

## TIPS ON WHERE TO FIND THE IDEAL CANDIDATE

With ever-increasing competition from other businesses and industries, employers need to be more creative to attract qualified staff. Savvy employers are increasingly using tactics, once used to attract customers, to attract prospective employees.

Choose the recruitment methods that will bring you the greatest return on your investment and help target the candidate profiles and skill sets you are looking for. The following are a few helpful tips and ideas to get you started:

### Online job board

- Use free online job boards:
  - [go2HR job board](#)
  - [Indeed](#)
  - [LinkedIn](#)
  - [eight six Network for Restaurant & Hospitality jobs](#)

### Professional Association

- If you are looking to fill a management level role, consider Associations related to the profession that may also have a job board.

### Think outside the box

- Consider applicants who are looking for a career change. They will likely have transferable skills that they can bring to your organization. These are abilities or talents relevant to all professions and facets of life, such as time management, teamwork communication, leadership, to name a few.

### Employee Referrals

- Internal employee referrals or word of mouth referrals
  - Ask for referrals from your current high-performing employees, business contacts, friends, and family
  - Consider offering financial or other incentives for employees who provide a successful referral.
  - If you are a seasonal business, connect with an opposite-season employer in your community who may have employees available when you need them.

### Diversify your workforce

- Hire a student, indigenous peoples, new immigrants or a foreign worker. For more details, see [Diverse Labour Pool](#)

### Look Internally

- Consider an existing employee who might be interested and either be qualified or trained for the position. And if they aren't trained, provide training opportunities.

## **Network**

- If the opportunity arises, network at industry events to help spread the word.

## **Recruitment Agencies and Search Firms**

- Recruitment firms may be an option for employers looking to outsource part or all of their recruitment process. These agencies are beneficial for finding short-term employees and filling senior-level positions where qualified candidates are difficult to find. (Note: Ensure you are fully aware of all fees and details before signing with a recruitment agency)