

Tourism Careers Recruitment Toolkit

GET EXPERT ADVICE ON HIRING GREAT STAFF



Find out what makes
a successful ad



Download and customise
social graphics



Top tips from
recruitment experts



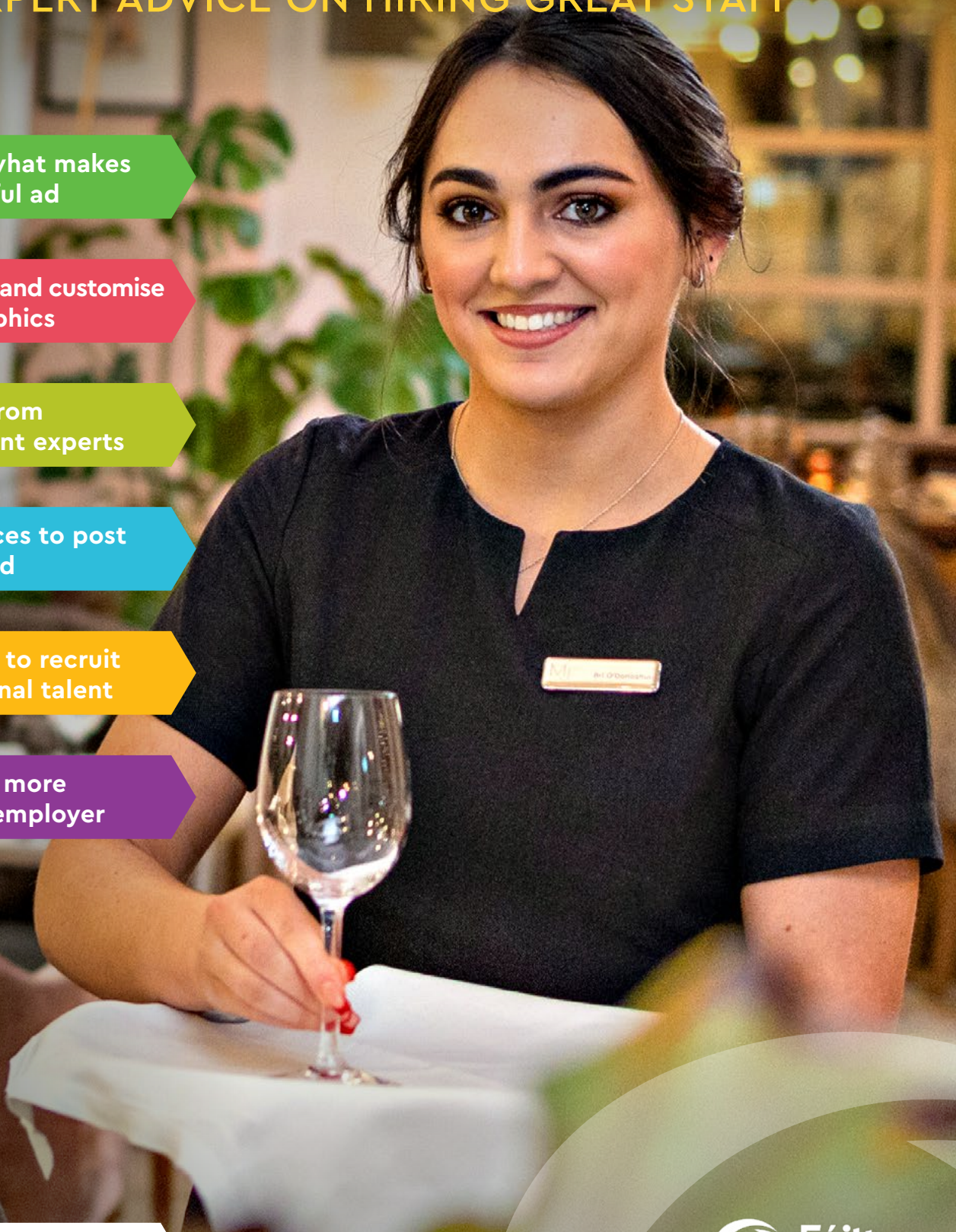
7 free places to post
your job ad



Best ways to recruit
international talent



Become a more
inclusive employer



[TourismCareers.ie](https://www.tourismcareers.ie)



Fáilte
Ireland

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Tourism Careers Recruitment Assets – Our Terms and Conditions of Use

By using our Tourism Careers suite of assets and the Tourism Careers logo, you are agreeing to our terms and conditions of use. You must be a tourism business to be permitted to use these assets and you must only use them in accordance with the guidelines we have outlined in this Tourism Careers Recruitment toolkit. The assets may be used in print and digital marketing materials, provided they follow the guidelines outlined in this toolkit. The assets may not be used in signage, vehicular branding or packaging or merchandising of any kind including clothing and uniforms. Fáilte Ireland (who are the owners of these assets) reserve the right to withdraw the use of these assets from any ineligible business or a business that is using the assets in an inappropriate manner.

Welcome to your Tourism Careers Recruitment Guide

Recruitment and retention remains a key priority for tourism businesses across Ireland. While challenges remain, there are incredible opportunities for passionate people to move forward in our industry. Some want to take the next step and move up the ladder, while others are keen to carve out a new career, learning lifelong skills.

Our industry appeals to all ages and we're here to help you find the best people for specific roles. This toolkit helps you speak to different demographics and identify the right platforms to target prospective employees. Check out actionable tips, customisable social assets, hiring tips from recruitment experts and much, much more. We hope that you find these tools and resources useful for recruiting and retaining staff going forward.



Jenny DeSaulles,
Director of Sector Development



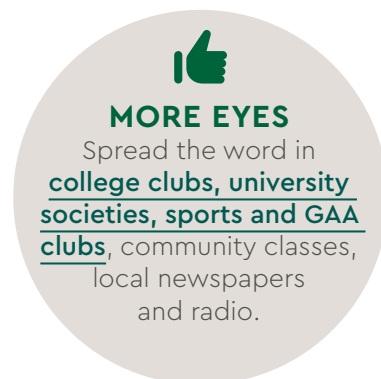
How to use this guide

This is a digital toolkit. Throughout this guide where you see the download symbol, you can access assets and resources.

What makes an excellent job ad?

A successful job ad is clear, concise, and compelling. Highlight the selling points of the job and use friendly, warm language to reach out to your potential employees.

This is your chance to convince readers that working for you is a fantastic opportunity for a tourism career.



YOUR JOB AD CHECKLIST

✓ Title of the job	✓ Salary – it's best to include the salary to be clear to applicants.
✓ Description of the job (approx 100 – 200 words)	✓ Benefits – are there any other benefits of working for you, like free lunches or extra time off?
✓ Location – where the job is based	✓ Company blurb – write a bit about your company and why it's good to work there.
✓ Hours – the hours you are offering	✓ Contact details/where to apply – be clear about how the candidate should apply. Do they need a cover letter, their CV or any other information? Include the email address candidates should use or a phone number as relevant.
✓ Contract – is it part-time, full-time, specific contract length, or permanent?	✓ Closing date – don't forget to include the closing date for applications.



10 BENEFITS OF WORKING IN HOSPITALITY

Add some of these benefits as relevant into your job description to attract more candidates

1. You learn universally recognised skills	6. You can showcase your creative side
2. You get to work in a buzzing and sociable industry	7. You will experience a fast-paced environment
3. You can carve out an exciting career path	8. You will meet friends for life
4. You meet new people all the time	9. You can embrace a flexible work schedule
5. You get some decent perks	10. You will always have variety – no two days are ever the same!



7 free places to post your job ad

Hospitality.ie

Jobsireland.ie

Indeed.ie

LinkedIn

Twitter

Instagram

Facebook

Posting your job

It's time to share your shiny new job ad. Start the wheels in motion by posting your ad on popular employment websites and utilise your social platforms so that as many people as possible get to see your post. Include some of the benefits of working in hospitality from our list.

Get creative with recruitment

✓ Buddy up

If one of your existing staff brings someone onto a team both employees receive a reward.

✓ Incentivise

Introduce a rewards system for recruiting, this also helps with staff retention.

✓ Recruitment fairs

Keep an eye out for recruitment fairs, and consider hosting your own recruitment event.

✓ Employee spotlight

Share your employees' stories on social media in a 'Meet the Team' series.

✓ Recruitment video

Go behind the scenes showing people what's great about your business. Get your staff to shoot some video on their phones that you can use in recruitment (with permissions of course).



Turn to page 18 for some useful tips from recruitment experts

Begin the recruitment process



Recognise your audience

We have a talented tourism industry with a wealth of exciting job opportunities, and it's essential to speak to your audience in a way that resonates.

That's the difference between an applicant idly browsing your job spec or deciding to apply.

One of the most important things to get right is shaping your communications in line with your demographic.

A college student seeking work has different priorities to a parent returning to the workplace, and it's up to employers to make sure

their job spec appeals to each of these audiences.

We have mapped out some key demographics to help you draft future job ads. Each demographic has different wants and needs, and this is an essential tip to use going forward.

 DETAILED DEMOGRAPHICS			
MATURIST	PARENT/HOMEMAKER	CAREER CHANGER	STUDENT/CAREER SEEKER
Recently retired but wants to stay connected. Usually seeking part-time work but full-time may be an option if pension isn't impacted.	Has a career portfolio and wants to return to the workplace. A flexible schedule may be important.	Attracted to the tourism and hospitality industry as a career option and is interested in working up the ladder.	Generally seeking part time work to support college lifestyle or requires a part time weekend role as a first-time job.



How to speak to new audiences

Whether you're targeting career seekers, or those returning to work later in life, recognising that needs and wants change depending on life stages helps you shape your communications.

That's where we can help...

Check out some of the considerations to keep in mind when drafting your job spec and see the employer benefits associated with hiring from different demographics.

DEMOGRAPHIC	EMPLOYEE WANTS	EMPLOYER BENEFITS
MATURIST	Flexible hours New experiences Extra income Part-time work	Transferrable skills Maturity & loyalty Employee stability Natural leaders
PARENT/HOMEMAKER	Work life balance Recognition Responsibility Incentives	Communication skills Leadership Transferrable experience Ability to mentor others
CAREER CHANGER	Career progression Learning opportunities Rewarding structure Diversity & equality	Transferrable skills Team players Multitaskers Willing to learn
<u>STUDENT/CAREER SEEKER</u>	Digitally driven Diversity & equality Part-time hours Support & growth	Future management team Enthusiasm to learn Appreciate mentorship Keen to progress

WHAT DOES EACH AUDIENCE WANT?			
MATURIST	PARENT/HOMEMAKER	CAREER CHANGER	STUDENT/CAREER SEEKER
Wants to talk to a real person	Wants a quick application process	Wants to see job ads on social media	Wants accessible job specs
Promote the role on print and radio Use Facebook to push out your ad Factor in face-to-face communication at interview stage	Promote job via LinkedIn, Facebook, and Twitter Make the application process quick and easy Use hiring platforms and job sites	Applications via emails/through job sites Utilise social media channels to promote ad Use upbeat and positive language	Clear and concise messaging Promote job ads across social channels including TikTok, Instagram and YouTube Applications via hiring platforms

Target your desired audience

Now that you know how to target different demographics by considering their needs and wants, it's time to promote your ad. How can you get as many eyes on it as possible?

Enter your communications strategy and again, this differs for every audience. Some job seekers rely on traditional methods but it's time to think outside the

box when it comes to promoting your ad, ensuring you reach as many prospective employees as possible.

Carefully consider what demographic would suit the role and use these tips to create your promotion plan. Remember to consider the needs and wants of each audience when creating social copy for your job ads.



CORE EMPLOYEE

Desire permanent work in the tourism industry and are often eager to work their way up



SEASONAL OR PART-TIME WORKERS

E.g. retirees and college students. Find tips on recruiting college students [here](#)



FIND THE TOP 5 MEDIA CHANNELS BY AUDIENCE

✓ **Youth (16 – 24):** online, TV, music streaming, radio, Out of Home advertising (posters)

✓ **Career Changer (25 – 44):** online, TV, music streaming, radio, newspapers

✓ **Maturist (45+):** TV, online, radio, newspapers, Out of Home advertising (posters)

What is Out of Home Advertising?

Out of Home Advertising is one of the oldest forms of advertising, targeting consumers when they are out and about. Examples include billboards, posters, and other forms of signage.

Key insights

- ✓ Online searches (paid and organic), music streaming & Instagram stand out for reach & affinity when it comes to 18–44s.
- ✓ Online searches, radio and Facebook are important channels for those aged 45+.
- ✓ Radio, paid search, and Facebook are essential at the awareness stage of recruitment, to get as many eyes on your job ad as possible.
- ✓ Display, paid search, print, and online audio are important at the consideration stage, to ensure applicants convert and apply to your job post.

Unlock the benefits of disability-inclusive recruitment

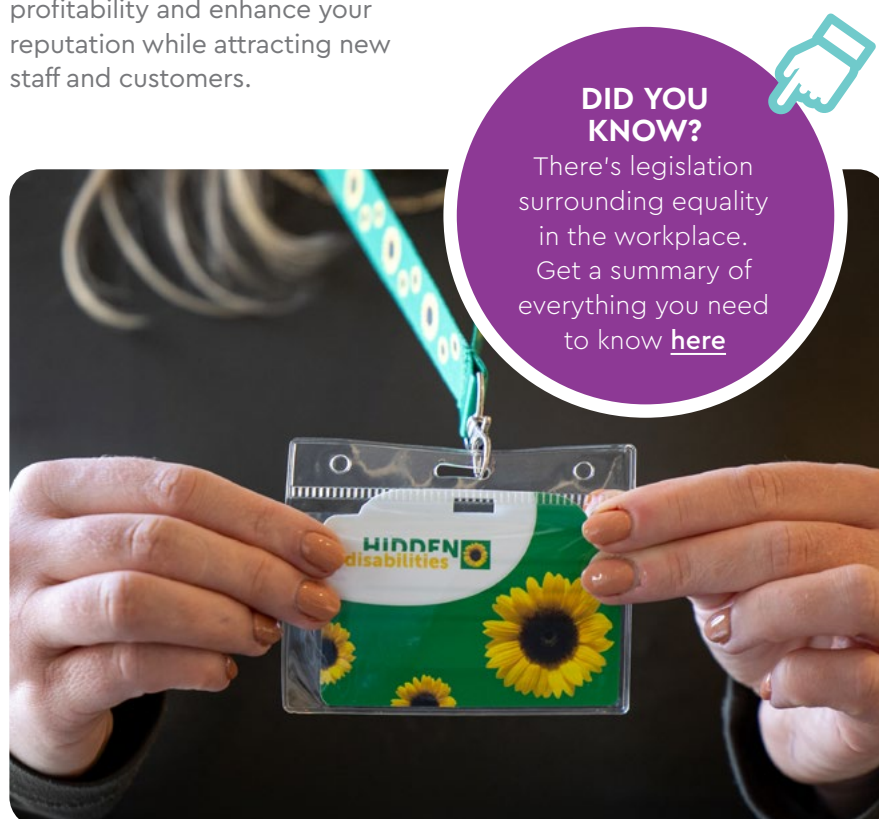
Inclusive recruitment means employing people from diverse backgrounds, bringing many [benefits to your tourism business](#). You'll boost productivity, creativity, profitability and enhance your reputation while attracting new staff and customers.

Explore key resources below to help you build a stronger, more inclusive business. For more guidance on disability in the workplace, [visit AHEAD.ie](#).

6 steps to becoming a more inclusive employer

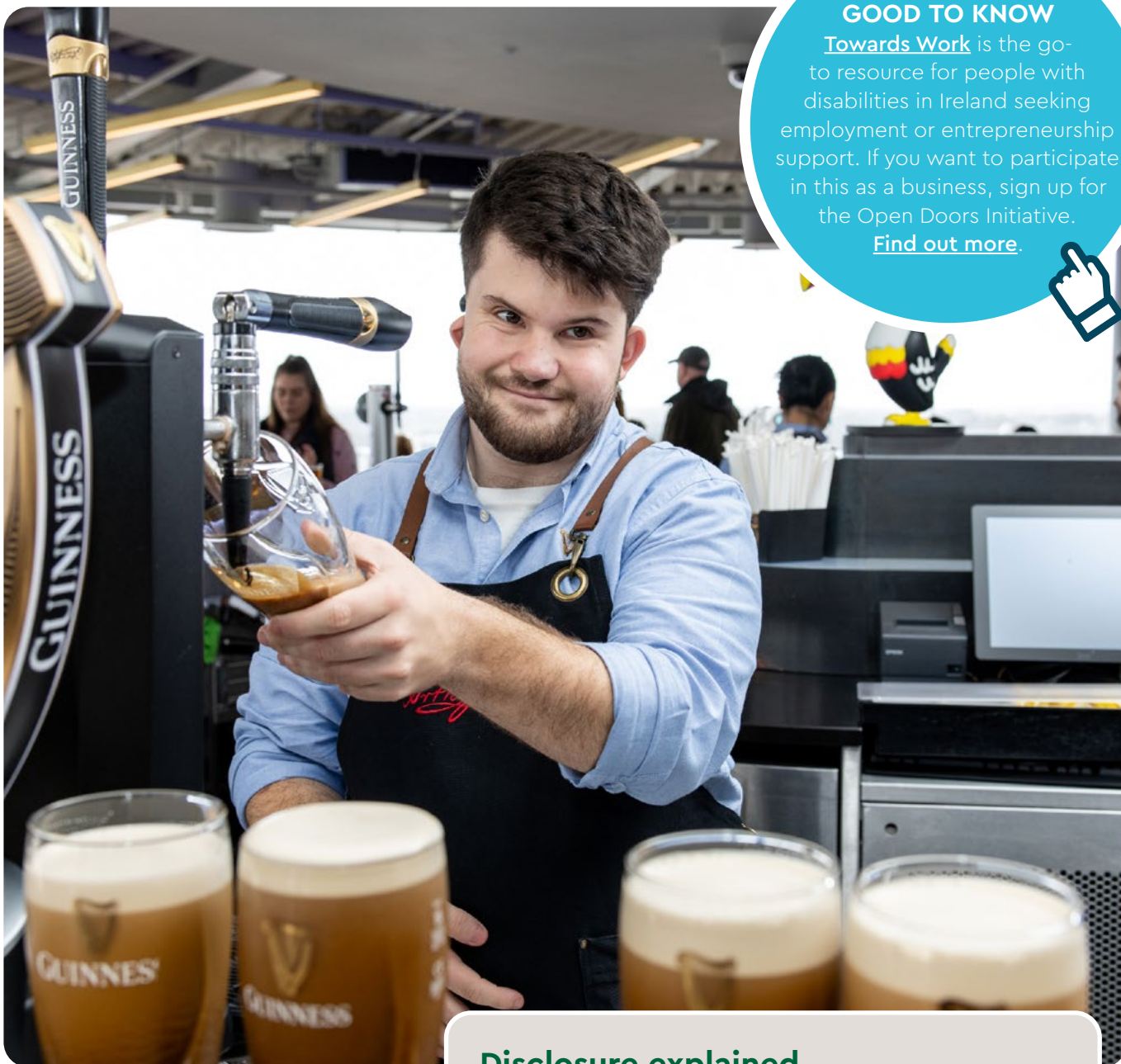
Follow these steps to enhance your recruitment practices and create a more inclusive workplace. Check out the [Employers for Change](#) Toolkit for more expert advice and support.

- 1 **Create** job descriptions that focus on essential skills and are competency-based.
- 2 **Offer** multiple ways for candidates to apply. Ensure the job information is available in accessible formats and include a field to request accommodations at all stages of the recruitment process.
- 3 **Invite** all qualified candidates for interviews, no matter their background or experience. Assess each person based on their strengths and skills which may be shown in different ways.
- 4 **Consider** using work trials or placements instead of standard tests to fairly evaluate and support candidates with different abilities.
- 5 **Ask** open-ended, skill-based questions. Focus on how candidates can meet the essential job requirements.
- 6 **Tap** into available grants and expert support to build a more inclusive workplace.



WHERE TO FIND SUPPORT

<u>WORKPLACE EQUIPMENT ADAPTATION GRANT</u>	<u>EMPLOYABILITY SERVICES</u>	<u>DISABILITY AWARENESS TRAINING</u>	<u>JOBSPLUS</u>
Financial assistance for adapting equipment or facilities to accommodate employees with disabilities.	Employment support and recruitment advice for businesses seeking inclusive recruitment.	Tailored training to help employers build a more inclusive workplace.	Financial support for hiring long-term unemployed people to encourage inclusive recruitment.



Supports for employees with disabilities

1 in 5 people in Ireland report having a disability*. But many people are unsure about disclosing their disabilities to employers. It's important to create a safe, supportive environment where employees feel comfortable disclosing their needs without fear of stigma or discrimination.

Disclosure explained

Disclosure means sharing a visible or hidden disability with an employer. Employees aren't required to disclose their disabilities, so creating a welcoming and inclusive culture is key. Always ask what support an employee needs, actively listen and maintain confidentiality.

- ✓ Here's a useful resource to [guide you through this process as an employer](#).
- ✓ There's a separate [resource for employees](#) to help them confidently disclose their disabilities.
- ✓ Check out our [Guide to Reasonable Accommodations](#) for more support.

*Disability in Ireland Factsheet 2024

How to attract international talent

To successfully recruit employees from different countries, it's important to tailor your approach to the specific traits and needs

of potential hires. This means building a strong employer brand, highlighting unique benefits of your business, and using the

correct terminology and standard practices for job adverts relevant to each individual country.



TOP TIP

For more top tips and expert advice on recruiting from international markets, check out our [International Recruitment Guide](#).



Employee Promise

A statement of the commitments, values and working environment being offered by an employer to its employees. It outlines how the employer will engage with its employees, and how employees can contribute to this engagement in return.

- ✓ **Research the market you want to recruit from** It's important to understand the unique characteristics and preferences of potential employees in the market you're targeting for recruitment. This will help you effectively communicate with them and attract them to your company.
- ✓ **Build your employer brand to address the needs and wants of your target market** Create an 'Employee Promise' that reflects your company's values and ensure that they are

integrated into your workplace culture. Publicise your unique selling points (USPs) in all communications to appeal to potential employees.

- ✓ **Highlight the unique benefits of working in your business** In addition to monetary compensation, job seekers are increasingly looking for roles that offer other benefits, such as a safe and supportive work environment, career development and progression, health benefits, accommodation, insurance and retirement benefits.

Clearly communicate these benefits (if you provide them) in your job ads and recruitment campaigns.

- ✓ **Know the correct terminology and standard practices of job adverts** Job titles may vary across different markets, and it's important to use the correct terminology and standards for the market you're targeting. Be clear about the salary range and benefits you offer and highlight any advantages that set you apart from your competitors.



EUROPA.EU

For more information on the services EURES offers to Irish employers, visit: eures.ec.europa.eu.



How to market to international audiences

Finding and attracting talented candidates from all over the world has become essential for many tourism businesses. However, with the vast range of channels and methods available to advertise job vacancies, it can be a daunting task to know where to start.

Here are three effective ways to reach potential candidates internationally and fill multiple positions quickly and efficiently.

Digital advertising

When advertising for international candidates, it's important to use digital advertising on the right channels for each country.

- ✓ Make the application process simple to avoid bounce rates.
- ✓ If advertising on social media, allow for immediate application without click-throughs.
- ✓ Ensure that the APPLY button is obvious on landing pages.
- ✓ Check what social channels are most popular in the country you're targeting.
- ✓ When advertising on jobs boards, fill out employer

information completely and list all applicable benefits, such as work/life balance or 4-day weeks.

- ✓ Include clear contact details and respond promptly to candidate queries.

Recruitment fairs

Attending recruitment fairs is an effective way to fill multiple positions quickly. Remember to allow enough lead time between participation in the recruitment fair and your required start date for the role, as successful candidates may require some time to relocate.

- ✓ **In-person fairs** allow for better communication and immediate assessment of candidate suitability. While there is no guarantee that the right candidates will attend and they can require a significant investment of time and money, the benefits of personal interaction make in-person fairs a valuable option.
- ✓ **Virtual fairs** have a lower cost, attract candidates from

a wider area and are more convenient during work hours. However, they are less personable and may have technical issues.

- ✓ **EURES** is a European cooperation network of employment services in Europe that helps workers move freely across countries. EURES advisors across Europe organise 'Online Job Days' where recruiters can meet job seekers in-person or online. It's a good idea to get to know your local EURES advisor, who can provide information and guidance on the services they offer employers.

Use an intermediary

Employ the services of a recruitment company that operates in your target market(s) as they should have the knowledge, expertise and capability to effectively reach that employee talent pool. They may also be able to represent you through digital platforms, at fairs and events, and assist with head-hunting.

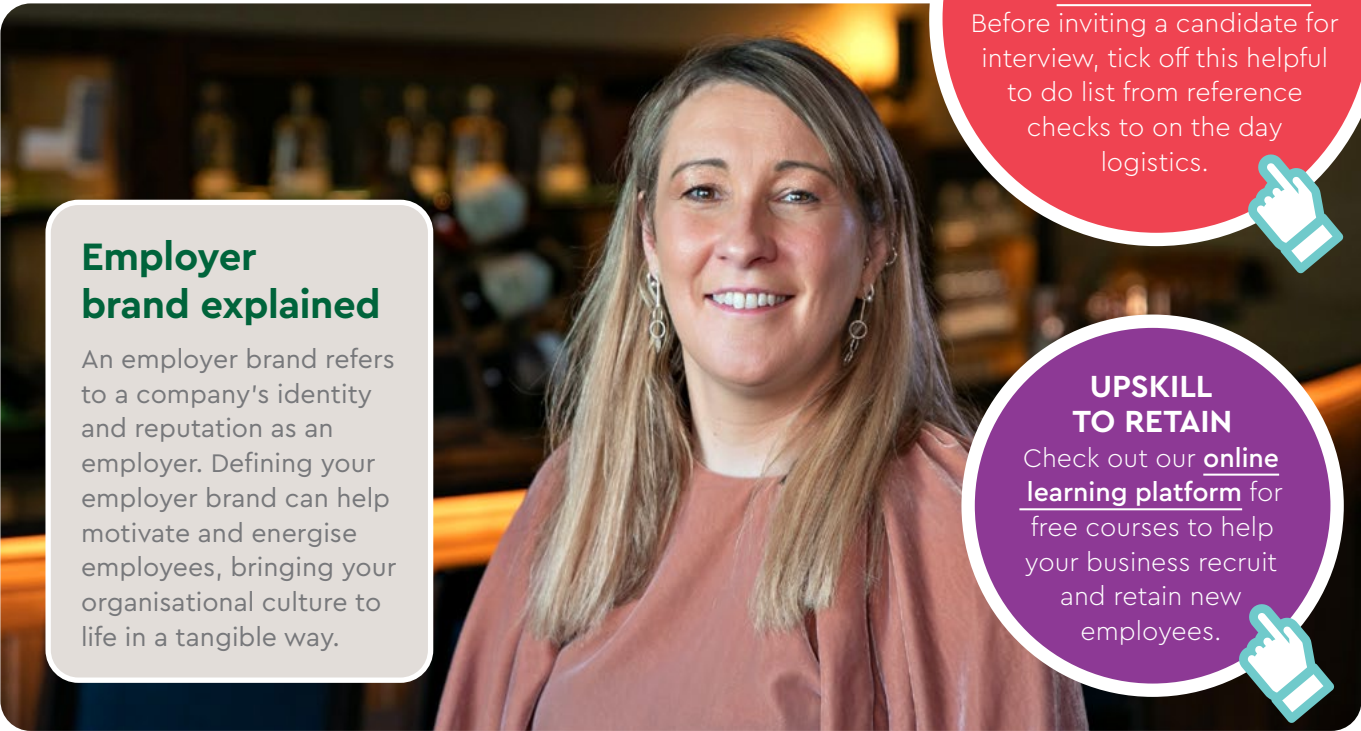
Discover 25+ recruitment and retention resources

In an increasingly competitive tourism and hospitality industry, the recruitment process is more important than ever. This is your opportunity to hire the best possible person for your business. Learn how to navigate today's

competitive job market, brush up on your interview skills and find out how to onboard successfully.

Our expert tips, insights and resources can help you find top talent, while boosting your

reputation and defining your employer brand.



Employer brand explained

An employer brand refers to a company's identity and reputation as an employer. Defining your employer brand can help motivate and energise employees, bringing your organisational culture to life in a tangible way.

KEY RESOURCE

Don't miss one of our most popular resources, our [Interview Checklist](#). Before inviting a candidate for interview, tick off this helpful to do list from reference checks to on the day logistics.

UPSKILL TO RETAIN

Check out our [online learning platform](#) for free courses to help your business recruit and retain new employees.

RECRUITMENT RESOURCING		
To stand out in today's job market, consider the core values, needs and desires of prospective employees. Understanding differences across key demographics and speaking to each candidate in a way that resonates is essential for successful recruitment. Recruit in a competitive market	The interview process is make or break, and this is your opportunity to showcase your company to prospective employees. Check out our expert insights and savvy supports to help you assess and interview candidates. Interview to win	Get the resources you need to effectively onboard new staff. Learn how to engage new recruits, motivate existing staff, and support retention including advice on training, performance, induction, and longterm development. Onboard staff effectively

Tools and tips for onboarding

Now that the perfect candidate has joined your business, it's time to start onboarding. The [Fáilte Ireland Business Supports Hub](#) has expert advice and useful supports to make this process as seamless as possible. Get tips on staff induction, discover the key to optimum team performance and ensure your HR processes are up to date.

Let's get started.



Staff induction

Effective staff induction is essential to staff retention and our expert tips and templates can help. Discover how to engage new recruits and achieve optimum performances across your team(s). Watch the videos, download our handy checklists, and start using the training templates.

- ✓ **Staff Induction Video:**
find out how to fast track skills development
- ✓ **Role Profile Template:**
establish job descriptions for new recruits
- ✓ **Induction Plan Template:**
plan the first day ten days of training
- ✓ **Induction Training Template:**
create an effective induction plan
- ✓ **Training Checklist:**
keep a record of various training courses
- ✓ **New Starter Check-in:**
assess performance on an ongoing basis

Get induction supports



Managing team performance

Use our performance management resources to help your business excel. To support long term staff retention, employee engagement and job satisfaction are essential. A happy team means happy customers which ultimately leads to a more profitable business.

- ✓ **Managing Team Performance Video:**
optimise team performance
- ✓ **Team Huddle Template:**
plan effectively for team meetings
- ✓ **Shift Handover Checklist:**
assess each shift to highlight any gaps
- ✓ **Cross Training Matrix:**
utilise your team's diverse range of skills
- ✓ **Buddy System Guidelines:**
help existing staff to train new recruits.

Boost team performance



HR legal and compliance

Discover expert guidance regarding HR obligations for employers in the tourism and hospitality industry. This is essential for onboarding new staff, returning staff to the workplace and looking after existing employees.

- ✓ **Compliance Training Checklist:**
keep a record of staff compliance training
- ✓ **Key Legal Guidelines:**
download our legal compliance advice

Find HR resources

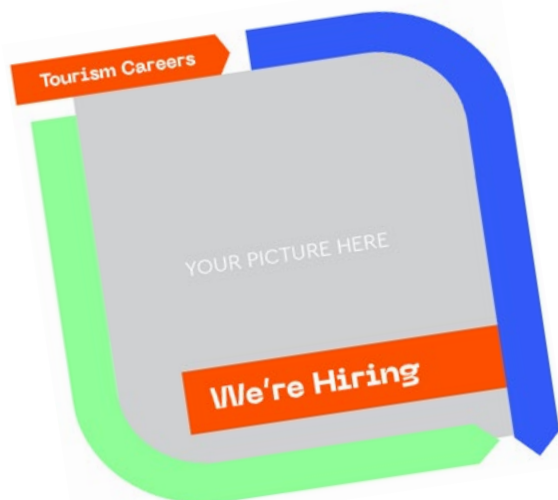


Check out our recruitment assets

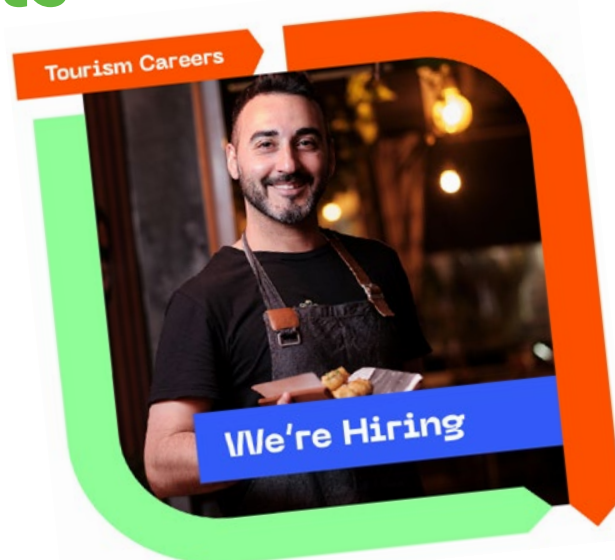
Our expert tips and free assets are designed to help you recruit tourism and hospitality staff.

Let's celebrate our talented baristas, bartenders, chefs, hotel managers and tour operators.

Step up your recruitment campaign and show your staff just how important they are.



Download We're Hiring frames



TOP TIP

We've made these frames square, so they work on **LinkedIn**, **Facebook** and **Twitter**, just add your image

How to use your free assets

We have created free ready-to-go assets and a range of customisable frames you can use to add your own graphics.

Check out a whole host of dynamic assets to help recruit

new employees. You can use free tools like [Canva.com](https://www.canva.com) to make your own social posts using the assets in this toolkit.

Share the assets across all relevant social platforms using these

vibrant social frames and banners.

For a winning combination, pair the assets with engaging, exciting copy to show readers exactly why they should apply for your job.

Get our ready-to-go social graphics

Download our ready-to-go social posts for a range of tourism jobs, and use our sample post copy for inspiration.

TOP TIP

We've made these social graphics square, so they work on **LinkedIn, Facebook** and **Twitter**.

We're hiring! From welcoming bartenders to knowledgeable spa therapists, Boutique Hotel wants to hear from you. Join our team and get ready to embrace a whole new world of possibilities. #JobFairy

Sample post copy

Tourism Careers



Join The Team

Tourism Careers



We're Hiring

Is latte art your party trick? If that sounds like your area of expertise, Boutique Restaurant has an opening for a talented barista. Find out why working with us is a great idea. #JobFairy

Sample post copy



Download ready-to-go social graphics



Best Time

Monday 11am – 3pm
Thursday 7am

Monday 10am – 2pm
Wednesday 8am – 9am

Tue & Wed 9am – 1pm
Fri 10am – 12pm

Best Day

Thursday

Monday, Tuesday

Wednesday

Worst Days

Saturday & Sunday

Saturday

Sunday

Source: Sprout Social

Don't Forget The Hashtag

Make sure to use popular hashtags like **#JobFairy** to help your social post reach more people.



Fáilte Ireland 17

Use the Giphys

If you're recruiting using Instagram Stories don't forget to include our Giphy to add life to your story.



You can get the Giphys here or click the Sticker icon on Instagram and search Tourism Careers

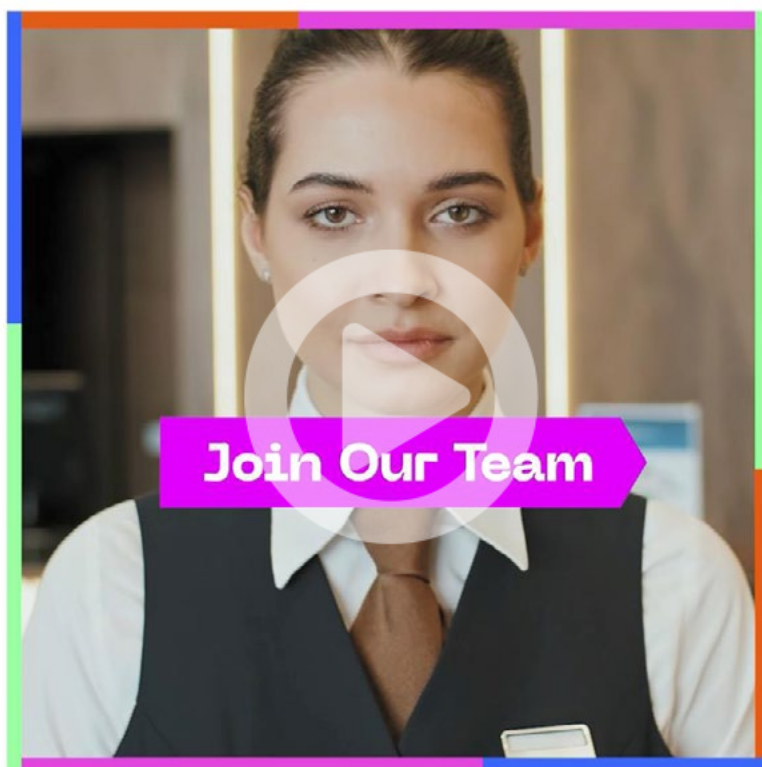


Get your hiring videos

Our short **We're Hiring** video is designed as square so it can easily be used on all social media platforms.



Download the video



Update your social banners

Before you start posting your jobs on social media, remember to update your social banners with our free ready-to-go graphics. Ask your staff to update their LinkedIn with We're Hiring in their Profile name also to help spread the word. They might also share your job ads.



Download your banners here

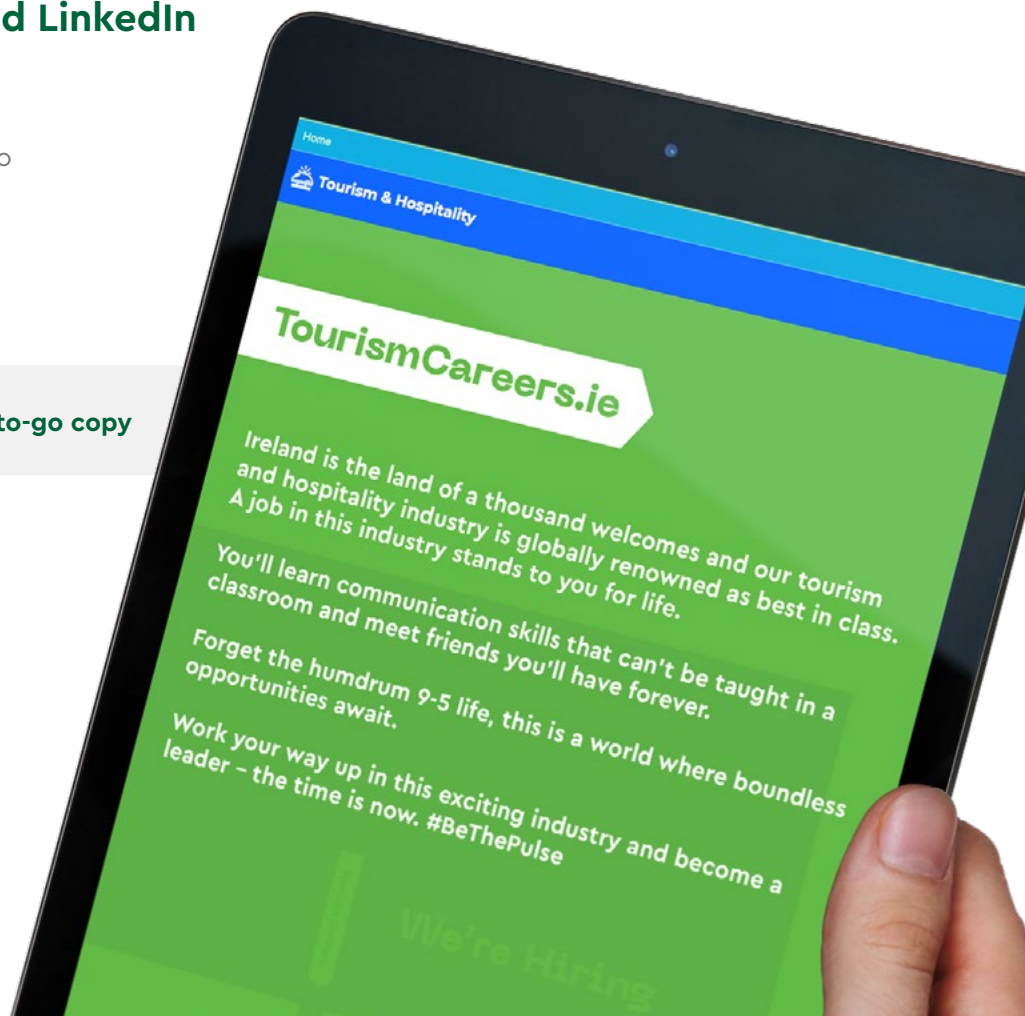


Update your website and LinkedIn

Edit this copy to use on the careers section of your website or on your company LinkedIn page. You can also use some of these copy lines in your job ads or social posts.



Download ready-to-go copy



9 hiring tips from recruitment experts

1 Be realistic about your expectations – consider the position you're hiring for and the appropriate level of experience.

2 Don't underestimate the importance of transferrable skills – an applicant may not have all the skills required, but they can be trained up.

3 Ensure your recruitment process is flawless – reply to every applicant and even if they're not successful, ask if you can keep their resume on file.

4 Stick to deadlines and communicate regularly – a delayed response is one of the most common reasons for people turning down jobs. Follow up as swiftly as possible after the interviews and let any unsuccessful candidates that you chose to interview know the outcome of the process.

5 Build up confidence levels – employees may be nervous about returning to work or starting in a new industry, but they may have exactly the attitude you are looking for. Remember you can train for skills.

6 Allow for flexibility – People want more flexibility with working hours. Listen to your staff and find out more about their individual needs to ensure a healthy work-life balance.

7 Celebrate the good times – use your social media platforms to share positive news and spread the word when hiring.

8 Encourage staff progression – check out free [online professional development courses](#)

9 Find even more [Tourism Careers resources](#) on our website with information on our Transition Year Work Experience Programme, Career Pathways, expert led webinars and additional supports.



[Transition Year
Work Placement
Programme](#)



[Rethinking
Recruitment
Expert Series](#)



[Recruit from the
Further and Higher
Education Talent Pool](#)

Meet your marketing toolbox

Check out the **Fáilte Ireland Marketing Toolbox** and find all the resources you need to market your tourism business, with 1,000s of free downloadable assets.

Find all Fáilte Ireland's toolkits in one place, download customisable social frames for your business, search by social platform, and get tips on how to leverage Fáilte Ireland's campaigns.

How to get started

Visit failteirelandmarketing.ie and log in using your **Ireland's Content Pool** username and password. Enter the email address associated with your account and type your password in the box below. Click **LOGIN** to enter.

Need to set up an account for Ireland's Content Pool?

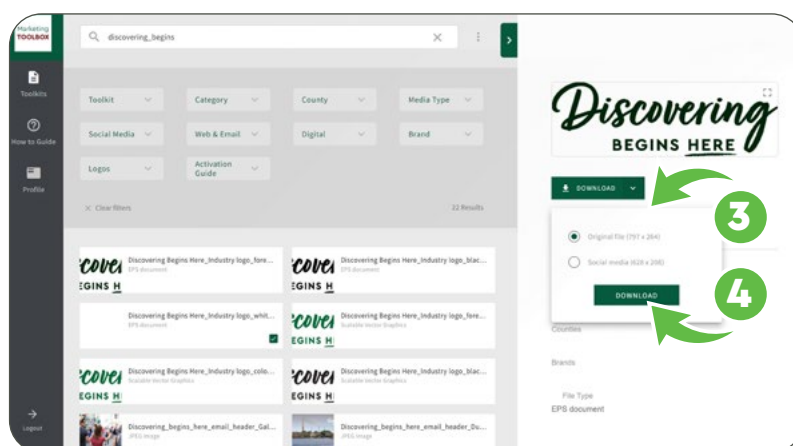
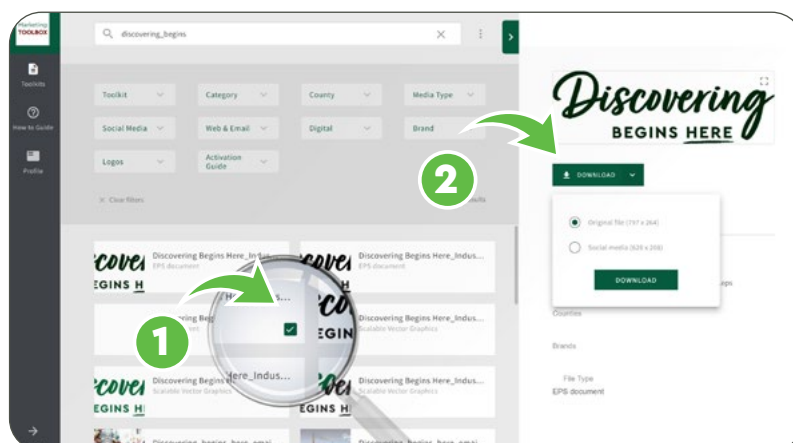
If you haven't signed up to Ireland's Content Pool before, you can register as a new user. Click '**register**' on the sign-in page and you'll be brought to a **new page** where you can create an account. You'll receive a confirmation email in your inbox, simply follow the instructions to get started.

How to find assets

Once you're signed in, use the search bar to find the asset you need. Check out the filters to narrow down the search options and get what you're looking for straight away.

How to download assets

- 1 Select the asset you want to download.
- 2 Click the arrow beside the green **DOWNLOAD** button on the right-hand side.
- 3 Select your preferred file size.
- 4 Click **DOWNLOAD**.
- 5 Check your downloads folder for the asset.



5 ways to use our social assets in your marketing campaigns

- 1 Refresh your Facebook and YouTube profiles with social banners.
- 2 Create branded Facebook, Twitter and Instagram posts.
- 3 Bring your Facebook and Instagram Stories to life with video content.
- 4 Download our curated selection of ready-to-go social posts.
- 5 Attract website visitors with inspiring campaign videos for every county.

Need more support for your business?

Fáilte Ireland has created an extensive range of business supports with industry experts and sector bodies. Visit our **Business Support Hub** or click a support suite below.



HR



LearniFI



**Sales and
marketing**



**Financial
planning**



**Inside Tourism
Business podcast**