

Recruiting a Seasonal Workforce

By Tracy Arno, CEO and founder of Essence Recruitment

When hiring for today's labour market, marketing and HR are one.

The labour market has changed. The belief that a basic job description will get you a large volume of applicants that you can screen, shortlist and hire quickly on your schedule is no longer true.

The Baby Boom generation is retiring. Gen Z is

entering the workforce in smaller numbers than previous generations. We are in a "forever labor shortage."

Employers must embrace change in how they recruit new talent, including seasonal labour.

Successful recruitment requires a multi-faceted approach, beginning with your employer brand.

WHY YOUR BRAND MATTERS

- 79% of job applicants use social media in their job search
- 84% of active job seekers say the reputation of a company as an employer is important
- 92% of passive job seekers will consider working for a well-managed company
- 25% of recent hires landed their current job through networking
- 41% of recent hires found their current role through an online job board
- 61% of job seekers find automatic job alerts helpful

SIX STEPS FOR SUCCESSFUL RECRUITING

1. Never stop recruiting

- Plan for the future, instead of reacting to current vacancies.
- Build your network and utilize past applicants to create a talent pipeline of high-potential individuals who can be hired when needed.
- Talent attraction is the proactive identification, assessment, and engagement of individuals who have the potential to fill future roles within an organization.

2. Establish a workplace culture that employees expect

- Fair Pay
- Work/Life Balance
- Trust and Respect
- Transparency and honesty
- Clear goals and expectations
- Meaningful work
- Accountability and responsibility
- Recognition and praise
- Professional development

3. Establish your employer brand

- A positive employer brand communicates that the organization is a good employer and a great workplace.
- Employer brand affects the recruitment of new employees, retention and engagement of current employees, and the overall perception of the organization in the market.

4. Nurture an employee-centric culture

- Employers sink or swim based on their internal culture.
- An employee-centric culture influences the bottom

line: a negative reputation hurts business, while a positive reputation gains referrals by welcoming open communication, encouraging feedback and inspiring innovation.

- Make your workforce top priority, starting with the front line.
- An employer of choice recognizes employees as their greatest assets, so that you don't need to find them they find you.

5. Plan your recruitment

- Planning is the backbone of your hiring process.
- Start early.
- Plan backward from the completion date.
- Utilize technology, databases and checklists to stay on track.
- Keep candidates engaged and updated every step of the way.
- Retention as recruitment - provide a workplace experience that encourages seasonal workers to re-apply in future.

6. Recruitment Strategies

a. Job boards

- Focus on the job details that would be most attractive to potential candidates.
- Limit job postings to 300 to 400 words.
- Make sure the job title is clear, direct and specific.
- Describe the job opportunity.
- Sell the job opportunity - why and who.
- Sell the company vision and culture.
- Describe the application process.
- Describe the total rewards. It is one of the first things job seekers look for (include the good and the bad).

b. Digital advertising

- Use the right image size for the social media platform.
- Remember your brand when choosing colors, fonts, and other design elements.
- Keep your graphic designs simple. Choose your colors wisely.

- Use real images of your business, not stock or AI images.

- Include a call to action.

c. Referrals and networking

- Internally – your current employees are your best referral source! They understand your culture and will refer people who are a good cultural fit.
- Externally – contact partners, vendors/suppliers, mentor groups, associations and others for referrals. Use your network. They know you best.

d. Job fairs

- Job fairs are like speed dating for recruiting. At a set time and place, companies and job seekers meet and try to find out if they'll match.
- Job fairs are a useful tool to hire several people at one time.
- Invite job seekers to your job fair space.
- Showcase your people and culture.
- Take the time to plan your job fair recruitment strategy thoroughly.

e. Social media

- Reach passive job seekers.
- Hire high-quality candidates.
- Reduce time and cost per hire.
- Showcase your employer brand.
- Promote your people, not just your products or services.

CONCLUSION

These are just some of the things you can do to attract and retain talent. There are many other methods your organization can use. What's important is that you go beyond a traditional job board and come up with a strategy that works for you. Social media, employee referral programs, community partnerships, job fairs and networking all work together towards building awareness of your company and career opportunities.



ABOUT THE AUTHOR

Tracy Arno has been recruiting, hiring, and training for more than 25 years. She established [Essence Recruitment Inc](#) in 2011. Tracy understands the tools and processes companies need to recruit, hire and retain employees.