

## **The hospo.com recruitment tool allows clients to achieve efficient advertising on the internet and to attract candidates in a full employment environment.**

As employers are aware the hospitality Industry is at full employment and quality candidates are simply applying for the positions which offer stability and career opportunities in a professional environment. Only the market will force operators who do not fit the criteria to lift their game if they wish to attract quality candidates.

Hospo.com has used the latest technology to enable employers to profile their property and advertise their vacancy over the internet to a wider audience. The system allows you to categorise and list your position quickly and efficiently. The hospo system allows subscribing employers to advertise and search the database for available candidates who have made themselves available for employer search. However there are many candidates who hold their information as confidential, these candidates are looking at the [www.hospo.com](http://www.hospo.com) and will apply for the position advertised if the position meets the candidates criteria.

Other advantages of using [www.hospo.com](http://www.hospo.com) is that the site is effectively the database of an established hospitality industry recruitment company run by Hospitality Industry experienced consultants. All candidates are screened so that

the employers will only see candidates who are suitably experienced for the position the candidate has set themselves up for.

Candidates are forced to update their information as an email goes out to candidates who are active for employer search requesting they update their information. If the candidate fails to comply the candidates file is switched off. Saving you the hassle of sorting out candidates who are no longer current.

Replying to candidates [www.hospo.com](http://www.hospo.com) has developed a tool for you to process candidates who apply for the position you are advertising quickly and easily.

## **Writing job advertisements for the internet**

Our last newsletter covers effective recruiting techniques in general and we now look to cover effective vacancy. We have chosen the World Wide Web which offers the ultimate audience for human resources departments and recruitment companies. After all, the idea is to show a job advertisement to as wide an audience as possible to attract the best selection of candidates.

The only problem is that many people have approached recruiting via the Web in the same way they would approach advertising in a magazine or newspaper. This breaks what is

definitely rule number one: the Internet is decidedly not the same as print media, and job adverts should reflect this.

### **Before you start writing**

It's a good idea to research the Web sites that you intend to advertise on. According to the National Online Recruitment Audience Survey, the average job seeker, who uses the Internet to find a new job, will visit 4.7 job sites.

Aim to find the top five recruitment Web sites in your industry. Have a look at the Web sites and evaluate the quality of them:

- are they easy to use?
- do they show a large number of jobs?
- are there jobs similar to the one you want to advertise?
- are jobs posted regularly?
- do they make the application process simple?

Do this extra work and you are more likely to get value for money.

### **What to include in your ad**

In writing your job ad, remember that potential candidates are skimming through information on screen and, unlike in print, they may not 'flick' back through the pages and see something they missed first time round. So you've got to grab them right away.

There are plenty of similar jobs advertised on Web sites so, to stand out, you need to make yours a cut above the rest - interesting, innovative and, very importantly, correctly filed on the site.

#### **Title**

If a candidate is searching for his or her next move, the prospective candidate will key the job title into the search criteria, so make sure that you use multiple words in the job posting to ensure the best results on these searches.

#### **Job category**

Make sure you include this, or it will never be found on a site.

## **Job summary**

Remember that you are selling the job, not just describing it, so be enthusiastic. That said, do include an accurate job description that will appeal to as many candidates as possible. Break it up into small chunks of text. Include responsibilities and duties.

## **Salary**

Include a prospective salary, even if you need to put a 'depends on experience' clause next to it. Candidates often use salary as a key search criterion so, to be seen, you need to include it. It also saves everybody's time if you're honest about how much you're willing to pay.

## **Skills**

Be very specific about 'must have' job skills. Try to specify qualifications or length of service so that potential candidates know immediately if they're what you want. List desirable skills too, but only after the must-have ones.

## **Prospects**

Include possible promotion or career prospects - candidates today aren't just looking for this job but the one after as well.

## **Location**

Town, county and country should all be included. Remember that the Web is international, so people could be looking at your ad from the other side of the world.

## **Work permits**

If you're advertising a position in the NZ and you require candidates to hold a work visa, say so in the job ad.

## **Further information**

The Web has the space that would cost you a fortune in print, so use it. If you've caught a jobseeker's attention, you want to give them as much information as possible to keep them interested.

List the benefits that go with the job, and give a brief description of the company. If you're looking for a chef, list the standard and style of the cuisine you're producing.

## **Being Contacted**

Include your e-mail address so the candidate can e-mail his or her CV to you, or you'll never get any replies.

## **Contacting candidates**

Ask candidates for a mobile phone and/or landline number through which you can reach them, in addition to their e-mail address. They may not check their e-mails very often, and you may want to interview them quickly.

## **Layout**

Here's where the difference between the Web and print media can really show. While a print ad may cost \$1,000 to produce and run, one on the Web may cost only \$250. But don't let the difference in cost affect the final result.

## **Visual**

Keep everything in bite-size chunks. It's harder to read screen text on the Web, so make it easy for the viewer to digest.

## **Bullet points**

List qualifications, or desirable skills, in bullet-point form, so they're easy to read.

## **Company or Property Profiling**

Using images of your property can attract candidates and statistics show that by using a company profile complete with images will increase the effectiveness of your advertising drastically.

## **Spelling**

Don't let the side down by forgetting to spell-check the ad before it goes live online.

## **Replying to applicants**

Make sure you reply to all candidates who apply for your job. Not only is it polite, it will present your company as professional. A short e-mail saying thanks is ideal.

By Lukas Grant.

