

HOW TO CREATE COMPELLING RESTAURANT JOB POSTINGS

Yes, your job postings can be engaging! Grab the attention of talented new recruits and expand your staff with these compelling job posting ideas.

□ Use Job-Related Keywords:

Depending on the hiring platform, potential hires can search available jobs by keyword. These keywords can range from industry-specific skills to job type, benefits, and more. When crafting your job description, investigate what keywords might be popular for your demographic. Paying attention to which job description keywords are the most common can help you rise to the top of job posting pools.

□ Shake Up Postings with Pictures and Eye-Catching Fonts:

Make your job posts stand out compared to those of other companies. Utilize interesting—but still legible—fonts and color schemes. You can use your brand colors and bold typeface to jazz up your ad. Photos and videos of your food, crew, and space can also entice would-be applicants to your restaurant.

□ Talk About Company Perks:

Let candidates know about benefits in the job posting. Include anything from vacation time to staff meals, employee incentive programs, company retreats, and more.

□ Show Off Your Restaurant:

Consider what makes your establishment unique and let applicants know up front. Maybe you believe in career advancement or have the latest POS technology. Whatever the coolest parts of your company are, include them in the posting.

□ Talk About Core Values:

Brand ethics and core values in your job description can draw the right employees to your establishment. Do you value sustainability efforts, giving back to the local community, or a healthy work-life balance for employees? Then let potential hires know. You'll find talking about values and company culture from the very beginning will go a long way to attracting your ideal recruits.

