

## Back To Basics Recruitment

# How to find the best staff

In a business notorious for fast turnover when it comes to staff, what can licensees do to ensure they pick people who are going to contribute to the business in the long term?

### Pros and cons of various advertising methods

**A-board outside the pub:** gets the message out that you are looking for someone but is unlikely to attract enough quality applicants

**Word-of-mouth:** cost-effective, targeted method which is likely to produce a good field of candidates. It also helps to develop your contacts in the industry which, in turn, will make recruitment easier in the future

**Newspaper advertising:** costly for the individual pub, but it offers the chance to be specific about the type of person you are looking for and may spread the word to a wider audience.

**Notice in the newsagent's window:** for many it may be most cost-effective to advertise a job by this means.



A notice in a shop window can be a cost-effective way of attracting staff

AS THE latest wave of school-leavers floods onto the jobs market, now's the time to think about your recruitment techniques.

How do you attract the kind of applicants you need? How do you maximise your chances of taking on the kind of people who are likely to stick around, learn the skills you need and make a real contribution to the business?

There's more to it than putting an ad in the window and picking the first person to turn up who can walk and smile at the same time. By structuring your recruitment process you can hire the best person to suit your needs.

Here, recruitment consultant Nigel Sapsed offers his advice to the independent publican.

### Establish the image of your pub you wish to present to potential applicants

You should present an attractive, professional image whatever your type of business. This will help you to attract better applicants. It will also help you attract people who want to work for you and who best suit your type of business.

Avoid putting an A-board outside your pub saying 'chef wanted' as this presents a poor image and does not give you the chance to describe your business properly to the potential applicant.

### Write a job description for the position you want to fill

A job description is a vital tool during and after the recruitment process. It can guide your interview questions

and help ensure the person you recruit can do the job you want them to do.

The job description should be written on headed paper. This will present a professional image and save you time – people who can see they are clearly unsuitable will not apply.

You should have job descriptions for every role in the business.

### A job description should cover:

- the job title
- who the employee reports to
- whether the employee is expected to 'live in' and whether accommodation is offered as part of the package
- a brief description of what the job entails
- a list of duties and responsibilities
- hours of work
- working conditions
- pay, benefits, bonuses, profit-related pay or incentives, perks, holidays.

A job description clearly defines what the job is about and what the potential employee can expect from it. It will benefit both you and your employee to be clear about what the job will entail.

### Decide how you want to advertise the job

The best method, usually, is word-of-mouth. If you are looking for a chef, try asking the best food pubs locally if they know anyone who is looking to move jobs.

It's also worth putting a notice in the window of your local newsagent, as this spreads the word quickly. See