# Seasonal Recruiting Best Practices

The holiday season is a time to celebrate with family, food, fun and most importantly, shopping. Ramping up your staff for the holiday season, especially for positions in retail, distribution, customer service and logistics, is critical to meet the demands of the busy fourth quarter. UPS announced that it will hire between 90,000-95,000 seasonal employees for 2015 while Kohl's Corp. expects to hire more than 69,000. In order to make this holiday shopping season a success, take into account these best recruiting practices.

Start Early

While the holiday season may not feel like it's just around the corner in the summer months of July and August, this is actually when businesses need to start implementing their holiday staffing plan. In order to secure and train the appropriate number of workers to meet this increasing seasonal demand, onboarding can begin as early as September and October.

68% OF SEASONAL HIRING MANAGERS
who plan to hire this season will have
FILLED ALL THEIR POSITIONS BY OCTOBER[1]
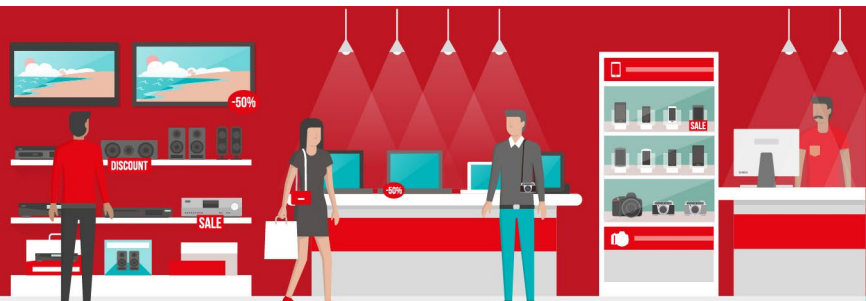
Make Every Touch Point Count

The first 24 hours of the candidate onboarding process are critical. By following up with a candidate within 24 hours, it ensures that the candidate is engaged right away and does not lose interest in the company during the hiring process. This is especially vital during holiday ramp ups when many associates are needed in a very short span of time.

31% OF RECRUITERS
REPORTED CANDIDATES REJECTED THEIR OFFER
because he or she accepted another one[2]

Think Local, Not Just Virtual

While sourcing candidates virtually through social media and online job boards like Monster.com is an essential strategy, it's equally important to move beyond the computer screen and out into the community. Hosting local job fairs, sponsoring community events through the chamber of commerce and partnering with schools to engage the potential future workers are all tactics that should be utilized. The weeks leading up to the holiday season provide countless opportunities to connect with community members and increase brand recognition.

Staff Management | SMX implemented a call-to-action recruiting campaign that urged local and national leaders to help put Americans back to work during the holiday season. Our team wrote letters, met with state senators and representatives, judges, mayors and many others. Because of this, many of these influential leaders sponsored recruiting events throughout their communities to boost employment rates.

Don't Overload Candidates with Info

Sometimes, less is more. This is true when it comes to providing employment information to potential candidates. Including things like career path examples, diversity information and community/sustainability initiatives might seem like useful information, but it's really just distracting particularly for seasonal employment candidates whose time is limited.

77.3% OF JOB SEEKERS
say that the most important information they want to receive is job descriptions followed by salary ranges and benefit details[3]

Recruit a Holiday Staffing Partner

Many businesses underestimate or do not have the internal capacity for ramping up their staff during the holiday season. Finding these temporary workers is just the first hurdle; then comes the onboarding process of interviewing, hiring and training. In order to ensure this process goes smoothly, businesses should consider working with a staffing provider who will source the temporary candidates and take on all of the administrative responsibility that goes with it.

During the course of a year, staffing companies hire more than **14** MILLION TEMPORARY AND CONTRACT EMPLOYEES[4]

1 www.snagajob.com/employers/blog/snagajobs-seventh-annual-holiday-hiring-survey-reveals-2014-seasonal-hiring-trends-and-tips-for-employers-and-job-seekers/
2 ww.eremedia.com/ere/agency-recruiters-say-companies-need-to-move-faster/#more-41564
3 www.thetalentboard.org/wp-content/uploads/2015/03/CandEs-2014-eBook-FINAL-v.5.pdf
4 www.americanstaffing.net/staffing-research-data/fact-sheets-analysis-staffing-industry-trends/staffing-industry-statistics/#tab:tbs_nav_item_0