



**FINDWRK** X



# A Picture of the Hourly Workforce

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Monday, May 15th

11-11:30am EST

Our survey found that workers fit into three main categories: the **Career Hourly**, **New Canadian**, and **Career Discoverer**

Here are the percentages that fall into each category:

**29%** of workers wanted to maintain employment to pay the bills

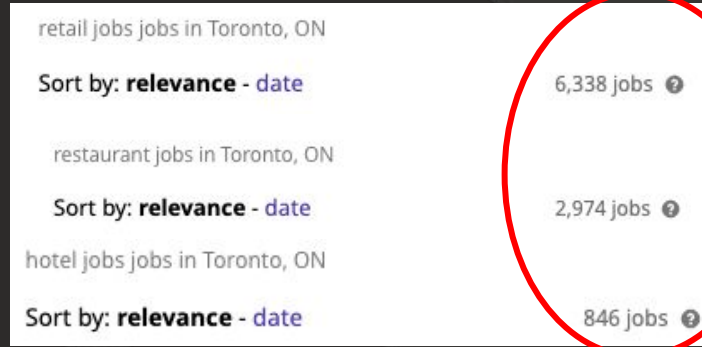
**23%** wanted to gain Canadian experience

**42%** wanted to try out different career paths and opportunities



Not every employee looks for the same things. Understanding what employees are looking for can help you meet their needs.

# Why should job seekers work for you?



retail jobs jobs in Toronto, ON  
Sort by: **relevance** - date 6,338 jobs ?

restaurant jobs in Toronto, ON  
Sort by: **relevance** - date 2,974 jobs ?

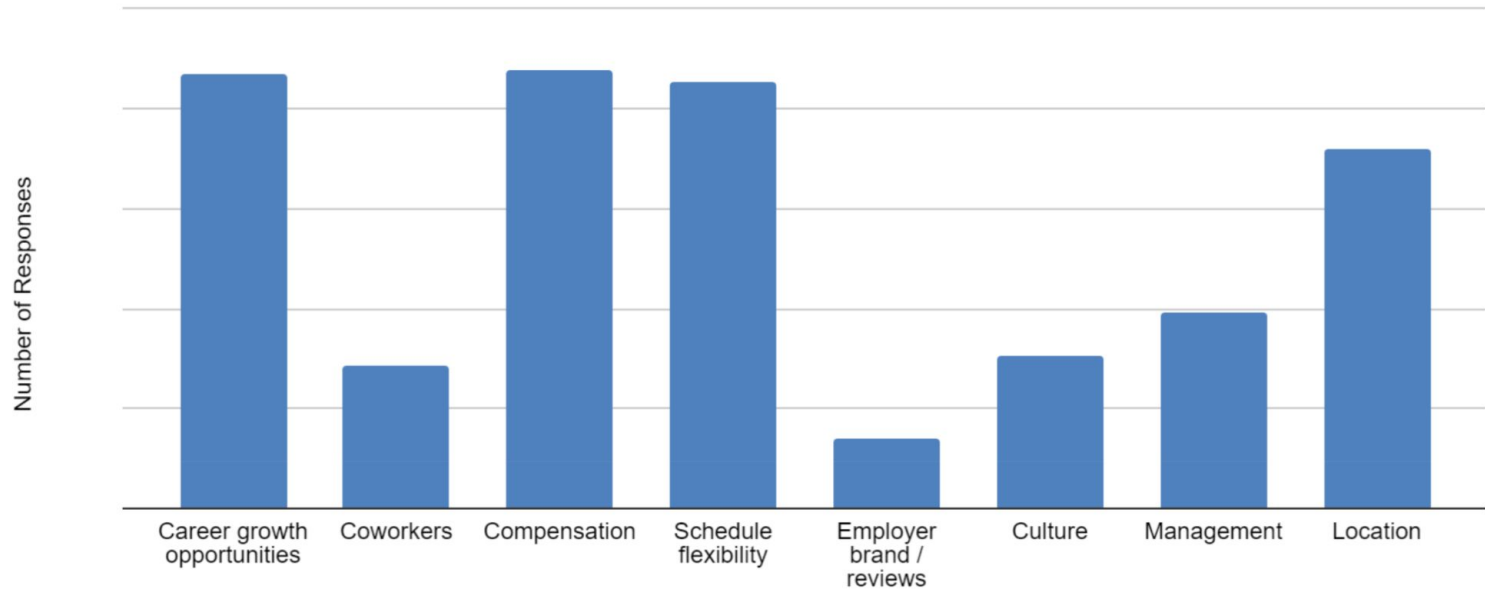
hotel jobs jobs in Toronto, ON  
Sort by: **relevance** - date 846 jobs ?

Job Category	Number of Jobs
retail jobs jobs in Toronto, ON	6,338 jobs
restaurant jobs in Toronto, ON	2,974 jobs
hotel jobs jobs in Toronto, ON	846 jobs



It's hard to get a candidate's attention when they have so many opportunities to choose from. To stand out from the crowd, we need to understand what job seekers are looking for.

## What Factors Are Most Important to Hourly Workers When Searching for A Job?



**Almost half** of job seekers spend less than 2 minutes reading job descriptions.

- To provide all areas of the restaurant with clean, sanitized dishware on a timely basis.
- To maintain the dish area in a good state of organization, repair and...

- Offer flexible scheduling and 50% off your menu favourites on shift.
- Eager to learn the process of operating a b kitchen.



### Discussion:

Which dishwasher job would you apply for?

**32% of workers feel unqualified** when reviewing job postings. This stops them from applying to a job.

- We seek experienced, friendly and personable staff that we will train in the hospitality field.
- A genuine desire to provide caring hospitality to our guests and...

- 1-3+ years customer service experience (If you have the potential and less experience, we still want to meet you.).



**Tip:**

Emphasize a willingness to train



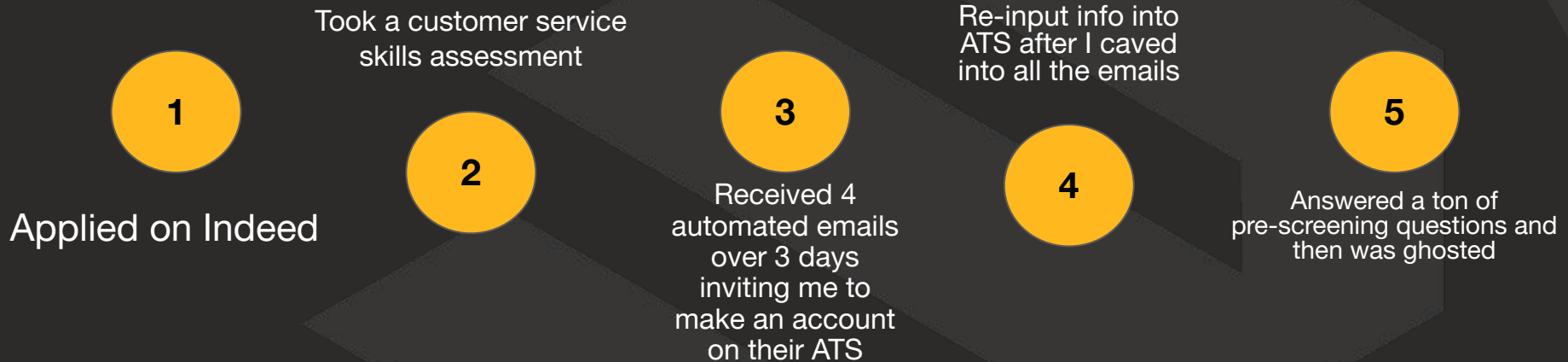
## **Sarah, Worker:**

“I think employers should take into account the difference between the nice-to-haves and the must-haves. When you’re reading through a long list of criteria for a job that doesn’t even pay that well, you start to question the effort and time to apply. Not to mention, it makes you feel unqualified for a job you’re probably perfectly capable of.”

**Question:**

**Have you applied to your own jobs?**





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My journey applying to a Cashier job...it was painful to say the least

We asked workers what led them to look for a job. **60%** were out of work and most will take the first offer they get. Here are some things to consider when reviewing your screening questions:

Do I already have access to this info elsewhere?

Do I absolutely need this info or is it “nice to have”?

Is this info deterring certain candidates from applying?



**Tip:**

Reflect on your pre-screening questions to improve your candidate experience.

# Mind the spam

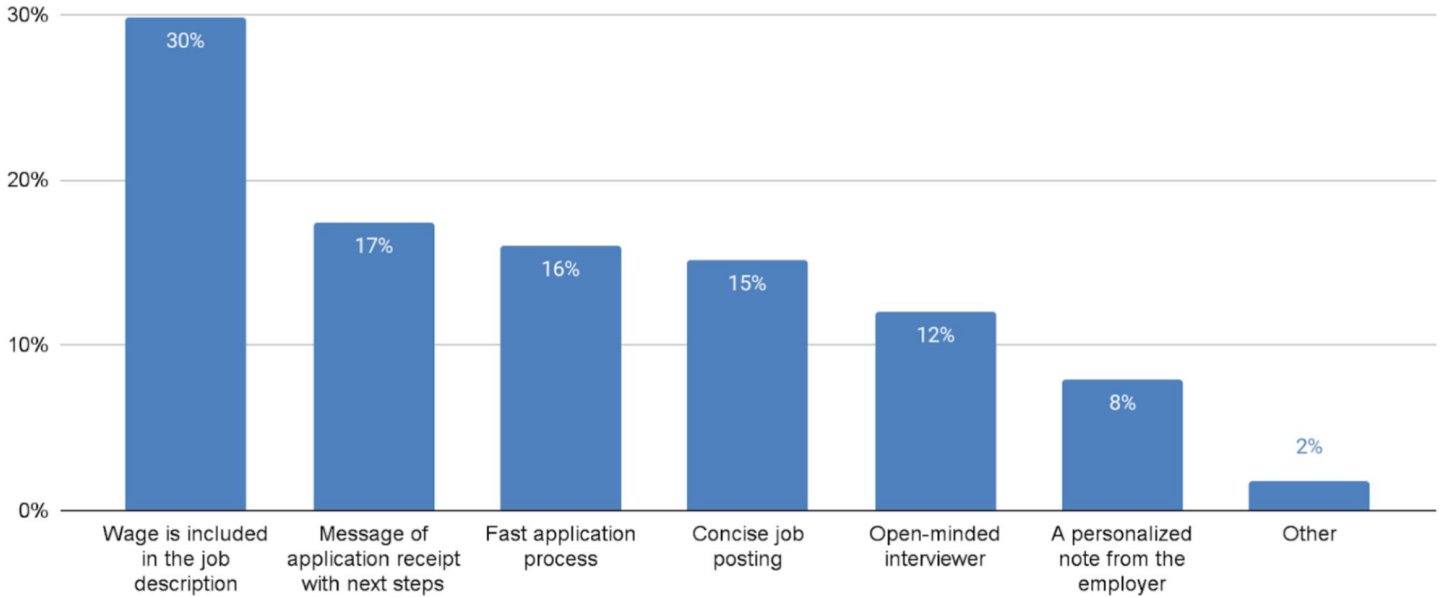
Sending reminder emails to complete a job application likely won't accomplish much.



## Tip:

After one reminder email, consider asking the candidate for feedback on their candidate experience rather than prompting them to finish their application.

## What Can Companies Do to Make Applying To Jobs a Better Experience



The majority of workers were paid **less than \$20**, but they felt that to meet basic needs, **\$20-27.99** was required. Current ranges for active FindWRK campaigns:

Cooks: \$17-30

Dishwashers: \$16-19

Servers: \$15.50-25

Bartenders: \$20-30

Housekeeping: \$16.75-24

Front Desk: \$17.50-22

Maintenance: \$22.90-28.63

# AUDIENCE Q&A

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# Thank You!