

# THE Voice of Business

## Creative Employment Recruitment Strategies

2022 CHAMBER  
BUSINESS DIRECTORY  
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IS PRESENTED TO YOU BY





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# Creative Employee Recruitment Strategies: The Big List of Ideas

By Christina Metcalf

**M**ost businesses have a hiring problem right now. Here's a big list of creative employee recruitment strategies that you can use.

## Employee Recruiting No-No's

Before we get into the big list of creative employee recruitment strategies, let's cover some basics on what not to do. A strong recruiting practice will be overshadowed – and left ineffective – because of the following:

## Writing a Weak Ad

It's time to get creative with your hiring ad. Your boilerplate copy that you wrote in 1980 or that you took from someone on LinkedIn is no longer effective. You have to get creative in your employee recruitment strategies and the visible part of that starts with the ad.

More than ever, potential employees want to know and see

- **What's in it for them.** What can









they expect and what are the working conditions? Explain the benefits of the job (in addition to pay and healthcare). What extras will they receive? Who are they going to work with/what's the team dynamic?

- **Plain language.** A job posting is not the time to sound like a robot giving a scientific presentation. Paint a simple picture of what you're looking for and what you're offering.

- **Humor.** Unless your business is an incredibly serious one (funeral parlor or investment bank come to mind), try a little humor in your ad to get and hold attention.

- **Basics upfront.** Some people don't want to add salary or specific information like that to their job postings. You are wasting time if you don't. Salary is important to most job seekers. If you don't post a range, you will have some people ignore it altogether and move on to the next ad (of which there are many) or ask you salary questions, tying up your time. Once they know the range, they may no longer be interested. You can't get that time back. If they saw the range to begin with, they would've self-disqualified.

- **Scannable content.** People don't want to read a text-heavy description. Bullet point what you want them to know (unless you're looking for a writer or an editor).

## Having No/ Negative Company Culture

Competition is fierce right now. The businesses that will have the easiest time hiring are those that have become known for creating a positive company culture as much as the product or service they are selling. It's not too late to start . . . well, culturing your culture. Once you know what your culture and company values are, share them with employees and prospects.

Social media is a great place to start. Let your personality shine through your posts. Drop the formality. Comment. Ask questions. Share what you're proud of and invite others to do the same. People want to be part of something larger than themselves. Show them what (and who) you are.

## Creating a Forgettable Experience

Most interviews are boring formalities. One blend into another. That won't help you hire.

While we realize is that sometimes half the battle is getting people to show up for the interview. Once they do, make the experience memorable. Show them why you love your business and what you are most proud of. Passion is contagious.

For instance, if you're a baker, let them taste one of your items. If you're interviewing them for a barista position, make them a cup of coffee before you sit down and talk. Woo them while you interview them. When they leave your interview, you want them to talk about it.

And guess what?

That will help you recruit too.

## Ignoring Bad Reviews

While you can't remove bad employment reviews on sites like Glassdoor, you still want to be aware of them. Comment where appropriate (and possible) without blame. If something has changed since that review, post that information (for example, being under new management).

For a particularly troublesome series of employment reviews, you may want to address it before the potential employee does. You may want to say something like, "In the past, we struggled with XYZ but after listening to our employees we

realized this was important to them and so we did ABC." Transparency can go a long way to building trust.

Now that we have the basic challenges to recruiting covered, let's get into the giant list of ways to recruit.

## 30 Creative Ways to Find Your Next Employee

1. **Form partnerships.** Work with other businesses that have good employee recruitment strategies and that also serve your ideal hire without being a competitor. For instance, a real estate agent may work with people who are moving into town. Those people may be looking for work. Letting the agent know you're hiring can help them persuade someone to move to your town and find you a new employee.
2. **Contact the high school(s), local colleges, tech schools.** Let them know about your open positions. Make sure you talk to a variety of people there such as teachers related to your industry, the vocational-tech person, the volunteer coordinator, and others. Schools can be siloed. Leaving your hiring info in one department may not be enough to drive action.
3. **Add a message to your car.** If you do a lot of driving, this is a good way to let people know you're hiring. A positive message about growth can make things look less desperate.
4. **Add your hiring message to your signature.** You probably send a lot of emails. Use this space.
5. **Tell everyone.** From friends to family to Facebook acquaintances, tell everyone you're hiring and what you're looking for.

- 6. Recruit or become appealing to teachers.** Teachers usually have a few weeks off during the summer. Traditionally, those who don't take summers off work in areas closely related to teaching like tutoring or camps. Think about how you might benefit from hiring a teacher and what your business could offer them. Then get the word out.
- 7. Run an ad on social media.** Use the social segmenting tools to get your ad in front of your ideal audience. For instance, if you run a comic book store, you could target people of a certain age who are interested in comics then design your ad around an employee discount and being the first to see new comics. Playing on their interests/hobbies can entice someone who isn't looking for work to join your team. Again, focus on what's in it for them.
- 8. Contact associations in your industry.** Contact associations in your industry and let them know you're hiring. Don't forget to ask them if they have a student chapter you can contact as well. They may also have their own recruitment strategies and ideas to share with you.
- 9. Contact churches and non-profits.** Churches and non-profits have played a big role in helping people who are financially struggling. They may know of individuals who are looking for work or need a new start. Speaking of...
- 10. Reach out to marginalized populations.** One of the hardest groups to employ is former felons. There aren't a lot of opportunities out there for them. Most people aren't willing to give them a chance. If you're interested in exploring this option, check this out. It's also difficult to get a job when you're homeless. Nonprofits and shelters may help you connect with this group.
- 11. Hire a veteran.** From nonprofits specializing in vet hires to social clubs for veterans, there are a lot of organizations you can contact to get in front of veterans looking for a new career or even a part-time job.
- 12. Highlight your current employees.** While this is not a direct recruiting tactic, when you show how much someone means to you, others will want to be a part of your company culture. You can even place a hiring call to action at the bottom of your spotlight.
- 13. Make a cool recruiting video for social media.** Don't forget TikTok and Instagram as great places to share your videos. Make them short, punchy, and fun to recruit younger people.
- 14. Reach out to past employees.** Do you have a great one who got away? Reach out again. You never know what they're considering. The grass is not always greener. Even if they are deliriously happy in their new role, they may know someone looking for a change. Don't forget to reach out to people who left to get married or have children. People's home lives don't remain the same forever. They just might be thinking about returning to the workforce. Contacting them makes for an easy transition and they may have been nervous to reach out.
- 15. Showcase your flexibility.** How are you flexible? Can people work from home, bring their dog to work, job share/split work and work hours, or receive a child care allowance? Whatever you're doing to be flexible should be showcased. Do a video interview on it and contact your local paper to show how employers are being more flexible to meet the demands of employees. That could make a good human interest story.
- 16. Volunteer.** Get out and help the community in your branded company apparel. People remember good things like that.
- 17. Create a social media contest out of it.** Host a "Help Us Find Our Next Rockstar" contest and encourage people to nominate themselves or others. Give a prize to the person who serves as the employee recruiter. This generates buzz and the excitement of competition, something that is lacking on the employee's side in today's hiring market.
- 18. Post pics of employees' first days and other celebrations.** Show off your culture and the treatment people receive when they work for you. Then post your open positions.
- 19. Post on niche job boards.** The large hiring sites aren't the only option. Post on niche industry job boards or ask the chamber about their listings.
- 20. Reach out to your alumni organization.**
- 21. Use freelancers.**
- 22. Add your open positions to your newsletter.**
- 23. Offer scholarships and bonuses after so many hours of work.**
- 24. Host a "bring a friend to work" day.** Offer referral bonuses for successful hires from that day.
- 25. Add a careers page to your website or highlight an open position on your homepage.**

26. **Start an employee-run podcast.** This shows you encourage employees to take ownership.
27. **Add a chatbot to your website so you can field questions and start conversations whenever a candidate is interested.**
28. **Create “People who love this, love this” content.** Think of these as “also buys” for employees. What do people love about your business? Create content that reflects that. For instance, people who love to read, enjoy working in our ABC department because they XYZ. Or phrased a different way, “If you find immense satisfaction from making people smile, you’ll love working here because we average 600 smiles a day.”

29. **Apply for Best Places to Work contests.** Many employers don’t realize these designations are generally contests they apply for. Look into what’s available in your area. Making the list can mean a lot of applicants.
30. **Play “dirty”.** We saved this one for last because it’s one that could backfire if you don’t have an amazing work environment and incredible culture. But it is a whole lot easier to hire from a pool of people already employed than it is to cast a wide net to everyone. Recruiting from the competition or a role that is similar to what you’re hiring for is a sound strategy. You can actively recruit the competition, which can be risky as you don’t know who loves their job and

who doesn’t. Or you can carry recruitment cards with you. Similar to business cards with your contact info, they also have room for you to compliment a person and suggest they talk to you about opportunities. For instance, you may receive great care at a restaurant and invite that server via a card you leave on the table to apply for a customer service role with your company. However, know you won’t be making any friends by stealing employees from other businesses.

If you need help with any of these items, please contact the Fairfield-Suisun Chamber of Commerce. We may be able to help! ♦

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# Recent Chamber Events



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New Chamber Ambassadors



20+

# Restaurant Marketing Opportunities

THROUGH YOUR  
FAIRFIELD-SUISUN  
CHAMBER MEMBERSHIP

By: Christina Metcalf

**R**estaurant marketing was hard enough even before COVID! Serving good food is often not enough to be successful in the restaurant industry. Restauranteurs struggle with everything from staffing to marketing, staying top of mind to staying on top of orders.

The demands are endless but the chamber of commerce can help. Here's how to leverage a chamber membership to grow your restaurant's visibility and profitability.

Half of all adults in the U.S. have worked in a restaurant in some capacity during their working lives and 46% of restaurant employees want to open their own restaurant someday. Whether you've already made that dream happen or are working on it, a chamber



membership can be a valuable investment in your success.

Here's what your chamber can do for your restaurant marketing:

- 1. Location.** Chamber staff often know about available space before the for sale or lease signs go up. We are plugged into the business community and have economic development connections. We also have the low-down on businesses scouting the area that could be valuable neighbors, and we work closely with commercial real estate agents who can help you find your next great location.
- 2. Employees.** Chambers are also in the know when it comes to people looking for jobs in the community. Our chamber offers job boards to help you get your hiring message out. We are doing creative things these days to assist employers in overcoming the server/staff shortage.
- 3. Advocacy.** Restaurant owners came to understand the importance of their voices being heard during the COVID outbreak. The Fairfield-Suisun Chamber of Commerce advocated for its

community's restaurants to ensure they were able to operate as openly as possible. It's hard for a single restaurant's voice to be heard on the municipal level but the chamber represents many in the restaurant industry, amplifying their message to help them be heard by decision-makers.

- 4. Funding.** While there are many small business avenues for funding, the application process can be daunting. The chamber is well-versed in the options available and may be able to direct you to some you hadn't even thought of. This was especially true with the funds and grants available due to COVID.
- 5. Permitting connections.** Cities require permitting for restaurant operations. Sometimes the permitting process can be slower than the restaurateur would prefer. The chamber can help make the necessary introductions and call on behalf of the business to help facilitate the process.
- 6. Social media teasers.** Even if

your restaurant isn't open yet, the chamber can "tease" its audience about the delicious new dining that's coming. You can get a sizable amount of interaction and shares on social media. It will not only bring attention to your restaurant but may also help build your follower count. If you're already open, the chamber can share your specials on social media.

- 7. Referrals.** When visitors come into town, they stop by the chamber for referrals of where to eat and what to do. If the chamber is familiar with your restaurant, they may recommend you to visitors.
- 8. Brochures and coupons.** Our chamber has a kiosk or brochure shelf for visitors to peruse. Being a member may mean you can display marketing collaterals in the chamber lobby.
- 9. Ribbon cuttings.** If you're opening a restaurant, hosting a re-opening, or marking an anniversary or large launch (like being under new management), you can ask the chamber about hosting a ribbon-cutting to mark the occasion. They will work with you to invite the community. You can provide dining specials or other offers to bring people in on that special day.
- 10. Member to member discounts.** We offer member-to-member discount programs to entice and/or reward chamber members for supporting one another. This is yet another way to get more people in the community to try your restaurant.
- 11. Run an event.** Host a Chamber event at your restaurant. You can bring in a crowd by doing this. Talk to us about





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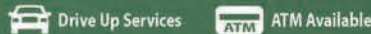
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community events that may fit your restaurants such as a mixer, a farm-to-table event, or a lunch mob.

12. **Cater an event.** We encourage local restaurants to cater the chamber events. They often give the restaurants billing and advertising. If you have a catering arm, you could land a few catering gigs by feeding this business-minded group.
13. **Host a cooking (or tasting) class.** Another way to showcase your food and staff skills is by hosting a cooking class with the chamber. Members will generally get a few minutes to talk about their offerings.
14. **Research.** Every chamber member eats. True fact. As a member, you can poll people you meet to figure out their interest in new offerings, locations, and more.
15. **Business know-how.** If you are a restaurateur whose skills lie in areas outside of business (like making amazing food), you may be able to learn about business concepts for free with the chamber. Ask about our upcoming educational offerings. If you don't have time to attend, know that as a chamber member, all of your employees are also members. Encourage your staff to attend instead.
16. **Access to magazine space.** Did you know we release a quarterly magazine, *The Voice of Business*? Yes! You're reading it right now. We can do an article highlighting new businesses or you may be able to advertise in the newsletter. Find out what the circulation is and how you might get in front of that audience.
17. **Spotlights.** We offer spotlights for all members. This may be in

video format, a spot on social media, or a special email.

Whatever the opportunity, use it to showcase your food and tell your story. Include more than just your operating hours and the kind of food you sell. You want to entice people to dine with you so make it memorable.

18. **Community membership.** Many people view chamber members as being upstanding members of the community. They feel more at ease knowing a business is a chamber member. Displaying your chamber member logo in your window can invite people to dine with you.
19. **Email blasts.** Chambers sometimes send out periodic email blasts from members. This can help you reach a new audience. Consider a very targeted message like asking the chamber to send it right before lunch with an "Are you hungry for...?" message with a mouth-watering image of your food.
20. **Elevator pitches.** The chamber can help you perfect your elevator pitch. While you may think that because everyone eats, the entire town is a candidate to dine with you, that is probably not true. There is a select clientele that you serve best. Figure out exactly who that is and what you do incredibly well and then use that to communicate every time you meet someone new at the chamber. Telling people you own the new restaurant on Main Street won't bring in customers. Telling them you own the "new Thai-Mex place with a hot sauce you can't forget" will entice the right kind of people (those who love a culinary adventure and hot

sauce) to see if your claims are true.

21. **Branding and content.** Branding is important to a restaurant. It's how people remember you. The chamber can help you find an affordable designer or put you in contact with someone who can help you design your menu for amazing results.
22. **Access to the Chamber Guide.** We offer a member directory but some also have a city guide that is used by locals and visitors alike. Check to see what opportunities are available for you.
23. **Mentors.** Yes, the restaurant industry is competitive but sometimes you just need the insights of someone who has been there before and gone through the challenges you're going through. You want to know what they did or what they wish they hadn't. We can find you a formal mentor program or may be able to introduce you to someone willing to help you informally.
24. **Communicating the importance of reviews.** Chambers understand the importance of reviews and are often reminding the community how small businesses need them. You will likely see social media posts on the subject and you can easily share those with your audience as well. Or you can create your own and tag the chamber. We can share your content for even greater reach.

Running and marketing a restaurant is challenging but with the right connections through the chamber, you can reach a larger part of the community. Chamber membership can be a wonderful investment in your business with a great return. ♦



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925-240-5100  
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707-673-5782  
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707-429-2155  
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Vacaville, CA 95688  
707-448-3300  
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707-429-3884  
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707-428-0455  
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Dixon, CA 95620  
707-452-8334  
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707-208-5333  
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707-745-9600  
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707-422-6700  
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Fairfield, CA 94533  
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707-387-0314  
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B

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707-257-0887  
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707-249-1042  
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Fairfield, CA 94533  
707-428-7400  
Cities

**City of Suisun City**

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Suisun City, CA 94585  
707-421-7300  
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CDC (Center of Disease Control) April 2018

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CDC (Center of Disease Control) April 2018  
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For Information Contact  
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**Fairfield Fire Managers Association**

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Fairfield, CA 94533  
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Sewer

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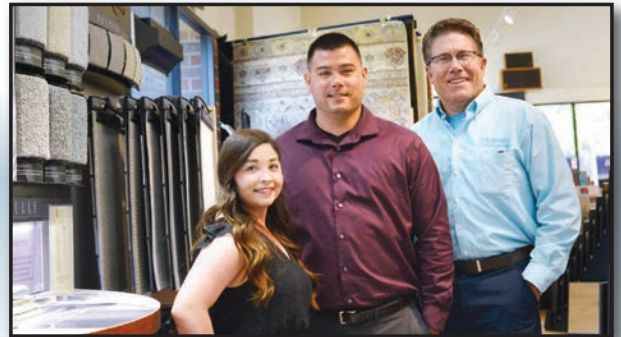


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*Credit Unions*

**Travis Credit Union**

1340 Gateway Blvd  
Fairfield, CA 94533  
707-449-4000  
*Credit Unions*

**Travis Credit Union**

1 Travis Way  
Vacaville, CA 95687  
707-449-4000  
*Credit Unions*

**Travis Unified School District**

2751 DeRonde Drive  
Fairfield, CA 94533  
707-437-8210  
*School District*

**True Elegance**

5045A Fulton Drive  
Fairfield, CA 94534  
707-648-2222  
*Limousine Service*

**U****UCP Thrift Center**

649 Beck Ave.  
Fairfield, CA 94534  
707-423-9350  
*Non-profits*

**UPS Store, The**

5055 Business Center Drive, Suite 108  
Fairfield, CA 94534  
707-207-0470  
*Parcel Service*

**V****Vacaville Chamber of Commerce**

411 Davis St., Suite 101  
Vacaville, CA 95688  
707-448-6424  
*Non-Profits - Chambers*

**Vacaville Christian Schools**

1117 Davis St.  
Vacaville, CA 95687  
707-446-1776  
*Non-profits*

**Vacaville Social Services Corp**

267 Bennett Hill Court  
Vacaville, CA 95688  
707-447-1988  
*Non-profits*

**Valero Benicia Refinery**

3400 E. Second St.  
Benicia, CA 94510  
707-745-7534  
*Refining*

**Vallejo Chamber of Commerce**

425-A Virginia St.  
Vallejo, CA 94590  
707-644-5551  
*Clubs & Organizations*

**Valley Strong Credit Union**

1000 Union Ave.  
Fairfield, CA 94533  
707-422-1342  
*Credit Unions*

**Valley Strong Credit Union**

Paradise Valley Plaza  
3330 N. Texas St.  
Fairfield, CA 94533  
707-422-1342  
*Credit Unions*

**Valley Yellow Pages**

1850 N. Gateway Blvd.  
Fresno, CA 93727  
800-350-8887  
*Advertising*

**Van Ouwerkerk, Patsy**

Vacaville, CA 95688  
*Associate*

**Vancil, Stephen**

707-427-8813  
*Associate*

**Veale Outdoor Advertising**

2800 Cleveland Ave., Suite 2A  
Santa Rosa, CA 95403  
707-575-3752  
*Advertising*

**Verdant**

3900 Business Center Drive  
Fairfield, CA 94534  
707-419-4242  
*Apartment Rentals*

**Vezer Family Vineyards**

2522 Mankas Corner Road  
Fairfield, CA 94534  
707-429-3935  
*Wineries*

**Virgil's Bait Shop**

201 Main St.  
Suisun City, CA 94585  
707-425-5518  
*Fishing Supplies*

**W****Walmart #3708**

350 Walters Road  
Suisun City, CA 94585  
707-639-4980  
*Grocers*

**Walmart - Store #2048**

2701 N. Texas St.  
Fairfield, CA 94533  
707-428-4792  
*Grocers*

**Western Health Advantage**

2349 Gateway Oaks Drive, Suite 100  
Sacramento, CA 95833  
916-563-2203  
*Health Insurance*

**Western Railway Museum**

5848 State Highway 12  
Suisun City, CA 94585  
707-374-2978  
*Museums*

**Wiseman Company LLC, The**

1261 Travis Blvd., Suite 330  
Fairfield, CA 94533  
707-427-1212  
*Real Estate - Commercial Property Development & Management*

**WIZIX**

1111 Webster St.  
Fairfield, CA 94533  
888-977-4220 ext. 217  
*Office Equipment & Supplies*

**Wooden Valley Winery**

4756 Suisun Valley Road  
Fairfield, CA 94534  
707-864-0730  
*Wineries*

**Workforce Development Board of Solano County**

500 Chadbourne Road  
Fairfield, CA 94534  
707-863-3500  
*Non-profits*

**Y****Yocha-De-He Golf Club at Cache Creek**

14455 U.S. Highway 16  
P.O. Box 65  
Brooks, CA 95606  
530-796-4653  
*Golf Courses*

**You Knead This**

1652 W. Texas St., Suite 127  
Fairfield, CA 94533  
1-707-742-3179  
*Massage & Day Spa*

**Your Home...Nursing Services**

3188 Jefferson St.  
Napa, CA 94558  
707-224-7780  
*Health Services - Home Health Care*

**Your Town Monthly**

555 Mason St., Suite 250  
Vacaville, CA 95688  
707-448-6446  
*Advertising*

**Z****Zaragoza, Fred**

Fairfield, CA 94533  
*Associate*



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