



SMITTY'S CANADA INC.

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BULLETIN #151/21

DATE: October 7, 2021
TO: All Franchisees and Corporate Managers
FROM: Parry Roy
RE: October Hiring Strategies

Hello everyone,

For any franchise owner looking to place an ad with Indeed.ca, please contact Kayode Oladele. He is currently assigned to support all Smitty's locations across Canada with setting a successful job ad. He will assist with optimizing your job posts, branding, identify promising candidates, and review free features offered by Indeed.

Kayode Oladele
Account Executive

Email: koladele@indeed.com
Work: 647-256-2427

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

Update your job postings to reflect your COVID-19 action plan:

- Reassure candidates that their health and safety are a priority by specifying what new procedures your business is following to minimize the risk of exposure to COVID-19.
- Conduct the interview remotely.

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 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.

Highlight long-term career growth opportunities:

- Consider outlining typical career tracks or providing specific examples of how people have advanced their careers. Here is some **Sample Language** you can include with your job descriptions:
 - “We offer real career growth opportunities; our top performers are promoted to salaried positions. We have multiple team members who have advanced to supervisor or management roles.

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 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 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.