

Out of the Box Recruitment

By Hughes Recruitment & Strategy Collective

A fresh perspective on recruitment within the tourism and hospitality sector is pivotal. The focus of employers is to harness innovative strategies to attract and retain top talent in a challenging and competitive market.

STRATEGIC INSIGHTS FOR MODERN RECRUITMENT

Understanding the Talent Landscape: High turnover rates and a demand for work-life balance are reshaping recruitment.

Exploring Untapped Demographics: Dive into strategic approaches to tap into diverse talent pools like career changers, mature workers, new Canadians, and parents seeking flexible schedules.

Innovative Recruitment Techniques: Learn to leverage virtual job fairs, social media campaigns, and partnerships with educational institutions to connect with potential candidates creatively.

Interview Tactics That Break the Mold: Move beyond traditional interviews with techniques that reveal true candidate potential through real-life scenarios and team interactions.

Crafting a Strong Employer Value Proposition (EVP): Highlight your unique offerings that go beyond the pay cheque, such as career development opportunities, work-life balance, and a positive workplace culture.

Building a Powerful Employer Brand Online:

Enhance your online presence to attract top talent, focusing on consistent messaging, engaging content, and responsive interaction with your audience.

FOCUS ON A KEY IDEA: CRAFTING A STRONG EMPLOYER VALUE PROPOSITION

Creating a compelling EVP is crucial in standing out as a desirable employer. Articulate a clear, attractive EVP that resonates with potential employees and aligns with your organizational values and culture.

WHAT IS IT?

An Employer Value Proposition (EVP) is your promise to employees—a clear statement of what they'll gain when they join your team. It's the blend of benefits, culture, and experiences that sets you apart as an employer.

WHY IT MATTERS

In today's competitive market, candidates have more choices than ever. Your EVP is what draws them to you and keeps them there. It's not just about attracting talent but also retaining it—because when your team feels valued, they stick around.

THREE CORE ELEMENTS OF A COMPELLING EVP:

Work-Life Balance: Show candidates that you understand their needs outside of work. Highlight flexible scheduling, hybrid work options, or wellness programs that promote a healthy work-life balance.

Career Growth & Development: Today's top talent wants to see a future with you. Emphasize opportunities for growth, like mentorship programs, leadership training, or pathways to advancement.

Company Culture: What's the vibe of your organization? Highlight the values, camaraderie, and work environment that make your workplace special.

ITEMS TO CONSIDER WHEN CRAFTING AN EVP:

Know Your Audience: Tailor your EVP to the needs and values of the talent you want to attract. What matters most to them—career stability, growth opportunities, flexibility?

Reflect Your True Culture: Your EVP should align with the actual experiences of your employees. Get feedback from your team on what they value about working with you—use their insights to craft an EVP that's genuine and resonates.

Use Employee Stories: Highlight real stories from your team that showcase your EVP in action. It's more powerful than any corporate statement. Share quotes, photos, or short videos that illustrate what makes your organization unique.

CONCLUSION:

The strategies outlined aim to equip you with the tools to effectively attract and retain skilled professionals in the hospitality and tourism industry. By adopting these innovative practices, you can enhance your recruitment efforts and build a dedicated and satisfied workforce.

ABOUT HUGHES RECRUITMENT & STRATEGY COLLECTIVE

Bold recruitment, HR consulting, marketing, succession, and talent solutions. We build brands, empower teams, and transform businesses.