



**TTW**  
**Recruitment**  
HOSPITALITY RECRUITERS

Top Tips for Recruitment  
Hospitality, Tourism & Leisure

- Charlotte Wade & Sally Wigg
- TTW Recruitment
- <https://ttwrecruit.co.uk>

# Who we are

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- TTW Recruitment founded in 2012
- South West focused Hospitality, Tourism & Leisure Recruiters
- Management and Chefs vacancies
- Focusing on independent and smaller groups



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# What's happening in the recruitment market

- Highly competitive
- Less APV in SW region
- Candidates returning to our industries
- Challenges from other sectors
- Our sectors must be competitive



# Have a Recruitment Strategy

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- Be proactive not reactive
- Medium and longer-term strategy
- 12-month strategy factoring seasonality
- Analyse the business
- Recruiter partnerships
- Proactive retention



# Stand out from the crowd

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- Employer branding
- Effectively use attraction tools
- Promote yourself as an employer
- Be visible
- Highlight benefits
- Work life balance
- What are your USP's
- Use the right Job Title



# Job Adverts – Benefits First!!

## What's in it for you?

- Weekly Pay
- Team meal whilst on shift prepared by our chefs
- £20 Taxi Contribution for late shifts (post 1am – 5am / Uber)
- Clothing Allowance
- Every House Membership
- 50% off Food & Drink, 7 days a week
- Staff Room Rate; Any Bedroom, Any House, \$100 a night
- Financial Incentive based on House Performance (Quarterly)
- Private Health and Dental Care
- Life Assurance
- Day off on your birthday
- Up to 50% Staff Discount on Cowshed & Soho Home
- In conjunction with Soho Impact, take 2 days paid a year to support a charity of your choice.
- Free Counselling Sessions
- Cookhouse & House Tonic: Our Cookhouse & House Tonic programmes offer unique food and drink trainings, events and opportunities to inspire and educate.
- Continuous training to develop yourself personally and professionally
- Exclusive access to our benefits platform with hundreds of discounts on shopping, gym memberships, holidays, insurance and much more

# Candidate Buy In Onboarding

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- 2-way interview
- Sell sell sell !!
- Agree time scales
- Get the offer right first time
- Resignation | counter offers
- Pre starting visits | events
- Induction packs
- Check Ins | probation | 6 months ....



# SUMMARY TOP TIPS

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- Build a proactive strategy
- Sell yourself as an employer
- Use all the attraction tools
- Build the right partnerships
- Stand out from the crowd
- Structure onboarding
- Always look for improvements



Q & A

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