazines and portals for each sector of the visitor economy. * It can be costly to advertise in print with these organisations, but most have an on-line presence where jobs can be advertised at a much-reduced sum * This will work better for permanent roles and where there are a few organisations operating within the same field within the area. | * This is usually the first place those working in the industry will look. * Moreover, many people who move jobs have done so from initially just browsing these pages when not even actively job hunting – just out of interest and to see what’s out there. |
| Recruitment agencies  (high cost option) | * Recruiters take a lot of the headache out of recruitment. They make sure they get to know you. They take on the promotion of your business as an employer. They vet any potential recruits and only tend to put forward genuine contenders for roles. * This can be very costly however as recruiters tend to charge a % of the salary and whilst there is usually an agreement to refund a proportion of the fee if the candidate leaves within a period of time (often 3 months) this can still be a very heavy investment. * This will work better for more senior roles within an organisation. | * The people you do get through your door are likely to be vetted, know a lot about your business and will have similar values to you. So it’s a lot less ‘hit and miss’. |

a magic wand, if you follow the guidance and steps below, you should find that your recruitment struggles start to disappear.