

# How to use the web to capture high-flyers

➤ The internet can be a great tool in finding the right candidate for an open position. But hoteliers should take into account a few key points to ensure that their efforts reap the highest possible returns, writes *Christian Anklin*.

In general, there are three ways of going about online recruitment. Hoteliers can:

- Include a career opportunities section on their hotel's website
  - Post one or more jobs on an online recruitment site
  - Search for their candidate in an online resume database
- Every hotel should have a career opportunities section on its website. It is not enough merely to list the contact details of your human resources department. This section must be seen as an opportunity to market your company to potential employees. These are the most important points to consider:
- Clearly display the company's mission statement
  - Include a description of the hotel's corporate culture
  - Show testimonials by current employees on why your hotel is a good employer
  - Keep the list of positions up to date
  - Allow for direct submission of CVs
  - Offer an online skills-assessment test

Hoteliers who lack the resources to develop their own skills-assessment tools can find solutions online. For instance, there's 20 20 Skills, an internet-based assessment tool that has been designed for service industry professionals. It provides a way of

assessing performance characteristics and cultural compatibility ([www.2020skills.com](http://www.2020skills.com)). Other sites are [www.skillsarena.com](http://www.skillsarena.com) and [www.psytech.co.uk](http://www.psytech.co.uk).

If you advertise jobs on an online recruitment site, there are several points to bear in mind:

- Don't keep the advertisement too short. You are not paying per word
- Include a clear and detailed job description
- List the responsibilities of the position
- Give an outline of the personal and professional requirements of the job
- Supply an overview of the organisational structure
- Indicate whether you are willing to relocate candidates, if appropriate
- Indicate whether you are willing to sponsor international applicants

You should also make sure you put in a note saying that only suitable candidates will be contacted, and try to have an automatic reply system set up that confirms receipt of applications. There is nothing more frustrating for applicants than not knowing if

their application went through. Their frustration may stop them from applying to your hotel in the future: even if they're not suitable now, they may be ideal for another position that comes up. In an industry where switching employers is often a step in the career ladder, maintaining a good image among hotel professionals is important.

Aside from the content, there are some technical things to consider in deciding which recruitment site to use:

- The site should allow free form job postings (to include your hotel logo)
- Job postings must be easily replicated (for similar positions)
- Make sure that the site allows you to catalogue postings for later re-use

There are a great variety of job-posting recruitment sites. These vary from generalist sites such as [www.monster.co.uk](http://www.monster.co.uk) to more dedicated sites such as [www.myrestaurantjob.co.uk](http://www.myrestaurantjob.co.uk) and [www.hospitalitycareernet.com](http://www.hospitalitycareernet.com). The specialist sites may be more suitable for positions that are specific to the hotel industry, such as front-office manager, while the general sites will allow you to expand your exposure to other sectors that candidates could cross over from, such as marketing or accounting.

The best way to find top-tier candidates is to search through an online resumé database. These are sometimes included in online recruitment posting sites. In fact, the really good sites will automatically pull the candidate profile from your posting and search their database for matches. The candidates that can be found in this way may be satisfied with their current positions, but open to a good offer.

Considering the amount of time that this process demands, it may be advisable to employ this method only for the more infrequent task of filling an open management position.

*Christian Anklin is an associate at HVS Executive Search*



The skilling game: hoteliers can use specialist skills assessment sites to aid recruitment