Rethinking Recruitment for Tourism

Guidance note: Recruitment prospects - know your audience
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The current workforce is diverse, with different generations and cultures all working together. Alongside this is the highly competitive nature of the market for talent. Put these two factors together and the importance of a customer centric approach is clear. Awareness and understanding of different cultural differences, aspirations and values, is essential, and also knowing people's communication preferences.

Customer centricity in recruitment

Adopting a customer centric approach to attracting talent puts you into the mindset of how individuals search for work and what is important to them in their career.

Consider how you attract customers to your business; you understand their motivations and then provide what your customer is looking for. You tailor your sales pitch to meet their needs. It's the same with recruitment - you need to create a pitch to attract the right talent.

The characteristics of different generations towards work has changed over time. As an employer, consider the opportunities that this brings.

There are five generations in the workforce (see next page):

- Maturists: born before 1945
- Baby boomers: born between 1946 and 1964
- Generation X: born between 1965 and 1976
- Generation Y (or millennials): born between 1977-1995
- Generation Z: born after 1996

'Maturists' and 'boomers' bring a wealth of knowledge to the workplace and their circumstances and lifestyle could mean they are attracted to working short, but fixed hours, within a profession they are skilled in. Alternatively, gaining a new skill might appeal to them, providing them with opportunity for this phase of their working life.

For generations X, Y and Z, they are drawn to opportunities which allow them to have a work/life balance and that consider their personal well-being. They look for jobs that will add to their skills and will open career paths and further work opportunities. They want to work for employers who align their core values with their workforce, or an employer who provides benefits that enable them to invest in themselves through personal development and who provides flexible working hours.
<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Maturists</th>
<th>Baby Boomers</th>
<th>Generations X</th>
<th>Generations Y</th>
<th>Generations Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>How approach to career has changed over time</td>
<td>Jobs for life</td>
<td>Work Centric</td>
<td>Work to live</td>
<td>Work/Life Balance</td>
<td>Work/Life Balance and Personal Well Being</td>
</tr>
<tr>
<td>Communication preference</td>
<td>Formal letter</td>
<td>Phone</td>
<td>Email and text message</td>
<td>Text or social media</td>
<td>Hand-held (or integrated into clothing) communication</td>
</tr>
<tr>
<td>Communication channels</td>
<td>Face-to-face</td>
<td>Face-to-face ideally, telephone or email if required</td>
<td>Text message or email</td>
<td>Online and mobile</td>
<td>Facetime</td>
</tr>
</tbody>
</table>
### Reaching Your Audience on Social – Social Media Preferences

<table>
<thead>
<tr>
<th>Generation</th>
<th>Description</th>
<th>Social Media Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers</td>
<td>Mature Active/Early Retiree</td>
<td>LinkedIn, Facebook, Twitter</td>
</tr>
<tr>
<td>Gen X</td>
<td>Parent/Homemaker/Carer</td>
<td>LinkedIn, Facebook, Twitter, Pinterest, Instagram</td>
</tr>
<tr>
<td>Gen Y</td>
<td>Career Seeker</td>
<td>LinkedIn, Instagram Stories, TikTok</td>
</tr>
<tr>
<td>Gen Z</td>
<td>Career Seeker / College Student / School Leaver</td>
<td>TikTok, Snapchat, Facebook, Facebook Messenger, Instagram</td>
</tr>
</tbody>
</table>

![Fáilte Ireland Logo](image)
Social Recruiting – Increasing Your Reach

# Use these hashtags when posting your jobs on Instagram, Twitter, TikTok, Facebook

#jobfairy  #joblisting
#irishjobfairy  #work
#hiring  #newjob
#hiringnow  #freshstart
#jobs  #careermove
#Irishjobs  #career
#work  #joinourteam

Tips

- Use hashtags, but don’t overdo it.
- Post a few times a week about working with you, not just when you’re hiring.
- Use social media to showcase your company culture in action.
- Share job posts across all social channels and track which channels are working best to drive applications.
- Put paid spend behind your best performing channels.