Introduction

The hospitality industry is brimming with opportunities nationwide. Not only is hospitality currently the UK’s third largest private sector employer, but this innovative industry aims to create an additional 66,000 new jobs and up to 200,000 new apprenticeships over the coming years (The Hospitality Workforce Commission 2030).

Hospitality provides people with valuable skills and the potential to work up from any level. There’s a role for you, whether it’s a first job, a career change, or a step up to management. The question is: Are you putting your best self out there? For in an online world, social media platforms and e-resources are a key part of career creation and job search strategy. Fortunately, the Institute is here to help.

How the Institute can help you

Dedicated to helping members build successful hospitality careers, the Institute provides you with access to a wealth of information and benefits. Using these resources as part of your career and job search strategy can, we believe, help you reach your full potential.

Support includes:

• Mentoring opportunities - Receive one-to-one guidance and support from the Institute’s Mentor Me scheme.

• Opportunities to network - Make connections with industry peers, Members (MIH) and Fellows (FIH) at Institute events and trade shows.

• Access to wider support and knowledge from our partner network - Our business partners range from independent recruitment agencies, like Angel Recruitment, to education establishments, like Westminster Kingsway College.

• Keeping up-to-date with the latest sector news and insights - The Institute regularly creates publications and newsletters designed to keep you informed.

• Discovering new ideas in new ways - Learn effortlessly from industry experts through lively seminars and topical webinars.

• Access to Institute e-resources - Our information is available everyday worldwide.

• Continuing professional development (CPD) - Resources and events are here to help you create your ideal career.

• Consultations with the Institute’s subject specialist librarian - Receive specialist help preparing for job searches and interviews.
Taking the job search online

Starting your job search with the Institute of Hospitality is easy. You’ll find a plethora of online and e-resources under the Professional Development tab via the Institute’s homepage, whether you’re looking for an international management role or some career advice.

As you know jobs boards are often the first port of call for the online job search. These sites simplify the search process, offering job seekers the ability to tailor their search and find almost any role in any place. Some top sites include:

- The Caterer
- Indeed
- Reed
- CV-Library
- IoH Job Board

Jobs boards are highly effective, but it’s also important to make connections with potential employers and people in your field. While a good recruitment agency can provide sector-focused career advice and free job search support - potentially saving you countless hours trawling the web and completing applications.

Using Social media

Your online presence is a key part of your job search strategy. According to the Society for Human Resource Management (SHRM) 84% of organisations are now using social media for recruiting. While it’s claimed up to 70% of employers use social media to screen candidates during the hiring process (2018 survey).

Social media platforms allow you to create your personal brand, showcase your skills, make connections, identify trends and discover job openings. With this in mind it’s important you use your social media accounts wisely. Your digital reputation is part of your personal reputation: The aim is to let potential employers know who you are, what you do and where you want to go.

Key tips:

- Keep your online profiles up-to-date - This makes you look more polished and ultimately more attractive to potential recruiters.
- Use a recent profile image - Keep your profile photo friendly, professional and consistent across all platforms.
- Check your privacy settings - Consider it this way: What wouldn’t your future boss like to see? Then fix your settings accordingly.
- Post industry-relevant content regularly - Showcase your knowledge and enthusiasm for the industry. Not sure what to post? Check out what other people in your hospitality area are doing.
- Follow and connect with industry fellows - Engage people in discussion, you never know where your next lead may be!
- Keep ahead of social media trends - With the continuing evolution of platforms like LinkedIn, Facebook and Instagram, it’s vital to optimise your search strategy in line with these changes. Learn effortlessly from industry experts through lively seminars and topical webinars.
Taking the job search online (cont...)

LinkedIn

According to the Recruitment & Employment Confederation (REC), LinkedIn is the preferred network for recruiters, with 94% using it to source candidates. Facebook may be the largest social networking site in the world, but LinkedIn is known for being the professional social networking site.

So, the more complete your LinkedIn profile, the greater your chances of being found and contacted by an employer.

Key tips:

- Use your profile as a CV - Provide prospective employers with relevant information on your skills, experience and accomplishments.

- Create an attractive headline - An engaging LinkedIn headline has a character limit of 120 and is critical for getting you noticed. The aim is to be discovered by telling people who you are, what you do, or what kind of job you’re seeking.

- Write an effective summary - A great LinkedIn summary should strike the right balance between being general enough to cover your bases and specific enough to show up in search results. Give information on your professional background and abilities in an attention-grabbing manner so hiring managers will want to keep reading.

- Connect with people - Link to people you know, or to whom you plan to reach out. Maintain relationships with people you’ve met professionally and establish relationships with people working in your field.

- Make use of connections - When searching for relevant openings remember to see how you’re connected to the hiring manager.

- Request recommendations - A recommendation is a statement written in recognition of your work. People who view your profile will often read these to see what others think about you professionally.

- LinkedIn endorsements - Endorsements validate your skills, strengthen your profile, and increase the chances of being discovered for opportunities related to those skills.

- Search LinkedIn company profiles - LinkedIn business profiles enable you to find companies of interest, discover possible connections, learn more about the company culture and its news, as well as potential job openings and leads.

- Join and participate in LinkedIn groups - As a job-seeker groups can really help you get more engaged with topical discussions and connect with new hospitality professionals.
Taking the job search online (cont...)

Facebook

Yes, Facebook boasts an estimated audience of over 2.3 billion monthly active users worldwide, but unlike LinkedIn it’s most often used to share personal stories and ideas. On the other hand, many employers and HR professionals use Facebook as a space to answer questions, discuss the industry or company culture, and share opportunities.

Remember, it might sound more convenient to establish a separate Facebook profile for your job search, but this is actually against Facebook’s terms of use. Instead, you’ll need to adjust your settings accordingly and monitor your account more closely.

Key tips:

• Check your public profile - This is how you’ll appear when someone you don’t know views your Facebook profile. Take note of the parts you want to make private or enhance.

• Make your profile more searchable - If you want recruiters to find your Facebook profile remember to add past work history and professional skills to your ‘About’ section.

• Use status updates to share your job hunt aspirations - Using your status can be an effective way to let friends know you’re looking for a new role. Remember to select only those people who you want to see your update. If you are employed, be careful about making this information visible to anyone working for your current employer, as it could cost you your job.

• Join relevant Facebook groups - These are similar to LinkedIn groups and provide a place to discuss topics of interest and make relevant industry connections. Also, try searching Facebook using your location and the word “jobs” to find groups sharing job leads.

• ‘Like’ company career pages - Many businesses create company pages to establish a talent community which serves as a pool of potential candidates and to more easily communicate with interested people.

• Look out for Facebook ads - Some companies promote job opportunities via paid advertising. These can be customised to reach a targeted audience based on criteria like qualifications, skills, location, interests, and more.
Taking the job search online (cont...)

Twitter

According to the 2018 Twiplomacy study, 97% of all 193 UN member states have an official presence on Twitter, making it the favoured platform for world leaders. Why? Well, Twitter gives users the opportunity to showcase themselves succinctly - usually in 280 characters or less - to a potentially huge audience.

As Twitter itself says, the platform is: “Without a doubt the best way to share and discover what is happening right now.” Fast-moving, simple to use, and with a more relaxed approach to social networking than LinkedIn, Twitter can certainly support your hospitality career and job search strategy.

Key tips:

• Create an attractive bio - Your Twitter bio (160 characters max) is like an elevator pitch. Introduce yourself, create personality and, invite followers to find out more about you. Keep your bio SEO-friendly, tag your location, and add a link to your LinkedIn profile or website.

• Tweet frequently - Being present on Twitter will help you build a reputation and create a following, all in under 280 characters.

• Showcase your knowledge, interests and personality - Be engaging, share accomplishments, retweet hospitality-relevant events and news.

• Engage with industry fellows and leaders - Follow key hospitality players, relevant publications, and more. Participate in conversations and get insights into the kind of companies you’d like to work for.

• Find out about job openings - Try entering the word “jobs” plus another keyword related to the specific role or industry you’re interested in. This should produce a list of useful Twitter accounts to follow. Lists help you keep up with key interests more efficiently.

• Add your Twitter handle to your CV - A good profile can be a great way to give employers an insight into your personality and interests, while showcasing your commitment to the industry.
Career Blogs, Webinars and live streaming events

The online world also provides easy access to a wealth of career information, often in the form of blogs, industry webinars and other exciting, and sometimes interactive, events. These resources can be key to informing your career decisions and aiding your job search.

Webinars

These informative and educational online presentations are an excellent way to hear from industry experts in a place that suits you. In addition, webinars often include invaluable opportunities to interact with the speakers and, sometimes, other attendees.

- Institute of Hospitality webinars - The Institute has a regular programme of webinars available to book for both members and non-members. While recordings of past webinars are available on our website.
- UK Hospitality webinars - These occasional webinars are dedicated to sharing “Insights and intelligence” direct from industry.

Blogs and e-Resources

Hospitality-focused blogs and e-resources can also offer valuable insights into the industry, specific companies and their culture, as well as offering useful career tips and advice.

- CareerScope - Provided by The Springboard Charity, CareerScope offers a free advice and guidance service aimed at jobseekers starting out in their hospitality and tourism career.
- Institute of Hospitality online resources - A range of thoughtful blog posts and informative e-guides can be found under the Knowledge tab on the home page.
CV & Cover Letters

However you apply for a role - with a CV or via online application - compiling a CV (curriculum vitae) will help you organise the information you need to share with potential employers. While an effective cover letter - the letter of introduction accompanying your CV or application - will help highlight and expand on any points relevant to the job in hand.

- A standard CV should be no longer than two sides of A4 - This is considered best practice. If you have a long work or educational history the rule of thumb is to concentrate on the last 10 years.

- Put your contact details at the top - Remember to include your name, address, phone number, and email address.

- Catch the recruiter's eye with a brief summary or personal statement - Keep your statement under 100 words. Use this paragraph to highlight your key attributes or reasons for deciding to work in hospitality. Back your statement up with relevant achievements and skills, plus articulate your career aims.

- Ideally format your CV in reverse chronological order - This means starting with your most recent roles and qualifications first. Work experience is followed by qualifications, then interests. But if you are changing careers, for example, you might better present yourself in another CV format.

- Tailor your CV - Revise your CV so that it is specific to the company and position you're applying for. It's important to emphasise the skills and qualities as laid out in the job description.

- Show don't tell - Avoid using common phrases like ‘team player’ or ‘multitasker’, demonstrate with real examples instead.

- Your work history - Briefly explain the roles you have held, highlighting experience and skills gained relevant to your application.

- Emphasise hospitality-related educational achievements - Hospitality recruiters want to see you’ve got the qualifications as well as the passion, so remember to include: Cookery diplomas, hospitality degrees, or health & safety courses, and so on.

- Highlight skills and achievements relevant to the role - The job description will tell you what the employer is ideally looking for. But for hospitality it could be advantageous to highlight: Language skills, relevant IT packages you can competently use, awards or experiences which showcase teamwork or commitment, for example.

- Hobbies and interests should give more insight into who you are - While many CVs simply state “socialising” or “reading” under the Hobbies & Interests section, in fact this space is yet another way to evidence relevant skills and give some personality to your application. Want to promote your people skills? Mention your part in that drama group, the local sports team, or charity for example.

- References don’t need to be included on the CV at this stage - Recruiters will ask for references when necessary, so you don't need to include names or even mention references at this point.
**Recruitment Agencies**

It’s often said that a comprehensive job search can be a full-time job in itself. From searching listings to tailoring CVs, or completing applications, it can certainly be time-consuming. That’s why seeking support from a good recruitment agency or two can be a valuable tool in your job search strategy.

Recruitment, or staffing, agencies act as the middle person between the employer and the jobseeker. Signing up with the right agency will give you instant access to recruitment consultants with hospitality sector expertise, excellent industry contacts, and notifications of the latest roles - all for free.

**Tips:**

- Sign up with agencies with a reputation for working with the hospitality sector - UK specialist agencies range from big brands to independent names, like Angel Recruitment. You can sign up with more than one agency.

- Find the right agency for you - Not all agencies are made equal. Only sign up with an agency who really understands your aspirations and needs. This means doing some research: Ask your networks for referrals, read online reviews, and search recognised recruitment industry site REC for members specialising in hospitality.

- Have your CV ready - Ideally tailor your CV to your target role. Although, if you’re recommended for a position, the agency will often help revise your CV so it fits.

- Be professional - A recruitment agency vouches for you as a candidate, promoting you to potential employers. With that in mind, it’s vital to put your best self forward: Show up on time, communicate effectively, and dress for success.

- Listen to their advice - Agencies are there to advise you throughout the interview and hiring process. Remember: It’s important to them that you land the right job too.

- Ask for feedback - If you don’t get a position, ask your consultant for feedback. This can be daunting, but comprehensive feedback can provide invaluable advice on how to best approach your next interview.

Remember, reputable staffing agencies can:

- Provide expert payroll management and advice, as well as, helping employers to navigate other staff-related legislation and administration.

- Give advice tailored to the hospitality sector, so you can rest in the knowledge that the advice and information will meet your needs.

Angel Recruitment, an Institute of Hospitality partner, can be found online at: https://www.angelhr.org