



***SMITTY'S CANADA INC.***

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**BULLETIN #89/21**

DATE: June 2, 2021  
TO: All Franchisees and Corporate Managers  
FROM: Parry Roy  
RE: Recruiting and Hiring Strategies

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Hello Everyone,

As most cities across Canada move forward with their reopening plans, we wanted to offer all franchisees some recruiting and hiring ideas to help build their teams for the spring and summer.

**Recruiting and Hiring Strategies:**

- 1) Get support for restaurant recruiting and hiring.
  - a) Current employees
  - b) Corporate office
  - c) Online resources
- 2) Determine which roles you need to fill and how many employees you need for each position.
- 3) Define the best places in your region to find candidates.
  - a) Restaurant-specific hiring sites (Craigslist, ZipRecruiter, Qwick, Kijiji, Culinary Agents, and Indeed)
  - b) Social Media (local groups)
  - c) Culinary schools
  - d) Vocational schools
  - e) Student career fairs
  - f) Implement an employee referral program (incentivize referrals with bonuses and contests)
- 4) Consider internal recruitment by enabling internal mobility training. Lack of growth is a top reason for high turnover in the industry.
- 5) Create a compelling job description.
  - a) Use a job-specific title
  - b) Provide an opening summary
  - c) Include the essentials like core responsibilities and day-to-day activities
  - d) Keep your description concise (use between 700 and 2000 characters)
- 6) Review resumes posted online; some job sites host thousands of resumes from job seekers.
- 7) Consider past candidates; if you keep old resumes on hand, review what has already come through your door.

I have attached an example job description to use as a template, or send me some details, and we can construct one together.

Please do not hesitate to contact me directly should you have any questions or concerns at [proy@smittys.ca](mailto:proy@smittys.ca) or 403-689-4380

Yours truly,  
SMITTY'S CANADA INC.

*Parry Roy*

Parry Roy  
Regional Operations Manager



## Now Hiring Line Cooks

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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 and talented individuals.

- Line cooks
- Prep cooks
- Service staff
- Support staff

We offer an extremely competitive wage, provide you with in-depth training and support, plus opportunities for advancement.

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.*

*Once you determine the hiring position needed, add the responsibilities and daily activities below your opening paragraph.*