

MARCH 16 2021

Employee Recruitment During a Pandemic

Practical Tips for Tourism & Hospitality Employers

Presented for the Thompson Okanagan Tourism
Association (TOTA)

GINGER BRUNNER
REGIONAL HR SPECIALIST





WHO WE ARE



**HEALTH &
SAFETY**

**HUMAN
RESOURCES**

**INDUSTRY
TRAINING**

**RESEARCH:
LMI &
STRATEGY**

AGENDA

- Impact of COVID-19 on Job Seeker Expectations
- How to Create Job Postings that Work
- How to Tap into Diverse Labour Pools
- Tips for Conducting Effective Virtual Interviews
- Recruitment through Storytelling
- Q&A



Photo Credit: DBC



STUDENTS WANTED.
NO EXPERIENCE NEEDED.

POLL

How many employees do you plan on hiring for the upcoming 2021 summer season?

- 0
- 1-2
- 3-5
- 6-10
- More than 10
- We don't know yet



LABOUR MARKET – WHERE ARE WE NOW?

- Increase in job seekers, skills shortages remain
- Some pre-COVID labour-related issues remain
- COVID impact on Labour - New Immigrants, women, single parents, youth and First Nations men severely impacted by job losses and/or loss of hours
- Slow return to business, some jobs/skillset needs are changing
- Industry labour market research in progress (COVID impact)



CHANGING EXPECTATIONS – IMPACT OF COVID-19

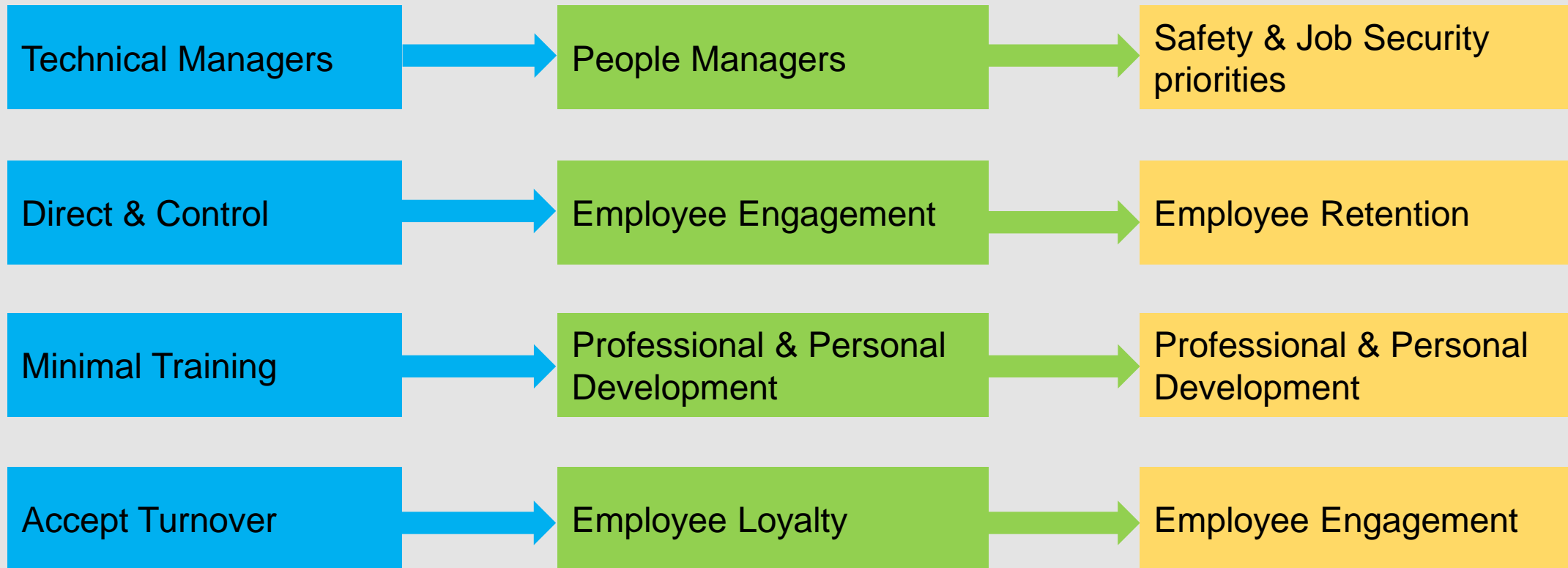
We are starting to hear a shift in employee & worker expectations:

- Personal safety is a priority
- Increased concerns about job security
- Increased desire for information
- People are evaluating what is important to them (personal/family values). Where possible making job choices that reflect and support

Old Paradigms, New Paradigms & COVID Impact



Old Paradigms, New Paradigms & COVID Impact







JOB POSTINGS vs. Job Descriptions



	Job Description	Job Posting
Use	Internal	External
Type	Company Document	Ad for job boards
Purpose	Details of the role, responsibilities, reporting structure, qualification requirements	Marketing the opportunity
Tone	Formal	Engaging
Audience	Internal team & employee	Job seekers
Length	Longer	Shorter



HOW TO CREATE AN EFFECTIVE JOB POSTING

1. Job Title
2. Who you are - Company Info
3. What they will do - Position Overview
4. What they need - Qualifications
5. What's in it for them - Compensation
6. Where to apply - Call to Action



JOB POSTINGS – LANGUAGE

Position Overview:

OK: The incumbent will handle all receptionist duties including greeting clients.

BETTER: As the first person to interact with our guests, you will help create a positive first impression for their visit

OK: This position is responsible for generating sales and servicing customers.

BETTER: You will deliver exceptional customer service by responding to guest inquiries and providing (service/product) suggestions to meet their needs



JOB POSTINGS – LANGUAGE

Job Responsibilities:

OK: Duties include greeting guests, providing information, processing sales, providing excellent customer service

BETTER:

- Greet and interact with guests and visitors
- Anticipate and respond to guest inquiries
- Promote exhibits and upcoming events
- Provide exceptional customer service
- Promote and process sales transactions



JOB POSTINGS – LANGUAGE

Qualifications:

OK: Required qualifications include: previous experience in customer service and processing of sales transactions

BETTER:

If you are a team player with previous experience in a front line customer service sales position and a passion for outdoor cycling, we want to hear from you!

We Seek Kitchen Warriors!

Brentwood Bay Resort & Spa - Victoria, BC

Recently named Employer of the Year by the Victoria Chamber of Commerce , Brentwood Bay Resort & Spa is seeking Kitchen Warriors to join our team. We are especially interested in those looking to work BREAKFAST SERVICE.

ABOUT YOU...

- You don't know what it's like to not be in a constant state of stress.
- You run on energy drinks and coffee because sleep is overrated.
- Your arms and hands are covered in scars from burns and cuts of days past.
- You are genuinely passionate about your craft. What other reason could there be for putting up with brutal reality of a kitchen position?

ABOUT THE ROLE...

Working under the guidance of Executive Chef, Fred Bjarnason, you'll cook so much food for other people that you'll never want to cook for yourself again. You'll be expected to constantly give 110% while working furiously in a searing hot, non-ventilated, extremely humid, artificially lite space that is far too small to accommodate what needs to be done. You'll spend the majority of your time working with a small group of individuals whose socially unacceptable and politically incorrect sense of humour will, in no time, become your own.

WHAT YOU OFFER...

- Skilled in multi-tasking', or in other words doing the job of three people;
- The ability to deal with a group of melodramatic and short tempered individuals, without taking it personally;
- Clear and communicative (aka loud and proud);
- You've survived at least a year in another kitchen;
- Certification in First Aid, Food Safe and WHMIS or equivalent an asset;
- Bionic strength and stamina to perform physical work, stand/walk for long periods of time and lift 50 lbs;
- No desire to ever have a holiday or long weekend off ever again.

WHAT WE OFFER...

- Good hourly wages;
- An Executive Chef, who respects his team;
- Benefits;
- Gratuities;
- Resort and food discounts;
- A work environment that is not as awful as the others.

HOW TO APPLY...

Send us your resume, introduce yourself and let us know the position you're applying for.

Job Location:

- Victoria, BC

Body copy

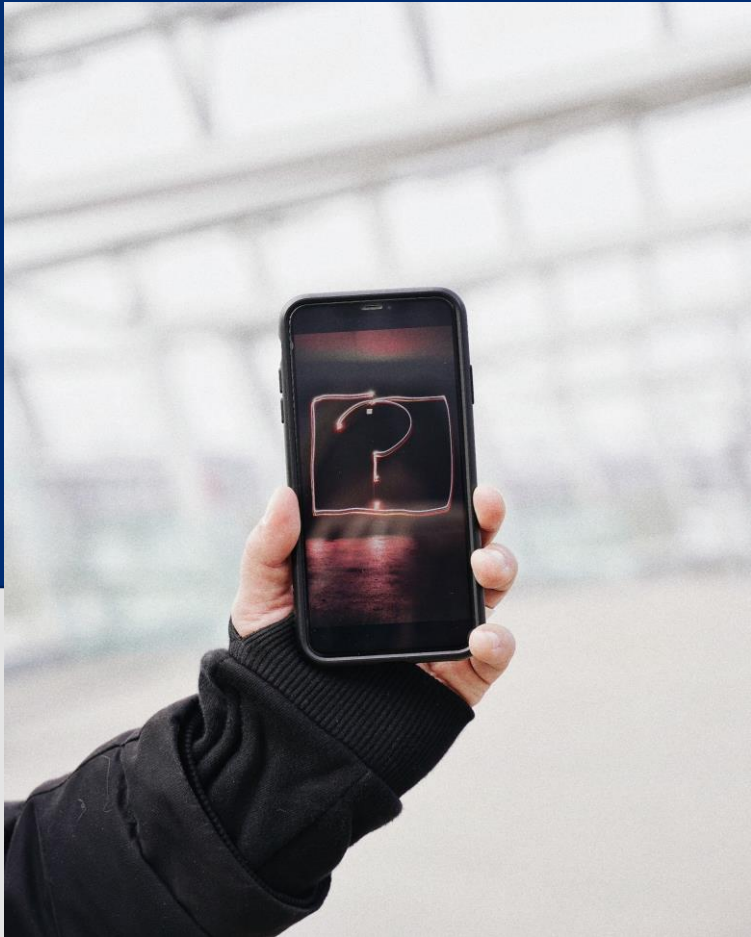
DIVERSE LABOUR POOLS



POLL

What method will you use to recruit employees for the 2021 summer season?

- Word-of-mouth
- Employee referrals
- Employment Service Providers (e.g. *WorkBC*)
- Association job boards (e.g. *BC Museum Assoc*)
- Online Job Boards (e.g. *go2HR Job Board*)
- Invite previous employees to return





UNTAPPED LABOUR POOLS

- Canadians
- New Immigrants
- Persons with Disabilities
- First Nations
- Women
- Students...

STUDENT RECRUITMENT

- [Talent MATCH](#) – Tourism & Hospitality Employers
- Free Webinar: March 23, 2pm [REGISTER](#)



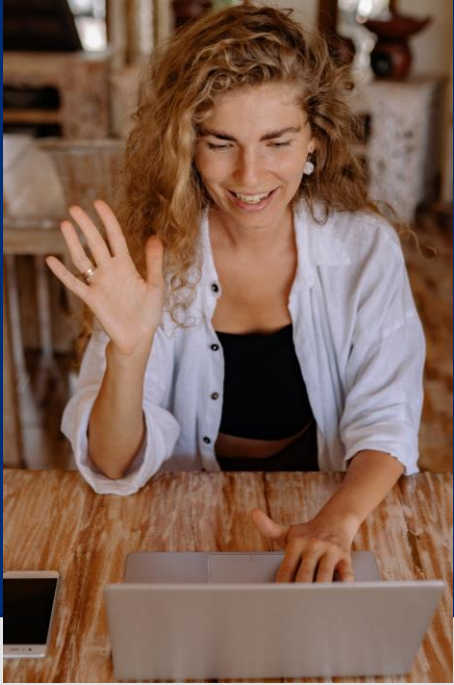


ACCESSING UNTAPPED LABOUR POOLS

- [Resources for Recruiting from Diverse Labour Pools](#)
- <https://www.go2hr.ca/events/total-training-centre-virtual-job-fair>
- [go2HR Events Calendar - Recruitment Events](#)

CONDUCTING VIRTUAL INTERVIEWS





POLL

Have you conducted video interviews before?

- Yes
- No
- Planning to start

VIRTUAL EMPLOYEE INTERVIEWS



BEFORE the Interview

- Prepare the candidate
- Prepare questions
- Have a strategy
- Equipment Check
- Backup plan

ACTIVITY: Interview Questions

Do you have a favorite interview question?

If so, please type it in the chat window



VIRTUAL EMPLOYEE INTERVIEWS



DURING the Interview

- Break the ice
- Undivided attention
- Professional background
- Promote your brand
- Conversational approach
- Two-way dialogue

VIRTUAL EMPLOYEE INTERVIEWS



AFTER the Interview

- Encourage candidates to reach out if they have any other questions
- Provide a timeline for follow up
- Advise of next steps

VIRTUAL EMPLOYEE INTERVIEWS



Candidate Follow Up

Good Practice

- Follow up with candidates that you have interacted with

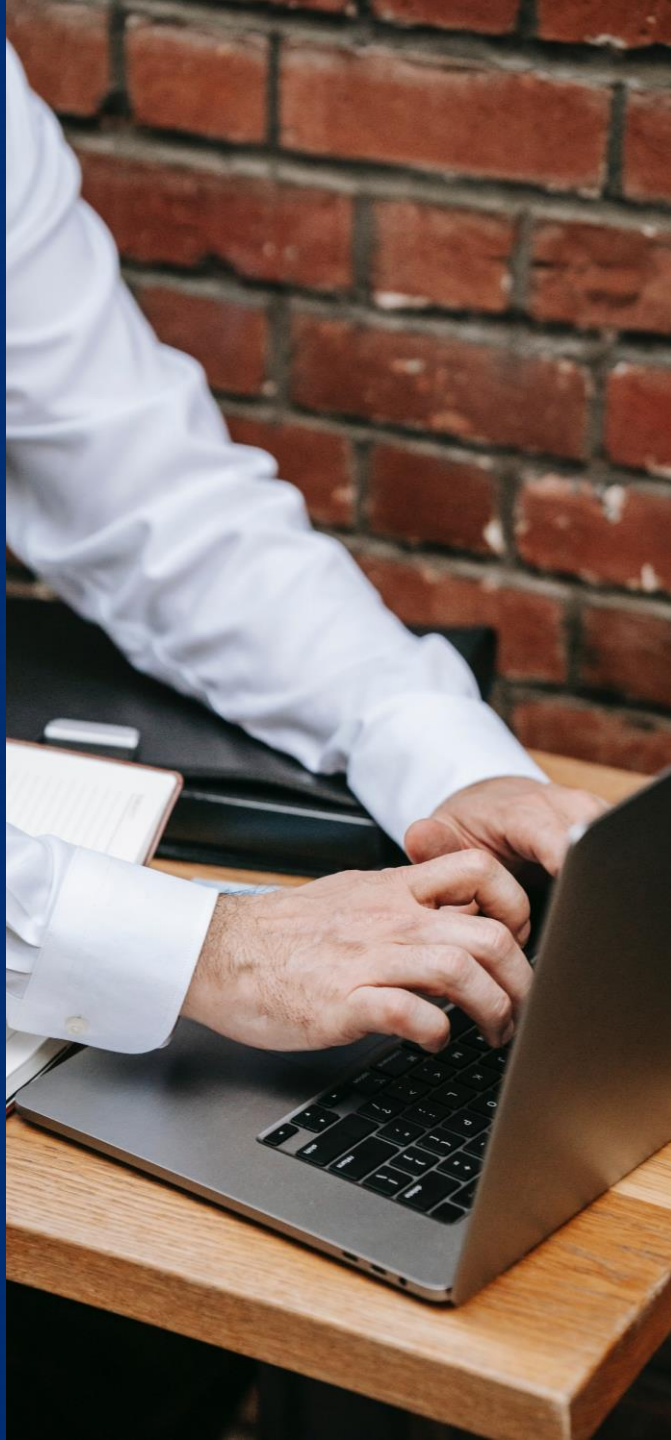
Better Practice

- Follow up with every candidate



VIRTUAL INTERVIEWING TIPS

- Consider whether phone or video interview is appropriate
- Ask behavioural-based questions to draw out previous experiences (Tell me about a time when you...?)
- Follow up and respond in a timely manner
- Remember, candidates are assessing you too



VIRTUAL INTERVIEWS

- SAMPLE Interview Questions
- Virtual Employee Interviews Checklist - Before During & After

STORYTELLING



STORYTELLING - THE EMPLOYEE EXPERIENCE

Use your company website, social media channels, job postings or videos to:

- Showcase your culture
- Share a day-in-the-life
- Stand out in a competitive recruitment landscape
- Create an emotional connection for the candidate
- Share their potential role in the story





translink • Follow



translink SkyTrain Attendant on diversity and inclusion

SkyTrain Attendants wear many, many hats in their role. Serving a diverse group of people on the transit system comes with a sense of obligation to make sure everyone feels safe and welcome. Angelo shares his thoughts and experience on how TransLink and BCRTC have stepped up to the plate to foster diversity and inclusion in his workplace and beyond.

83w



hey_virginia @cameron_b310 @riley.b.33 lookie who it is!!!

83w 3 likes Reply



3,071 views

AUGUST 2, 2019

0:00 / 1:23

Log in to like or comment.



RECRUIT & RETAIN

TRAIN & DEVELOP

FIND A JOB / CAREER

KEEP YOUR WORKERS SAFE



FIND A JOB

[POST A JOB >](#)

Welcome to the go2HR Job Board - the leading free job board for tourism and hospitality jobs in BC and the Yukon. Whether you're looking for summer jobs in BC, hotel jobs in Victoria, cook jobs in the Yukon or ski jobs in the Kootenay Rockies, the go2HR Job Board has you covered.

 km

SEARCH >

CLEAR SEARCH >



ADVANCED SEARCH

BROWSE LATEST JOBS BY SECTOR



Accommodation



Food & Beverage Services



Recreation and Entertainment



Transportation



Travel Services

[NEWEST JOBS](#)

CURRENTLY VIEWING: **346** JOBS





Ginger Brunner
Regional HR Specialist
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