



Recruitment and Retention


Top Tips



Your Recruitment and Retention Strategy

Do you have an
employee recruitment
and retention strategy?

Do you have recruitment
and retention as a line
your budget?



Tip 1:
Find time to
develop a
strategy

If your recruitment strategy boils down to posting a job advert on a board, biting your nails and waiting for the perfect applicant to apply, try and find time to develop a recruitment and retention strategy.

What is your employer brand?



Whether you're actively working on it or not, your Company is building an employer brand every day.



Building your employer brand isn't just about attracting new talent but also retaining your current employees.



With strong branding, you are giving a reason for potential employees to feel great about working with you.

Preston PR1

£27,000 - £31,000 a year

- Have a successful track record working with high volume restaurant teams.
- That's what we're all about.
- Born from a love of basking in the chilled out ambience...

15 days ago [save job](#) [more...](#)

General Manager

Lounges ★★★★★ 105 reviews

Chorley PR7

£28,000 - £32,000 a year

- Exciting opportunity for a General Manager to join this New Opening and become part of one of the most successful restaurant groups in the UK.

7 days ago [save job](#) [more...](#)

Restaurant Supervisor - new

Frankie & Bennys ★★★★★ 439 reviews

Preston

£8.50 - £9.00 an hour

- You understand the key performance indicators your restaurant is measured against and work hard to positively influence these whilst on shift.

[Easily apply to this job](#)

1 hour ago [save job](#) [more...](#)

Pub Manager

Brunning & Price - Houghton Manor ★★★★★ 33 reviews


Preston PR2

£45,000 a year

- High quality, free manager's accommodation.
- A proven manager in a similar fresh food environment.
- Brunning and Price is a collection of individual pub...

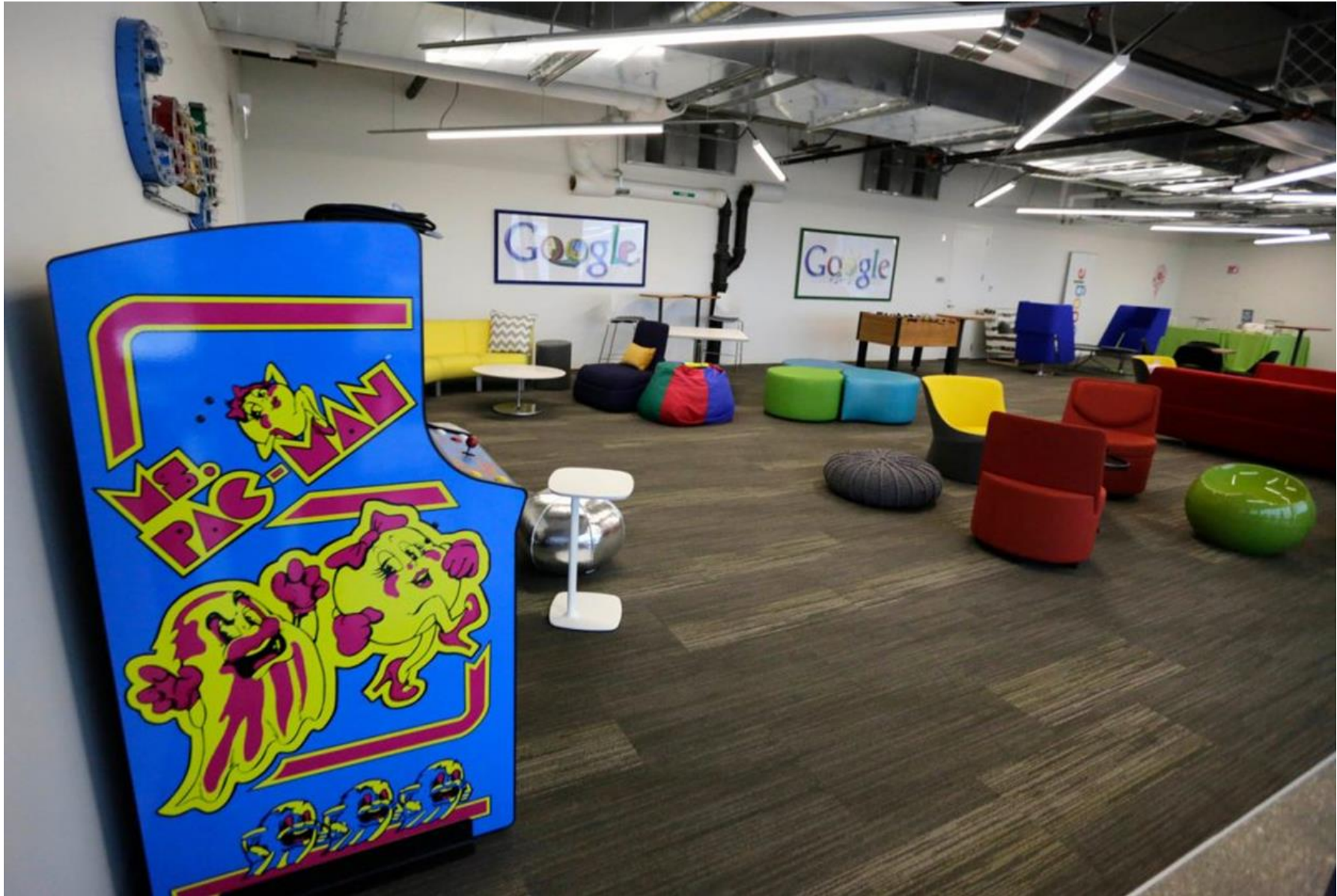
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Tip 2:
Create a strong
employer
brand

- Create an employer brand that represents your Company:
 - Investment
 - Culture
 - Website
 - Social media activity



When you're part of it, you put your heart into it

At John Lewis & Partners, we're more than employees - we're owners. That's why we're all called Partners. And that's why we all go above and beyond to offer quality products and outstanding service to the people who matter most - you, our customers.

Because for us, it's personal.



Grasmere Gingerbread



@SarahNelsonsGrasmere
Gingerbread

Home

- Shop
- About
- Photos
- Events
- Reviews
- Videos
- Subscribe to Newsletter
- Notes
- Posts
- Community

Create a Page

Following

Share

Save



Shop Now

Send Message



Grasmere Gingerbread added a new photo to the album

Birthdays — at Grasmere Gingerbread

9 October at 08:29 · Grasmere · 📍

Celebrate with cake! A very Happy Birthday to Harrison! Our fell walking junkie and Haribo lover Mail Order Manager can't wait to dive into his carrot cake! 🍰🥰 Want to read more about our team? 👉✅
<http://bit.ly/TheGGTeam>



Send message

www.grasmeregingerbread.co.uk

Bakery · Speciality food shop

Price range £

Opens at 09:15

Closed now

Popular hours

Mon Tue Wed Thu Fri S



Suggest Edits

Page transparency

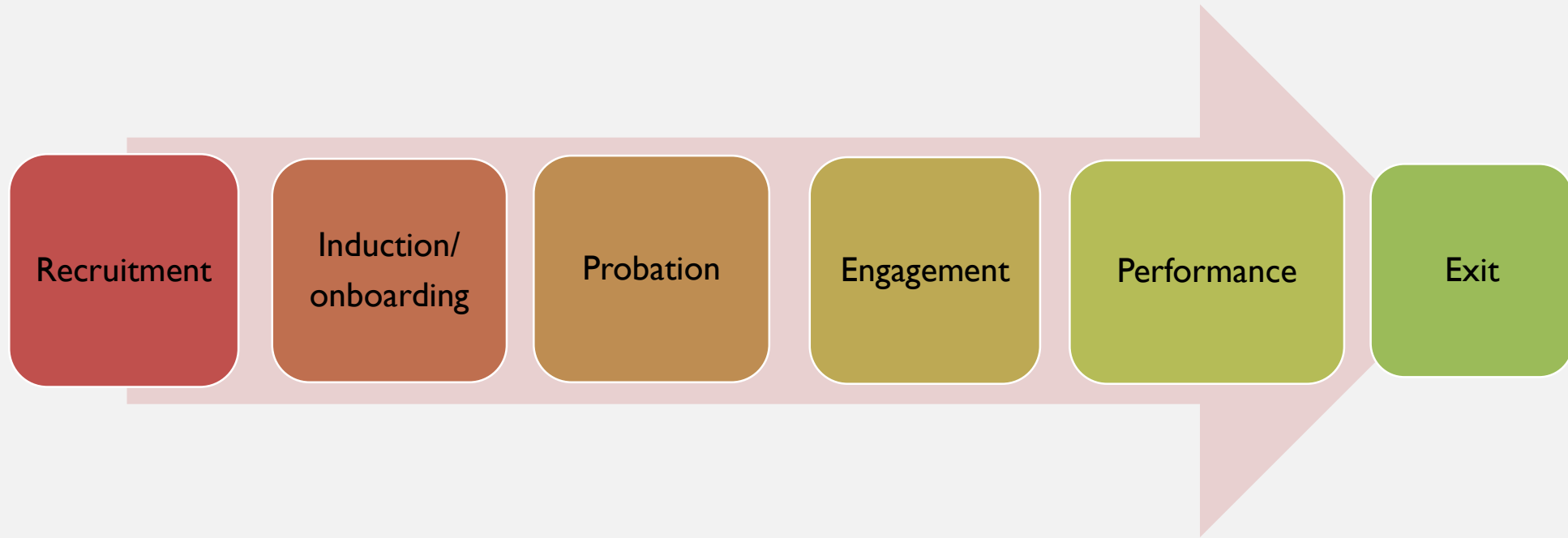
Facebook is showing information to help you understand the purpose of a Page. See actions from the people who manage and post content.

Page created – 8 March 2011

English (UK) · English (US) · Polski · Español · Português (Brasil)

Information about Page Insights data
Privacy · Terms · Advertising · AdChoices · Cookies · More -
Facebook © 2019

TIP 3: REVIEW YOUR EMPLOYEE'S JOURNEY



CULTURE AND ENVIRONMENT

Core Values



Statutory v.
enhanced

Flexible working,
flexi-time,
homeworking

Corporate
social
responsibility

Empowerment

Celebrate

ct  then , and drag to the Favourites Bar folder. Or import from another browser. [Import favourites](#)

The benefits of working with us include



We recognise that not everyone can work full time on a fixed basis, so we support flexible working wherever possible



Brunelcare are committed to supporting employees with their family commitments



We pay for any relevant DBS checks, uniform and any PPE required. We also support all employees to complete appropriate training relevant to their role



We have an employee assistance programme which includes access to a 24/7 confidential helpline service for advice, support and professional counselling



We give between 2-5 days more than the statutory minimum holiday, pro rata



We not only reimburse our employees for their mileage but also pay for their travel time

Current vacancies



“I WORK WITH OUR PARTNERS SUPPORTING THEIR VOLUNTEERING BOTH INSIDE AND OUTSIDE OF WORK. I ALSO LOOK AT HOW WE CAN SUPPORT LOCAL COMMUNITY GROUPS, SCHOOLS AND CHARITIES. IT'S JUST WONDERFUL TO SEE THE DIFFERENCE OUR PARTNERS AND CUSTOMERS CAN MAKE TO OUR COMMUNITY.”

JUDITH HUNTER

Partner & Community Liaison Coordinator

Our charitable giving scheme, called 'Community Matters', runs throughout our shops. Every three months each shop selects three community groups or charities to help. Our customers decide how the money is shared between the charities by voting for the organisation they'd like to support.

[Find out more](#)

MOTIVATION


Achievement

Recognition

The work itself

Responsibility

Advancement and growth

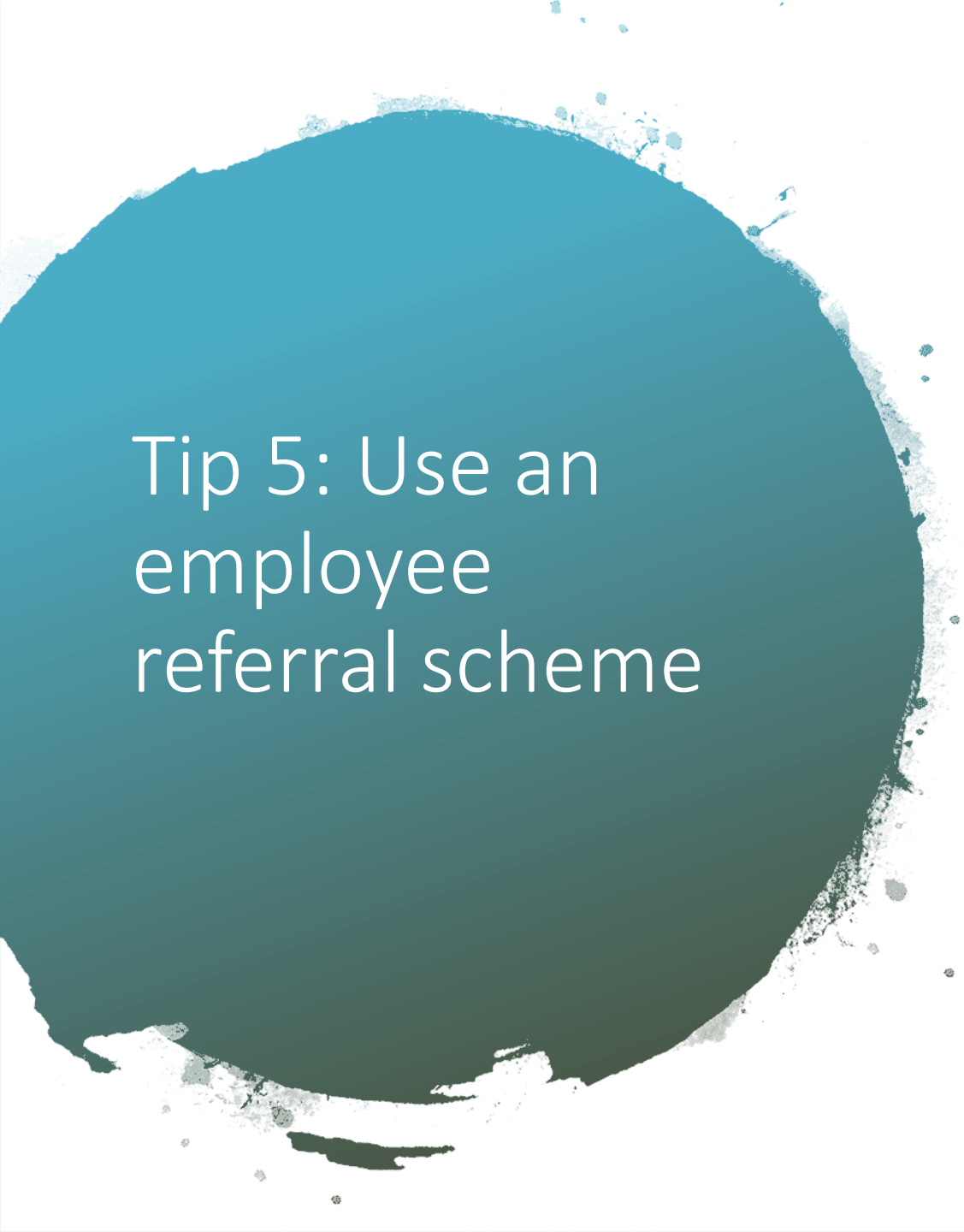


Tip 4:
Learn from your
current
employees

Ask them why they
chose to work with you?

Ask what do they like
about working with you?

What do they dislike
about working with you?



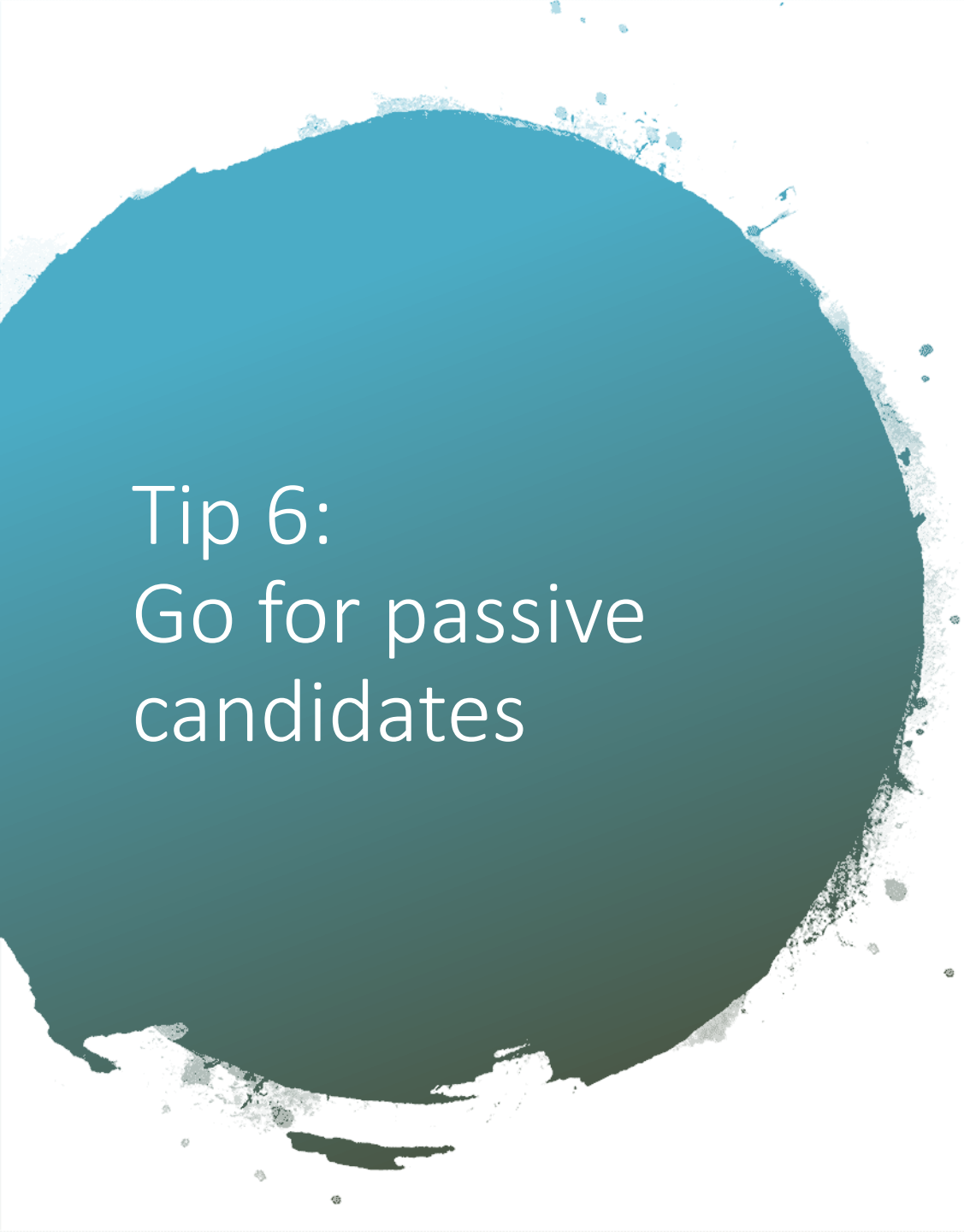
Tip 5: Use an employee referral scheme

One of the most popular forms of recruitment

Offer an incentive to employees to refer

Treat any referrals as you would any applicant for a job

Follow your normal recruitment process



Tip 6:
Go for passive
candidates

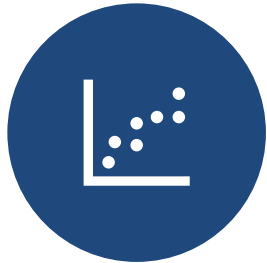
Top candidates are gone from the market in as little as 10 days

There is no lack of passive candidates

- 12% actively looking
- 13% casually looking a few times a week
- 15% reaching out to personal network
- 45% open to talking to a recruiter
- 15% completely satisfied – don't want to move

Make it easy to apply – passive candidates won't have an up to date CV

Tip 7: Fish where the fish are



Know your recruitment data, which adverts are working?




Where do your current staff look for jobs?



How did your applicants look for jobs



Tailor your social media recruitment to your target audience



Tip 8: Ensure
your candidates
have a fabulous
interview

- Sell them the role
- 83% of candidates said that a negative experience at an interview could change their opinion about a role in a company they liked
- Check out review sites
- Make sure your candidates leave feeling satisfied and positive about your Company wanting to work for you.

Tip 9: Keep in Touch

Keep in touch with
good unsuccessful
candidates (GDPR)

TIP 10:
SO LONG, FAREWELL.....

Let your good employees
know they would be
welcome back at anytime





**PEOPLE
JUNCTION**

Thank you