



Hospitality Recruitment Solutions

The "Recruitment Health Check"

As job boards in the current market are seldom returning results it's important to have other avenues to explore to seek the right candidate.

Firstly think about where you are advertising and what section of the market are you viewing by advertising there? Seek is an obvious choice but only attracts active candidates - those wanting or needing a job. Are they motivated towards your opportunity or just looking at the next job. This is often highlighted by the candidate and their lack of enthusiasm to return calls, emails or even no show interviews.

What about those candidates that are not actively looking? Passive candidates may move for the right motivation such as career progression, development, better work/life balance or salary. How would you go about accessing passive candidates in the market?

Can having too many adverts out in the market do damage to your brand? It can often be interpreted as an employer that generally turns over a number of staff frequently. How is the best way to tackle this?

Word of mouth is a powerful tool and often it's those you speak to that may have a lead on a passive candidate and would generally speak highly of your brand. Who are those people for you?

Once you have found the "right candidate" do you have all the tools ready and available to be able to secure them?

- Do you have a formal letter of offer?
- Do you have a current contract template?
- Is your induction process formalised?
- Are you currently meeting all legal requirements with regards to new employees?

If not, how will this effect the first impression of your new employee and your ability to retain them?

You have secured the "right person" for your team, however what is your current procedure with regards to responding to the other candidates that have applied? Feedback from candidates we have dealt with is that in some cases they feel frustrated as some applications go unnoticed as they never receive a formal response from the employer. How would that effect your brand? It's often a lengthy process to do this but it is an investment towards the next time you need to recruit.

Dependant on the size of your business and departmental structure recruiting in house maybe the best option for you, it is however beneficial to have a think about what other options are available and how these can assist in supporting your current process, business and brand.

Is your time best spent recruiting or on your business? We partner exclusively with business's to offer a low cost, effective recruitment solution and would welcome you to contact us to discuss further.