



Sample PinPoint Recruiting Plan

After clicking the Recruiting Plan option, an email window will open with the following 6 questions. You will be asked to complete these 6 questions prior to receiving your customized plan. The following answers have been completed in blue as a sample.

Your need: (filled in by you)

- 1) Title of position you need. *Rooms Division Director*
- 2) Salary Range: *\$50,000-65,000 plus bonus.*
- 3) # years experience you would like in the position. *3-5 years*
- 4) The franchise affiliation of your property/company (or who your competitors are if the operation doesn't carry a franchise.) *Doubletree Hotel*
- 5) How many weeks before you expect the new employee to report for work? *5 weeks*
- 6) How does this job impact your profitability? The impact the job has on your profitability.
 - This job directly impacts our sales and profits. *(type Yes or No)*
 - The job is a critical customer service position that impacts whether guests return. *(type Yes or No)*
 - The job is an administrative support position. *(type Yes or No)*

Profit Impact: This job needs to improve your profits by \$250,000-\$325,000 the first 12 months the person is on the job.

Lost profits each week this job is vacant: \$25,000-32,500.

Your Initial **PinPoint Recruiting** Steps should include:

1. Working your referral network.

Cost: Free

Each of your manager need to be responsible for names and email or phone number for 5 people they know. Additionally your referral network should include hotel school placement and alumni offices, professional organizations, peers at competing properties, etc.

2. Post the job on your own Internet site.

Cost: Free

Before posting your ad, identify where generation Y candidates will come from. Be sure your ad is written to appeal to that audience. Aren't sure: Securemploy can write your ad for you.

3. Place the ad on a minimum of 3 job boards.

Securemploy, Hospitality Online and Linked In:

Cost: \$500

3 Other job boards of your choice:

\$1,000-1,500

4. Targeted Mail:

Email Blast to Rooms Directors at properties of similar size and quality: **Cost: \$300**

Pinpoint Lite Targeted Direct Mail:

\$475

Your total initial Securemploy PinPoint Recruiting cost:

\$1,275

-\$50 credit if items 3&4 are implemented

Your total Securemploy PinPoint Recruiting Cost for this Example:

\$1,225