
Main Street Martinez Presents

8 TIPS FOR SUCCESSFUL RECRUITING



JOB ADS vs. JOB DESCRIPTION

JOB AD SELLS THE JOB.

Title that catches applicant's attention.

Paragraph that summarizes most interesting points of the job.

Describe the company, role, location and equipment/gear in a way that is attractive to applicants.

JOB DESCRIPTION DESCRIBES JOB INTERNALLY

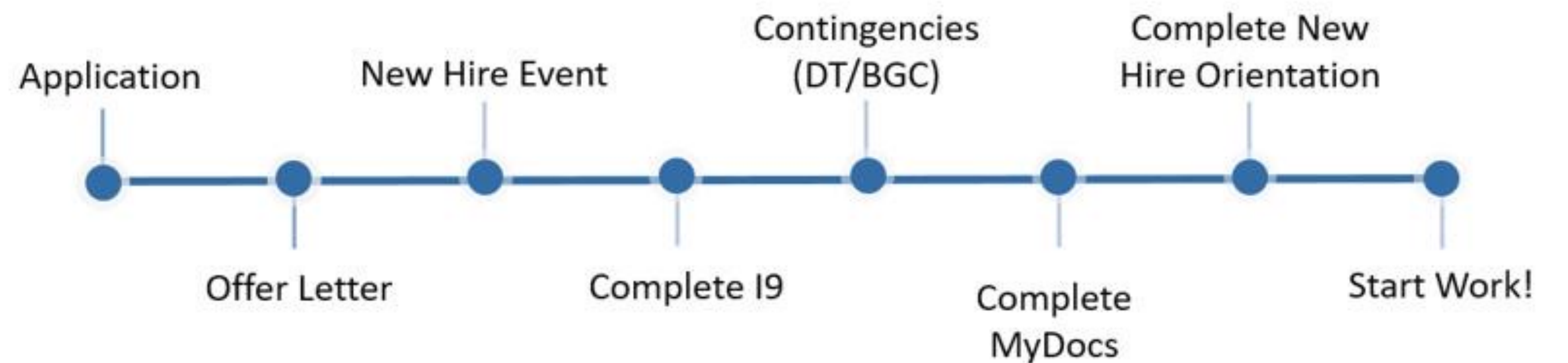
Title that accurately describes position.

Paragraph that summarizes the position.

Define success in the role, give a concise list of must-have responsibilities and qualifications.

1. DESCRIBE THE STEPS OF YOUR HIRING PROCESS

- Clarity creates confidence.
- Bullet point your company's hiring and on boarding process



2. MAKE YOUR AD ABOUT THE CANDIDATE, NOT YOU.

- Always consider WIFM
- How will your company allow the candidate to be their best self?
- Captivate candidates by identifying common problems in seeking employment and articulate your solution.

DESIGNERS WANTED!

- 1 GOT SO MUCH **SKILL** IT'S FALLING OUT YOUR POCKETS?
- 2 SICK OF WORKING FOR AN UNINSPIRING AGENCY?
- 3 WOULD RATHER BE PART OF A SMALLER, HIGHLY CREATIVE TEAM?

★ Robot Food is taking over and we're looking for the best middleweight to senior designers. If you check out our portfolio and believe you can hang... ★

LET'S TALK!

SEND A BRIEF PORTFOLIO AND CV TO:
IWOULDRAHERBE@ROBOT-FOOD.COM

3. USE VISUALS

- **Photos/Videos of the space, staff having fun, making an impact, growing, learning.**
- **Include logos, colors, anything that reflects your brand.**
- **Use infographics to highlight benefits and growth opportunities.**



4. MAKE IT EASY

- Add a link to your website where candidates can apply online.
- Does the candidate *need* to submit a resume for position you're offering.
- Consider virtual interviews.

Drop us a line! We can't wait to meet you.

Name *

First Name Last Name

Email *

Which position are you applying for? *

Do you currently have your Cosmetology license? *

Yes
 No

Tell us about yourself! *

Experience: *

Tell us about your previous work experience. Please list position, responsibilities, duration, and contact information.

Please list any additional references below.

5. HIGHLIGHT YOUR CULTURE

- Culture is one of the most important factors when candidates are seeking new opportunities. Show it off.
- Show them how they can get paid to do something they love!
- Exude that culture in your interviews. Be warm and welcoming. Not intimidating.



6. INCLUDE A GROWTH PATH

- What growth opportunities does your company offer?
- What will it take for them to earn more responsibility and how will the benefit from this growth?
- Include creative opportunities, leadership, compensation and benefits.

CAREER PROGRAM

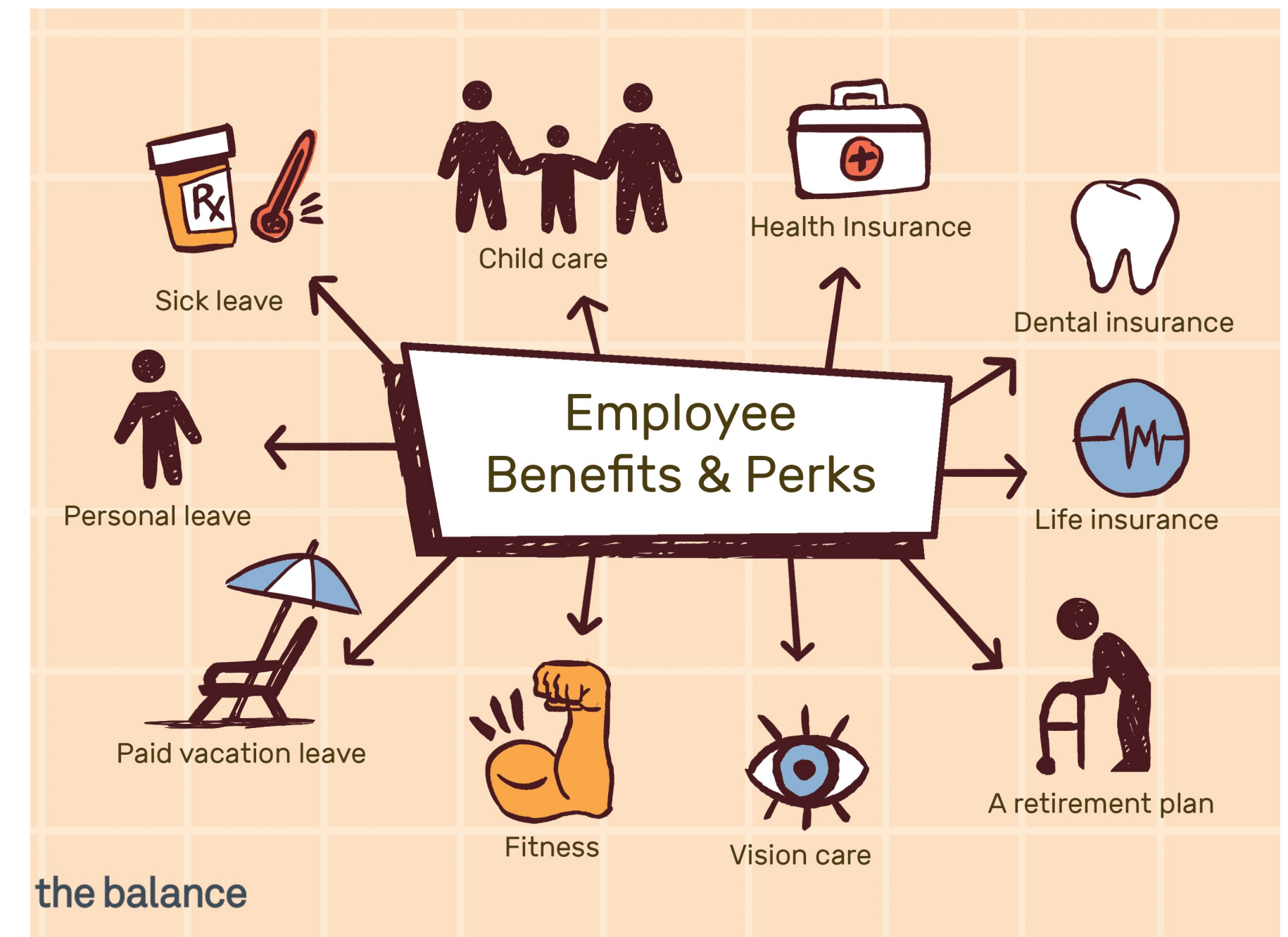
620 Main Street
Martinez, CA 94555
925.228.2090
MONDAY - FRIDAY 8AM - 5PM
SATURDAY 9AM - 5PM
careers@citrus-salon.com

| | |
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| APPRENTICESHIP BUILD YOUR SKILLSET AND CONFIDENCE IN OUR TRANSFORMATIVE 8 WEEK APPRENTICESHIP BOOTCAMP <ul style="list-style-type: none">- 3 full days a week of classroom and hands on training- Part or full time positions available- Medical benefits available- Access to all in-house advanced training | NEW TALENT STYLIST GAIN BEHIND THE CHAIR EXPERIENCE WITH THE SUPPORT OF A CITRUS EDUCATOR <ul style="list-style-type: none">- 2 full days of clients per week- Access to all in-house advanced training- Part or full time positions available |
| JUNIOR STYLIST - STYLIST I YOU'VE COMPLETED OUR TRAINING PROGRAM! NOW BUILD YOUR DREAM CAREER AS A CITRUS STYLIST <ul style="list-style-type: none">- Performance based compensation equivalent of up to 36% of total sales- Income opportunity of up to \$65K/year- Education funds- Retirement benefits | ADVANCED STYLIST TAKE YOUR CAREER TO THE NEXT LEVEL <ul style="list-style-type: none">- Performance based compensation equivalent of up to 40% of total sales- Income opportunity of up to \$80K/year- Flex Schedule |
| SENIOR STYLIST BECOME A LEADER AND EXPERT <ul style="list-style-type: none">- Performance based compensation equivalent of up to 41% of total sales- Income opportunity of up to \$100K/year- Flex schedule- Choose your schedule- Leadership Opportunities | MASTER STYLIST YOUR POTENTIAL IS ENDLESS <ul style="list-style-type: none">- Performance based compensation equivalent of up to 42% of total sales- Income opportunity of up to \$120K/year- Choose your schedule- Leadership Opportunities |

CITRUS
ROOTED IN COMMUNITY

7. INCLUDE COMPENSATION IN YOUR LISTING

- Job postings that include clarity around salary and benefits get 75% more attention.
- Don't offer benefits? What perks come with working at your company? Discount, free lunch? Might seem small but it DOES matter!



8. POST YOUR AD IN THE RIGHT PLACE

- MSM Job Listing Page
- Indeed
- Social Media
- In your business
 - Your customers are your fans. Maybe they want to be part of the magic.
- In your products!
 - Stick a small flyer in a shopping bag, delivery, or takeout order.

