



GREENE KING
BURY ST EDMUNDS

RECRUITMENT ATTRACTION GUIDE



WE POUR
HAPPINESS
INTO LIVES



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BURY ST EDMUNDS



**WHAT AREA OF THE BUSINESS
DO YOU RECRUIT?**

HOURLY PAID

PLT

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HOURLY PAID RECRUITMENT

WHAT YOU'LL FIND IN THIS
Hourly Paid Attraction Toolkit...

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THINGS TO CONSIDER BEFORE YOU ADVERTISE A NEW VACANCY

Advertising a new vacancy is an important step in the recruitment process, and careful consideration beforehand can help you attract the right candidates and make the recruitment process smoother. Here are some things to consider before advertising a new vacancy:



When do you need additional team members? What's your hiring timeline and when's the best date to start advertising?

Think about events, seasonal changes etc. and try to plan ahead with your advertising



Is there an internal candidate available?

Use Kingdom to communicate your vacancy to the wider internal network



Have you discussed cross-training with your current team?

You can find supporting documents and training guides to cross-train your team here - <https://vault.greeneking.co.uk/Communication/Read/116475>



Have you considered a variety of roles/flexibility to attract more candidates to choose from?

For example – Could you hire 2 part-time chefs? Could you hire KA's instead? Be open minded to what candidates could be out there.



What audiences can you reach with your advert and how will you communicate with them?

Create a recruitment plan using the attraction tools that are available to you to attract a variety of candidates such as; Your Customers, Local Individuals, Returning Employees etc.

WHAT MAKES GREENE KING A GREAT PLACE TO WORK?

In today's candidate market, individuals want to know why they should work for us instead of other companies and it's not just about how much they earn. Candidates will want to know about our culture, benefits and much more... so be sure to tell them.

WE POUR HAPPINESS INTO LIVES



WHAT MAKES GREENE KING A GREAT PLACE TO WORK?

1) OUR BRANDS

We employ many different people around the country and across our brands. No matter who we are, where we've come from, at Greene King, we pull together as a team, we focus on our guests, and we do it in the Greene King way.



WHAT MAKES GREENE KING A GREAT PLACE TO WORK?

2) OUR BENEFITS

Everyone deserves a job that makes them happy. That's why we're always looking for the best ways to reward our people for the great work they do.



EAT, DRINK, AND STAY FOR LESS



POUNDS IN YOUR POCKET



MENTAL HEALTH MATTERS



HELP IS ALWAYS ON HAND



WELLNESS PERKS FIT FOR YOU



GET PAID FOR YOUR PALS



WHAT MAKES GREENE KING A GREAT PLACE TO WORK?

3) OUR CULTURE

Our mission to pour happiness into people's lives doesn't stop when the pub doors close. It means providing meaningful work where everyone can meet their potential and thrive. That's why, at Greene King, we're working hard to make Everyday Inclusion a reality for all our people, every day. Across every area of our business, we're creating a culture of Everyday Inclusion. Through actions, not just words. We're making strides, but the journey is still a journey and we can always do better.



WHEN TALKING TO CANDIDATES, REMIND THEM ABOUT WHY THEY SHOULD JOIN GREENE KING, SHOUT IT FROM THE ROOFTOPS IN FACT!

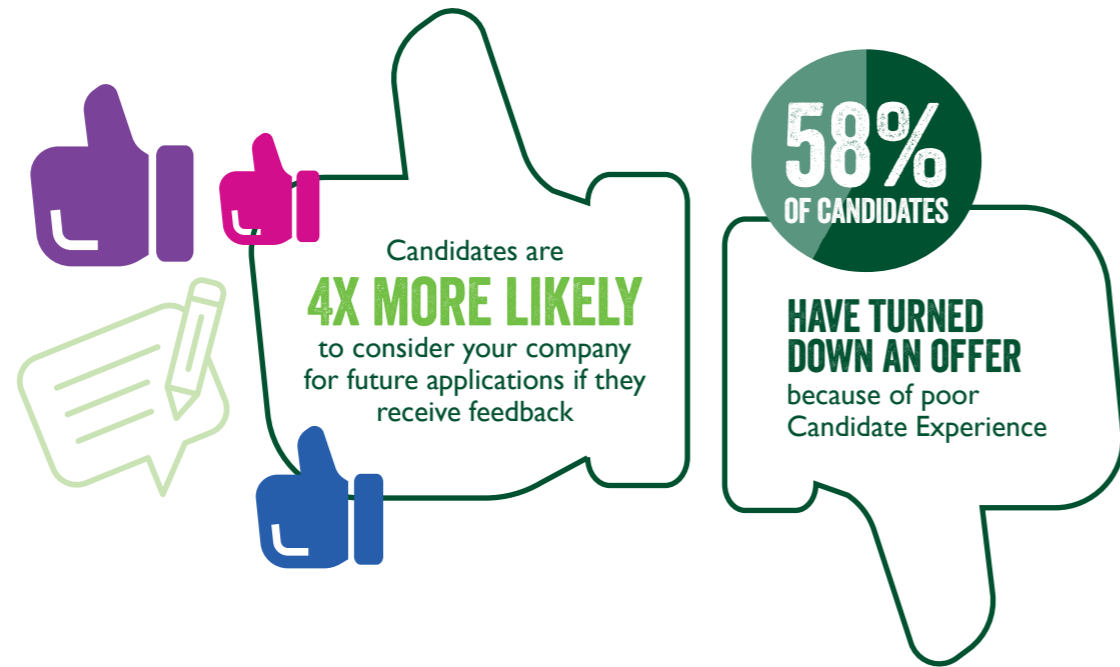
WE POUR HAPPINESS INTO LIVES

Our employee led INCLUSION GROUPS



VILLAGE GREEN
EMPLOYEE LED INCLUSION GROUP
LGBTQ+





HOW TO GIVE AN AMAZING CANDIDATE EXPERIENCE THROUGHOUT

Providing an amazing candidate experience is important for attracting top talent and building a positive reputation for Greene King. Here are some key steps to ensure an amazing candidate experience throughout the recruitment process:

- **COMMUNICATION** Communicate clearly about the process by telling candidates what to expect next.
- **INTERVIEWS** Interviews can be tough so make sure that you're candidates feel relaxed and welcome... Don't forget to ensure that you are fully prepared ahead of the interview.
- **FEEDBACK** Be sure to keep candidates informed each step of the way and offer constructive feedback to everyone you interview, even if they weren't selected.
- **DON'T FORGET SPEED** Respond to candidates as quickly as possible (ideally the same day), book interviews as soon as possible (ideally within 2 days) and try to make quick decisions.

But why is this important?

Why should we feedback to candidates even if they weren't selected?

- It helps us to stand out from the crowd – a positive experience gives candidates more reason to want to work for us.
- ensure that we drive a positive reputation – candidates are just as likely to share their negative experience as well as their positive ones so let's make sure we leave a good impression.
- It promotes customer visits too – candidates who have a good experience, even if they're not selected are more likely to become customers of our pubs.

77% of candidates who have a negative experience will share it with their friends.



41% to 50% of unhappy candidates will not do business with you - and if they're not buying your products, you can assume that they're telling their family and friends not to, either.



IN PUB PRINT

IN PUB POSTERS ARE A GREAT WAY TO ATTRACT POTENTIAL TEAM MEMBERS... just think how many people visit your pub on a daily basis? All brand designed posters are available for you on Little White Van and remember...

- PUT YOUR POSTERS UP IN A HIGH TRAFFIC AREA... BUT AVOID THE TOILETS!
- ALWAYS KEEP THEM FRESH AND REPLACE THEM WHEN THEY'RE LOOKING A BIT TIRED.
- DON'T GO OVERBOARD – 2 POSTERS IS ENOUGH

You can also use your external boards or signs to promote jobs in your pub...

TRY TO GET CREATIVE WITH YOUR MESSAGES TOO.





ONLINE ADVERTISING

Online job advertising has become a standard and highly effective method for attracting candidates to your vacancies. It offers a wide reach and the ability to target specific candidate demographics.

To get the process started, you will need to raise your new role on Smart Recruiters via OKTA. Once you have published your role it will automatically be posted onto the Greene King Careers Website & Indeed.

GREENE KING WEBSITE
40K VISITS 
PER MONTH


INDEED
62M VISITS 
PER MONTH


In addition to using your online adverts, we can also use Indeed to support high volume recruitment at an Indeed Hiring Event. Find out more on [Indeed Hiring Events here](#).



SOCIAL MEDIA


Using social media for recruitment offers several benefits that make it a valuable option for you to explore. Social media platforms have billions of active users, giving you access to a large and diverse talent pool. This increases the chances of finding qualified candidates, including those who may not be actively looking for a new role right now.

 **FACEBOOK** - Facebook is the world's most popular social networking site, with over 1.8 billion daily users! Don't forget - There are also Facebook Groups you can advertise on for free. Search for groups such as "Hospitality Jobs in Birmingham" and post your vacancies here!

 **INSTAGRAM** - Every day, there are 620 million Instagram users that spend an average of 53 minutes on the app. Instagram is a valuable tool for recruitment because it is a visually-based platform that allows you to highlight the benefits of working with you. Potential job seekers can better understand what working at Greene King would be like by viewing posts featuring team members, events, and other aspects of daily life in the workplace.

91% 
of employers currently use social media as part of their hiring process.

86% 
of job seekers use social media in their job search.

73% 
of job seekers between the ages of 18 and 34 found their last job on social media.

WHO WOULD HAVE GUESSED THAT SCROLLING THROUGH YOUR FEED COULD LEAD TO THE DISCOVERY OF NEW TALENT?

Please ensure you refer to Sprinklr for all your individual social media guidelines and assets.

LOCAL METHODS

Local recruitment methods are different approaches that can be used to attract candidates within a specific area. These methods are particularly useful when recruiting directly for your pub as you can tap into the local talent pool. Here are some effective local recruitment methods:

job
centre
plus

JOB CENTRE PLUS

JobCentre Plus assists job seekers in finding employment and provides support to employers in recruiting suitable candidates. This is a free tool and can be a convenient option for you to hire locally.

You can advertise your jobs through the online Find a Job service. It's viewed by millions of people each week.

<https://www.gov.uk/advertise-job>



LOCAL UNIVERSITIES/COLLEGES

Local Universities and Colleges can be a valuable source for potential candidates and establishing relationships with them can give you long term results.

You can advertise your vacancies through your local universities job board and build a relationship with the careers office to book onto any relevant events. Find your local university here -

<https://www.agcas.org.uk/Communities/Member-Directory>



TEAM REFERRALS

Encourage your current team members to refer their friends/family by offering them a bonus on hire. Employee referrals are often highly effective in finding suitable candidates who are a great fit to the team.



COMMUNITY GROUPS

Engage with local community groups, clubs or associations that may have suitable local talent involved. Think about local dance schools, sports clubs etc.



APPRENTICESHIPS

Apprenticeships are a great way to create a talent pipeline for your business, and help us bring a new talent into the industry. We partner with Lifetime Training, who will advertise your vacancy with their network and provide you with candidates... it's that easy!

You will need to raise your role on SmartRecruiters as usual and then ensure you select 'YES' to advertising it as a Lifetime/Apprenticeship role. This will automatically send your new apprenticeship vacancy to the team at Lifetime.



The Recruitment team at Lifetime will call you within 48 hours and explain the full process, which is fully tailored to support your recruitment needs.

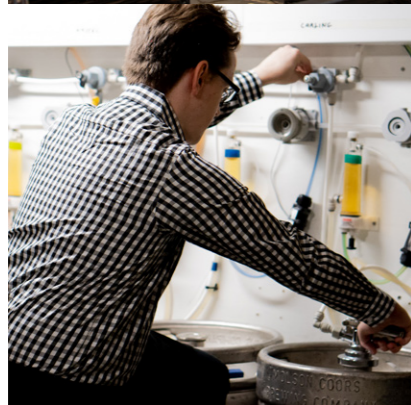


INDEED HIRING EVENTS

In addition to using Indeed for our online adverts, we do also have the ability to use Indeed to support high volume recruitment by engaging in an Indeed Hiring Event.



Indeed Hiring Events are dedicated days for interviewing, like a specific Greene King job fair. You'll be able to advertise your Hiring Event to all active candidates across Indeed and then engage with interested candidates ahead of your event.



Once candidates have registered their interest, they'll be able to schedule their own interviews and simply just turn up...



We have created a simple checklist to help you decide if an Indeed Hiring event is the right solution for our recruitment needs...



INDEED HIRING EVENT CHECKLIST

CONTACT TEAMMEMBERRECRUITMENT@GREENEKING.CO.UK TO REQUEST A EVENT

- AGREE HIRING EVENT VENUE**
A venue in the location should be selected and booked. Ensure you consider location, public transport/parking access, space and suitability to hold event.
- AGREE INTERVIEW TIMES**
What times will you run the event from and to? Our recommendation is between 11.00AM and 6.00PM, but this will depend on volume of hires required.
- AGREE NUMBER OF HIRES REQUIRED**
Depending on the volume of hires required, we will need to agree with Indeed the number of RSVP's to the event. The attendance show rate is around 25% of RSVP's. For example (15 hires) - 2:1 interview conversion rate and 25% attendance rate = 120 RSVP's
- PRE-SCREEN CRITERIA**
Do we need to use Indeed's elevate to pre-screen candidates before interview selection?
- BUDGET**
How much budget is available to cover the hiring event? Discuss with Indeed how much budget you'll need to get the RSVP's confirmed.

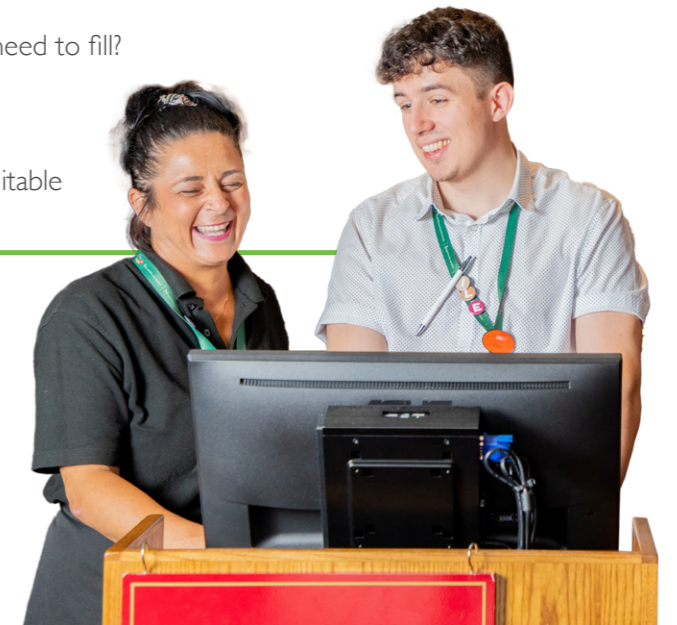
The recommended criteria for a successful Indeed Hiring Event is as follows:

KEY CITY LOCATION - Does the area have a large footfall or high volume target audience?

VOLUME OF ROLES - How many roles does the site need to fill?
Indeed Hiring Events work better for high volume recruitment needs.

TYPES OF ROLES - Indeed Hiring Events are more suitable for team member roles

indeed



HOURLY PAID – TALENT ATTRACTION FAQs

WHERE DOES MY JOB GET POSTED?

All hourly paid jobs are automatically posted to greene kings external and internal careers website, indeed and google for jobs. Jobs in hard to fill locations will also benefit from automatically being promoted on indeed, social media and google.

CAN I CHANGE THE JOB TITLE?

All job title and job adverts have been fully optimised for google, job boards and to ensure a consistent candidate experience. We highly recommend against changing any job titles or advert content as this will impact advert performance negatively.

MY JOB ISN'T SHOWING ON THE CAREERS WEBSITE/JOB BOARD?

Jobs will not instantly post onto the careers website or job boards, there can be a time lag of 2 hours for your job to appear on the careers website and upto 4 hours to appear on additional job boards?

CAN I SPONSOR MY JOB ON INDEED?

No, indeed sponsorship and budget will be managed centrally by the talent attraction team, jobs with low numbers of applications will automatically be sponsored to drive more applications.

HOW DO I POST A PART TIME JOB?

Use the standard job template for the role you wish to advertise and then select "part time" for the Employment Type (for advertising) field.

HOW LONG IS A JOB ADVERT LIVE FOR?

Jobs should be posted for a maximum of two weeks as jobs receive most of their applications in the first week of being live. Jobs posted longer than two weeks will add little value and visibility and applications on job boards reduce after the period of time.

DO I HAVE TO POST A NEW EVERY TIME?

Yes, for the above reasons

I CAN'T FIND A JOB TEMPLATE FOR THE ROLE I WANT TO RECRUIT?

We have suitable job templates for all job roles within greene king, please use the most appropriate for any jobs you wish to advertise. Job templates have been standardised for candidate experience, job boards and consistency.

WHAT HOURLY RATE SHOULD I ADVERTISE ON MY JOB ADVERT?

You have the choice to select the most suitable option for your business and the role you are recruiting for, We have included options ranging from minimum wage all the way to £15 per hour in £0.50p increments.

DO I HAVE TO PUBLISH MY JOB ADVERT EXTERNALLY?

No, you can choose just to post your job internal only, you can choose this on when you publish your jobs by selecting "internal" on the Publishing Preferences section.

MY JOB ADVERT IS SHOWING THE INCORRECT DETAILS (BRAND, ADDRESS ECT)?

Brand and address details within smart recruiters are powered by the house master file which is updated weekly, if your pub details are incorrect please raise a PQS tickets to get these updated

HOW DO I POST SEASONAL JOB ADVERT?

Search "seasonal" in the job template list and then select "seasonal" for the Employment Type (for advertising) field.

CAN I ADVERTISE A KITCHEN MANAGER OR ASSISTANT MANAGER JOB ADVERT?

No, any kitchen manager or assistant manager jobs should be raised directly with your Talent Acquisition partner through smart recruiters and not posted directly.

WHAT DO I DO IF I'M GETTING TOO MANY APPLICATIONS?

You can place your advert on hold, whilst you review current applications. If you receive excess applications regularly, we would advise to shorten the duration of jobs being live to limit the number of applications

HOW LONG SHOULD I TAKE TO REVIEW CANDIDATES?

We would recommend you to screen candidates every single day and contact them as soon as possible (ideally with 24-48 hours) we are still in a very competitive market and its quite likely that the candidate has also applied to our competition so if we don't contact candidates quickly we will lose them to our competitors.

WHERE DO I ORDER RECRUITMENT POSTERS FROM?

We have loaded fully branded front of house and back of house recruitment poster assets to "little white van" in a range of sizes and formats that you can order.

WHERE CAN I ACCESS SOCIAL MEDIA RECRUITMENT ASSETS?

We have loaded fully branded front of house and back of house social media recruitment assets to Rep.com for you to advertise your jobs on your pubs social media.

HOW DO I ACCESS MY PUB CAREERS MICRO WEBSITE?

You can find your pubs individual careers micro website on the house master list.

HOW DO I REQUEST AN APPRENTICE FOR MY BUSINESS?

You can request an apprentice by raising an apprentice job within smart recruiters, once you have done this. A member of the lifetime team will be in contact to discuss the details of hiring an apprentice.

I'VE POSTED A JOB, NOW WHAT DO I DO?

We recommend promoting your vacancy to you customers and you existing team, full details and support can be found in talent attraction tool kit.

MY JOB HAS RECEIVED ZERO APPLICATIONS, WHAT SHOULD I DO?

If you haven't already, we recommend promoting your vacancy to your customers and your existing team, full details and support can be found in talent attraction tool kit additional advise and support on recruiting in hard to fill locations can be found in Talent attraction hard to fill tool kit.



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