



SMITTY'S CANADA INC.

#500, 501 – 18TH AVENUE SW
CALGARY, ALBERTA, CANADA T2S 0C7
TEL: (403) 229-3838 FAX: (844) 274-4056 www.smittys.ca

BULLETIN #107/21

DATE: July 28, 2021
TO: All Franchisees and Corporate Managers
FROM: Parry Roy
RE: Summer Hiring Strategies

Hello everyone,

We have updated the hiring strategies with some helpful information from Restaurants Canada; plus, a link to Indeed's onboarding guide for posting new job ads. If location managers find it challenging to post job ads, please know they can contact me directly for assistance.

Indeed Link: [Onboarding guide: setting your job up for success on Indeed](#)

Restaurants Canada: Adopting strong restaurant staffing strategies at your restaurant is important for a successful busy summer season and the long-term well-being of your establishment. The key is to nurture a good relationship between management and staff and ensure staff members are content in their position. With high staff turnover comes high training costs and loss of productivity. Strong restaurant staffing strategies will help improve productivity, retain staff, and save money. Here are some key staffing strategies:

Scheduling

Scheduling can be a source of frustration for both restaurant management and staff. Two methods will help retain staff and keep them content:

- 1) Printing schedules 1-2 weeks in advance lets staff plan their lives around their work schedule and work out any potential conflicts well in advance. Posting schedules only days before the schedule begins can be very frustrating to staff.
- 2) Of course, the staff must adhere to specific guidelines for requesting time off, but sometimes there is a tendency to push staff too hard or even punish staff for wanting time off. This can include verbal warnings or even taking away busy or their desired shifts. Everyone deserves to have a life outside work, and recognizing that will help your staff feel valued.

Fill in employees

Reward employees who fill in when someone calls in sick or doesn't show up. These team members are valuable, and it's good to show your appreciation by rewarding them. This could include a gift card or dinner after service. This also motivates the rest of the team members to fill in when needed.

Cross-train

Cross-training staff is very helpful when team members call in sick or no-show, plus teaching staff new skills help retain restaurant staff. This could include teaching dishwashers how to bus tables, servers how to bartend, or senior staff members how to supervise or take inventory. This will help you build a stronger team with employees qualified for several duties.

Incentivize staying at the company long-term

Having restaurant staff with the company for a long time increases staff productivity and loyalty and ultimately helps you save money. Assigning rewards to a certain number of years or achievements with the company will help retain staff. These incentives could include health insurance, tuition assistance, gym membership, and scheduled pay increases for management. Rewards such as these will keep your team pushing to do a better job, stay healthy (fewer sick days!), and remain with the company longer.

Additional hiring strategies are listed below to help rebuild your team and ensure the rest of 2021 is a success.

Posting a Job Ad with Indeed, Kijiji, ZipRecruiter, (Craigslist in BC):

Indeed, is the #1 job site in the world with over 250 million unique visitors every month. Therefore, this site should be your first choice when looking to post an ad online. However, after Indeed, we have determined that Kijiji, ZipRecruiter, and, in some provinces, Craigslist can also be highly successful (posting job ads on multiple sites is highly recommended).

Please copy and paste the example job ads at the end of this bulletin if you do not have a current template for your management team.

We've also including the First Steps and information needed to activate your Indeed account. Regardless of which site(s) you use to post your ad, it is essential to note that boosting or promoting your ad is always needed to keep the ad current and listed on one of the first few pages.

Creating an Account with Indeed - What is Needed:

- a) Company name
- b) Job Title [restaurant line cooks or restaurant server], add the word restaurant to your job title to increase search results for potential candidates
- c) Location address
- d) Indicate how many hires needed (this increases resume traffic)
- e) Manager name and number
- f) Job details and description
- g) Compensation details (include benefits if offered)
- h) Enable applicant qualifications and skills assessment (Indeed will filter candidates for you)
- i) Sponsor or boost your job (enter a budget and view how many applications you should see daily)
- j) Always set an end date for your posting (review your results and re-sponsor your job if needed)
- k) Schedule additional staff members to support management with checking resumes and scheduling interviews (this should be done multiple times every day, interviews should be scheduled as soon as possible).

Schedule qualified staff to assist management with interviews, job offers, and training schedules:

Ensure your location has qualified staff available to interview anyone that walks through your doors. Potential new hires should receive our Smitty's application form to complete and be asked to stay for an interview. If you let them leave without an interview, they will continue their job search and likely get hired before you have a chance to schedule a return visit.

Color code or label your applications so management can quickly identify who is applying (front of house or back of house).

Do not wait to offer someone a job; if you are happy with the interview, make them a job offer and schedule their first day of work. Managers who make the schedule should include (blank) training shifts into their weekly schedules; that way, when another team member hires a new employee, they can add them to the schedule on a preferred training day.

There is an urgent labor shortage in most cities for restaurant staff so posting ads this week is imperative.

Alternative avenues to find staff:

Offer a recruitment bonus to existing staff if they recommend a candidate; the bonus should be paid out in installments to ensure the permanency of the new hire.

Offer a hiring bonus to new candidates; the bonus should be paid out in installments to ensure the permanency of the new hire.

Print and post hiring ads on local job boards, inside your local high school, vocational school, or food market.

If you elect to use window signage, try and be creative with your wording, you do not want our customers to feel like they will be underserved if they enter your location due to no staff. **Example: looking to add new team members to an already outstanding staff for our busy summer months, apply inside.**

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, please contact me at proy@smittys.ca or 403-689-4380

Yours truly,
SMITTY'S CANADA INC.

Parry Roy

Parry Roy
Regional Operations Manager



Example Job Ad for Line Cooks

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

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.