



**SMITTY'S CANADA INC.**

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**BULLETIN#137/21**

DATE: September 9, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Parry Roy, Regional Operations Manager  
RE: Smitty's Hiring Resources Package

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Hello everyone,

As restaurants across Canada continue to see staff shortages, Smitty's Canada has maintained the commitment to develop hiring strategies. Please note below are some of the best resources to use to find new staff;

- 1) In-House Referrals: Tap into the power of your team's social circles and ask them to send referrals your way. Consider offering a recruitment bonus to existing team members if they recommend a candidate.
- 2) Use Social Media:
  - a. Use Facebook Jobs
  - b. Look for active "Groups" on social media (people create groups on SM to assist others with finding work.
  - c. Utilize the social media assets on the Franchise Portal to promote available roles. Do this no more than once a week.
  - d. Set a bonus structure to reward new team members; paid out in installments to ensure the permanency of the new hire.
- 3) Owners and management can recruit people they meet outside of work. For example, give a potential new employee your business card and an offer to meet at your location for lunch. Encourage them to ask for you by name once they arrive.
- 4) Cross-train current employees.
- 5) Posting a job ad with Indeed, LinkedIn, Kijiji, ZipRecruiter, or Craigslist.
  - a. Image assets for this can be found on the Franchise portal.
- 6) Leave applications at the front entrance for potential candidates to complete, and do an interview while they are still on the premises, and always schedule a team member empowered to interview, make job offers, and give start dates.
  - a. An easel back stand and applications, which may be printed locally, are available on the Franchise portal.

Please do not hesitate to contact me directly should you have any questions or if you would like me to review your current hiring plans, contact me at [proy@smittys.ca](mailto:proy@smittys.ca) or 403-689-4380

SMITTY'S CANADA INC.

*Parry Roy*

Parry Roy  
Regional Operations Manager



## Example Job Ad for Line Cooks

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Join our Team!

Smitty's is one of Canada's largest all-day family restaurant chains, operating from coast to coast. Almost all our restaurants are fully licensed, and a majority have separate lounges to accommodate teams, sports fans, and the happy hour crowd.

Our locations are always looking for experienced **line cooks** and talented individuals.

• Line cooks - duties include:

- Prep, portion, and stock food items and other necessary supplies
- Prepare specified food in a timely manner using safe food handling methods
- Cook food items by grilling, frying, sauteing to prescribed recipes and standards
- Maintain cleanliness and complies with food sanitation requirements
- Performs inventory checks and completes food storage logs

We offer an extremely competitive wage, provide you with in-depth training and support, plus opportunities for advancement, all in a fun, family restaurant atmosphere.

Join our team today and start training for tomorrow. Please stop by our restaurant located at [Address, City, Postal Code] and receive an interview today or send your resume to [Add email].

*Note: consider adding their wage (line cooks earn up to \$18.50 per hour with gratuities) and other incentives your location offers, like a free meal during your shift.*



## Example Job Ad for servers

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Join our Team!

Smitty's is one of Canada's largest all-day family restaurant chains, operating from coast to coast. Almost all our restaurants are fully licensed, and a majority have separate lounges to accommodate teams, sports fans, and the happy hour crowd.

Our locations are always looking for experienced **servers** and talented individuals.

• Servers - duties include:

- Greet customers and present menus
- Make suggestions based on their preferences
- Take and serve food & drink orders
- Arrange table settings, clean, and perform daily side duties
- Deliver checks and collect payments
- Communicate with all serving and kitchen staff
- Adhere to all relevant health department rules & regulations and all customer service guidelines

We offer an extremely competitive wage, provide you with in-depth training and support, plus opportunities for advancement, all in a fun, family restaurant atmosphere.

Join our team today and start training for tomorrow. Please stop by our restaurant located at [Address, City, Postal Code] and receive an interview today or send your resume to [Add email].

*Note: consider adding their wage (servers earn minimum wage plus share gratuities) and other incentives your location offers, like a free meal during your shift.*