



# HOW TO ATTRACT QUALITY EMPLOYEES: Best Practices for Hiring

As a pizzeria owner or manager you are likely struggling with labor issues today. Hiring and retaining staff has been harder than ever for a number of reasons. Nearly 30% of restaurant employees are leaving the industry to find jobs in other fields,<sup>1</sup> and 3/4 of those workers are leaving because of low wages.<sup>2</sup> Even if you can't offer the highest pay in your area, there are a number of things that you can do to attract and keep high quality employees.

*23% of hourly workers have quit when they didn't get the shift or schedule they wanted.<sup>3</sup>*

## Finding Employees

Just posting a “now hiring” sign is not enough to get good, qualified candidates in the door. Think about everything you offer to employees and be sure to communicate that message through multiple channels. The benefits you provide are as important as pay to most people, so let them know before they apply.

- Promote your open positions across multiple touch points to reach as many people as possible.
  - Connect with your digital audience through your social media platforms and website.
  - Reach existing customers with box toppers, flyers, in-store signage and through your loyalty club or email program. Download a customizable [box topper](#) and [sign](#) here.
  - Spread the word in your neighborhood through community and youth organizations or by posting ads in your local newspaper.
- Simplify your application process with an online form accessible through a [QR code](#).
- Wordsmith your ads to be unique to your restaurant, “now hiring” isn't enough. [Use this template to inspire your own ad](#).
- Use testimonials from current employees with photos and videos when you can.
- Get referrals from friends, family and current employees. Use this [template](#) to get started!
- Determine your target - teens, college students, retirees - and promote in places they will see it.
- Organize a hiring event or party to attract more applicants when hiring for multiple positions.

## The Interview

The tone you set in an interview may be the first impression a potential employee has, which can make or break their decision to come work for you.

- Put interviewees at ease with informal questions to start.
- Don't do all the talking - ask the right questions, listen, probe and take notes.
- Ask questions specific to the position, not just general questions.
- Do initial interviews online via Zoom or video chat make it convenient for applicants. A simpler application can also put candidates at ease, [download here](#).
- Let employees help in the hiring process to ensure a good team fit.
- Test their skills - role play or have them complete job-related tasks.
- Share a realistic job preview and the benefits you provide.
- Offer an incentive like a free pizza coupon or branded merch for interviewing. Even if they don't get hired, they may be wearing a t-shirt with your logo on it promoting your business!
- Provide a tour of the restaurant and introduce them to current employees during the interview.
- Feed them pizza and a beverage before or after the interview.
- Respond to all interviewees whether they were hired or not - they could be future employees or customers, so you want to leave them with a good impression.

*Hourly employees report that coworkers had the biggest influence on their job satisfaction.<sup>3</sup>*

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## Offering Benefits

Some benefits don't have to cost you a thing, and the more you offer, the more enticing it is for an interview candidate. Be upfront and share your benefits during the interview and in your ads.

BENEFIT IDEAS FOR YOUR STAFF	
Flexible hours/schedule	Education fund - contribute a percentage of their pay toward a fund
Job training and cross training	401k and health insurance
Career development/promotion opportunities	Free uniforms
Free or discounted food and beverages	Paid sick days
Referral bonus	Childcare and transportation assistance
Longevity bonus - reward an employee for staying on for a specified length of time	Local business discounts - form a relationship with nearby businesses to provide discounts to each other's employees
Hiring bonus - cash/gift card/gift when hired	Quarterly or semi-annual employee parties and/or team building events

Be creative when rewarding your staff! In addition to tangible gifts and incentives, employees truly appreciate a sincere thank you and recognition for their efforts.

One of the best ways to retain your staff is to hire the right people and keep your promises about the work environment and benefits that you offered while they were interviewing.

### Ideas for Employee Rewards and Incentives

Spa day	Tech accessories
Gift cards	Uber/Lyft credit
Money \$\$\$	Special parking space
Paid days off	Employee of the month
Company Swag	Sporting event tickets

<sup>1</sup> Joblist, 2021

<sup>2</sup> One Fair Wage, May 2021

<sup>3</sup> Snagajob State of the Hourly Worker Report, 2019