



Creative Staffing Solutions

South Cariboo Tourism Forum

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Presented by:

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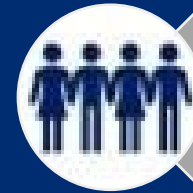


WHO WE ARE

go2HR is BC's
tourism and
hospitality
human resource
and health &
safety
association.



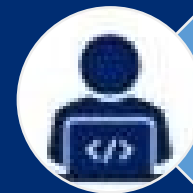
Health & Safety



Human Resources



Industry Training



Research and Strategy

**go2HR**[®]

2024 Hiring Tips

Marketing/Communication:

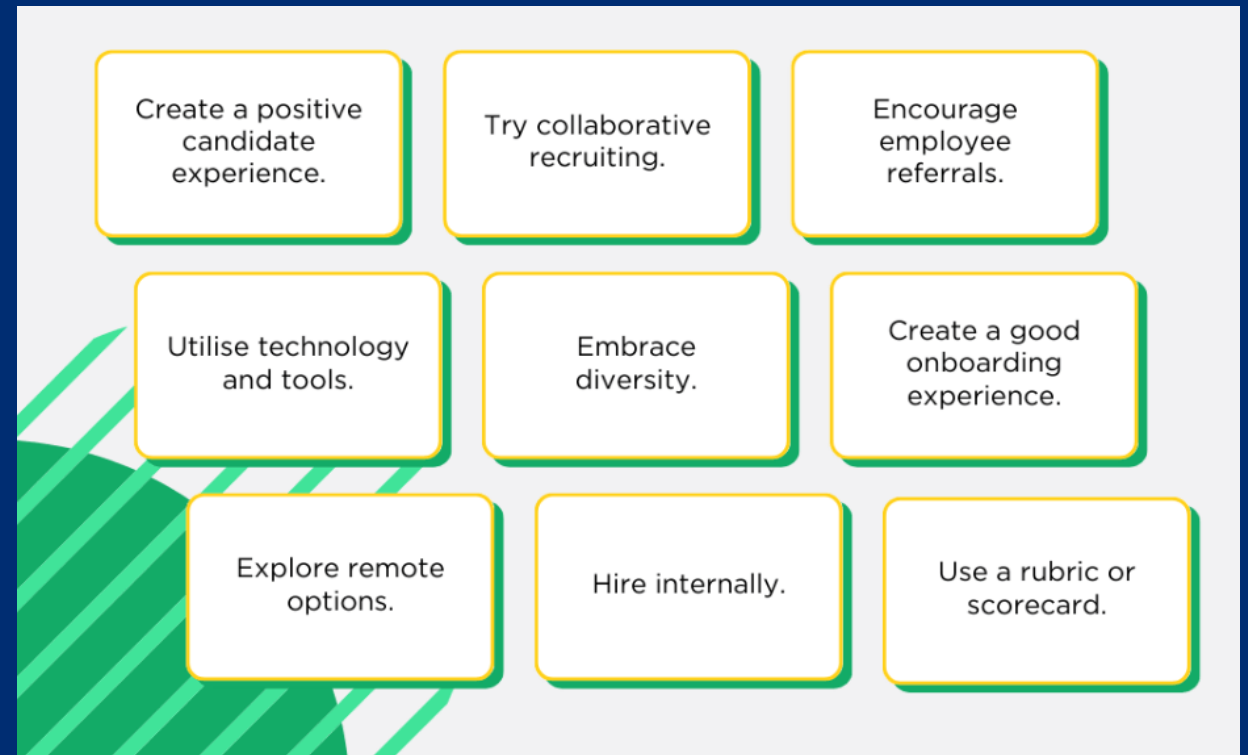
- Virtual reality (VR) job previews
- Culture campaigns
- Community engagement initiatives
- Artistic job postings
- Collaboration with local schools

Business Culture:

- Flexible work arrangements
- Wellness Programs/Work Life Balance
- Innovative benefits package
- Diversity and inclusion initiatives

Management:

- Proactive recruitment plan/have a process in place before you post the job
- Start early (apply for grants/funding applications)
- Cultivate an online presence/reputation
- Collaborate with your team



Where do we find the “Purple Squirrels”?

- Promote within whenever possible!
- Referrals/Word of mouth (Internal or External)
- Online Job Boards/Explore Niche Job Boards
- Member Registries (TIAC, Tourism HR, Government Sites, etc.)
- Social Media Platforms/Groups
- WorkBC/Horton Ventures/CCATEC/Destination Indigenous
- Job Sharing (share seasonal staff with other businesses)
- Newcomer/Cultural Associations
- Recruitment Agencies
- Local Newspapers/Radio/Community Buzz Publications
- Foreign Worker Programs/Encore Careers
- Local Job Fairs/Community Bulletin Boards
- Local Schools



QUESTIONS?

CONNECT WITH CHRISTIE BLAQUIERE

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SCAN ME!



**Need help finding workers?
We have a solution!**

Register for **go2HR's FREE job board** - the top spot for jobs in the Tourism & Hospitality industry in BC.

go2hr.ca/register

THANK YOU!

