

EXTRAORDINARY  
 Glamorous FASHION Whatever Whenever  
 Visionaries Trendsetting Insider  
 STYLE DESIGN  
 PERSONALIZED

## Selection Process



## Job Description

## Recruitment and Selection

Chapter 19

Job Role and Business

ScP

Why do Businesses need Recruitment?

What's the difference between Internal and External recruitment?

Stages in the recruitment process



## Methods of external recruitment

Direct applicants  
 Advertising  
 Word of mouth  
 Headhunting  
 Jobcentres  
 Employment agencies

On average, it costs companies 1.7 times more to hire externally.

Not only that, but 40-60% of external hires are unsuccessful compared with 25% of those hired internally.

## 1 Recruitment... Why?

- The business is expanding
- People are leaving and they need to be replaced
- Positions have become vacant due to promotion
- People are required for a temporary period

## The origins of a job interview



Glamorous FASHION  
 Trendsetting Insider  
 Visionaries STYLE  
 PERSONALIZED DESIGN  
 Whatever  
 Whenever

## Selection Process



## Job Description



## Recruitment and Selection

Chapter 19

5dP

Why do Businesses need Recruitment?

What's the difference between Internal and External recruitment?

Stages in the recruitment process

### 1. Recruitment... Why?

- The business is expanding;
- People are leaving and they need to be replaced;
- Positions have become vacant due to promotion;
- People are required for a temporary period.

### The origins of a job interview



### Methods of external recruitment



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# Recruitment and Selection

Chapter 19

SdP



job title and duties

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Stages in the recruitment process

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# The origins of a job interview



# Internal Recruitment

Appoint someone who already works for the business.

Advertising the post internally or appointing someone who is thought to be suitable.

## Advantages:

- cheaper because it saves on advertising;
- internal recruits are familiar with company policy and working practices;
- staff may be more motivated if they know there's a chance of promotion;
- the ability, personality, attitude and potential of the person appointed will be more predictable.

## External Recruitment

This is where new staff are recruited from outside of the business.

A number of different methods might be used to attract applicants from outside of business.

Advantages:

- a business will have a much larger pool of potential employees to choose from.
- a new person may be very talented and have some have fresh ideas which could help the business become more competitive.



On average, it costs companies **1.7** times more to hire externally.

Not only that, but **40-60%** of external hires are unsuccessful compared with **25%** of those hired internally.



# Methods of external recruitment

Direct applicants

Jobcentres

Advertising

Word of mouth

Headhunting

Employment agencies



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## Selection Process



## Job Description



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### The origins of a job interview



### Methods of external recruitment



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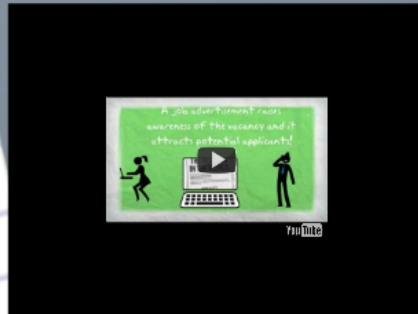


A job advertisement raises awareness of the vacancy and it attracts potential applicants!



YouTube

# Stages in the recruitment process



Identify the number and the type of staff needed

Prepare a job description and person specification

Advertise using appropriate media

Evaluate applicants and select a shortlist for interview

Carry out interviews

Evaluate interviews and appoint the best candidate

Provide feedback for unsuccessful candidates



# Job description :

States the title of the job and outlines the tasks, duties and responsibilities associated with that job.

If a new job is created, a new job description may have to be prepared.

If a business is replacing someone who is leaving, the job description may be the same.

The main purpose is to show clearly what is expected of an employee.

Person-Organization Fit (tips for interview)  
Organization Knowledge

**Room Stylist** → **Job title: positive impact**

**Company Description**

Are you into fashion, media, and all things trending? Then step into the world of **W**. W Hotels is now presenting the role of Room Stylist. W Hotels attract top minds, high energy talent from across the world. What does this mean? You must be on top of your game offering 5\* service. In line with all things fashionable, and have a strong passion for the W brand inside and out. This is your opportunity to make an entrance at W London as our most floor stylist.

W Hotels not only attract travellers looking for adventure and style, they attract talent from across the globe. Our executives eagerly wait to guests to deliver what they need, when they need it. And we make sure you receive world-class training, career development and fabulous perks in return. From leading classes to social events, training, career development and fabulous perks in return. From leading classes to social events, training, career development and fabulous perks in return. From leading classes to social events, training, career development and fabulous perks in return.

**Job Description**

**A Day in the Life of a Room Stylist:**

As a Room Stylist, you will be responsible for the W London Leicester Square hotel there are numerous duties to be executed to the highest standard. This includes but is not limited to, cleaning rooms to the highest of standards. Working as part of a team to achieve guest satisfaction and providing rooms. Meeting and greeting guests and ensuring that meeting members are being built and making our entire guest stay a Wow Moment for them to remember. Ensuring that all amenities and services are followed.

An ability to communicate to all guests and hotel staff, with an open mind. Always recognizing and fulfilling the wishes of our guests.

It is all about creating a memorable experience, and we encourage all of our talent to be creative and go the extra mile for our guests and to think outside the box.

**Benefits = Attractive**

**Complete?**

**Department**

**AVERAGE 15**

40% Develop and maintain the room, ensure that the room is clean and tidy and that the room is ready for the next guest. This includes but is not limited to, cleaning rooms to the highest of standards. Working as part of a team to achieve guest satisfaction and providing rooms. Meeting and greeting guests and ensuring that meeting members are being built and making our entire guest stay a Wow Moment for them to remember. Ensuring that all amenities and services are followed.

20% Deliver room service to guests and ensure that the room is ready for the next guest. This includes but is not limited to, cleaning rooms to the highest of standards. Working as part of a team to achieve guest satisfaction and providing rooms. Meeting and greeting guests and ensuring that meeting members are being built and making our entire guest stay a Wow Moment for them to remember. Ensuring that all amenities and services are followed.

10% Make furniture, supplies, and equipment.

**Job Description**

In addition to performance of the essential functions, this position may be required to perform a combination of the following supportive functions, with the percentage of time spent on each function to be determined by the manager based upon the particular requirements of the hotel.

Stage  
Ide  
Prepa  
Evaluate ap  
Carry out i  
Evaluate interviews and app  
Provide feedback for unusc

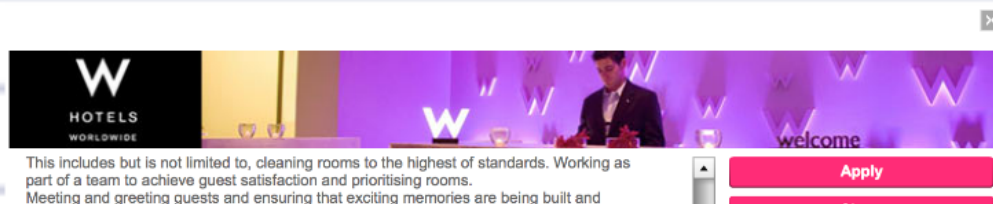
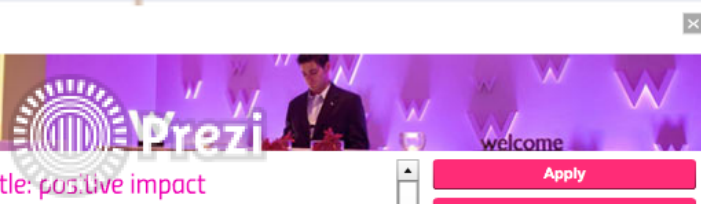
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Room Stylist



Job title: positive impact

## Company Description

Are you into fashion, music, and all things trending? Then step into the world of Wow.

W London Hotel is now premiering the role of Room Stylist.

W hotels attract top notch, high energy talent from across the world.

What does this mean? You must be on top of your game offering 5\* service, in line with all things fashionable, and have a strong passion for the W brand inside and out. This is your opportunity to make an entrance at W London as our next Room Stylist.

W hotels not only attract travellers looking for adventure and style, they attract talent from across the globe. Our associates amplify our brand to guests by delivering what they need, when they need it. And we make sure you receive world-class training, career development and fabulous perks in return. From bustling cities to exotic retreats, thrilling career experiences begin at W.

Step into the heart of London and experience the electrifying side of the city with its glamorous movie premiers and Soho's thrilling nightlife just on the door step of W London Leicester Square.

## Job Description

### A Day in the Life of a Room Stylist:

As a Room Stylist Department for the W London Leicester Square Hotel there are numerous duties to be executed to the highest standard.

This includes but is not limited to, cleaning rooms to the highest of standards. Working as part of a team to achieve guest satisfaction and prioritising rooms.

Meeting and greeting guests and ensuring that exciting memories are being built and making our entire guest stay a Wow Moment for them to remember.

Ensuring that all procedures and policies are followed.

An ability to communicate to all guests and talent alike, with an open mind. Always recognising and fulfilling the whatever /whenever service.

This is all about creating a memorable experience, and we encourage all of our talent to be creative and go the extra mile for our guests and to think outside the box.

Apply

Share

Email

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## Links

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Essential  
functions &  
responsibilities ?  
Clear ?





welcome

This includes but is not limited to, cleaning rooms to the highest of standards. Working as part of a team to achieve guest satisfaction and prioritising rooms. Meeting and greeting guests and ensuring that exciting memories are being built and making our entire guest stay a Wow Moment for them to remember. Ensuring that all procedures and policies are followed. An ability to communicate to all guests and talent alike, with an open mind. Always recognising and fulfilling the whatever /whenever service. W is all about creating a memorable experience, and we encourage all of our talent to be creative and go the extra mile for our guests and to think outside the box.

What can you benefit from whilst working at W London?

At W London we do not only offer a world class hospitality experience to our Talent, but we will also make sure our Talent will have the same experiences. As a Talent member of W London you will enjoy meals on duty, working in an international atmosphere, well-being sessions including back massage and chiroprapist treatments, dental/optical benefits and endless learning and development opportunities. On top of those we also extend discounted hotel rates across the globe allowing you and your family to experience our other Starwood properties for yourself.

To find out more about the W London, please have a look at our website <http://www.wlondon.co.uk/>

Stay in touch with us by joining our Social Community; we are on Facebook and Twitter. [www.facebook.com/starwoodlondoncareers](https://www.facebook.com/starwoodlondoncareers) & [@StarwoodLonJobs](https://twitter.com/StarwoodLonJobs)

## Requirements Job specification

How to join the W London Team

### CONDITIONS/ELIGIBILITY

In line with the requirements of the [Asylum & Immigration Act 1996](#), all applicants must be eligible to live and work in the UK. Documented evidence of eligibility will be required from candidates as part of the recruitment process.

To be considered for the Room Stylist role please click 'apply now' to complete the online questionnaire. This will take approximately 10 minutes and ensure your details are fully registered with Starwood Hotels & Resorts and received by the London Resourcing Team.

Thank you, we look forward to welcoming you at W London.

Apply

Share

Email

Print

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Benefits = Attractive

Complete ?



Department

AVERAGE %  
OF TIME

40 % Sweep and wash floors, vacuum carpet, wash walls, dust furniture and fixtures and clean ashtrays.

30 % Remove trash from work areas to the loading dock/dumpster and remove trash and linen from cleaning carts. Clean escalators and elevator car and tracks.

20 % Deliver miscellaneous goods and supplies to guest rooms and deliver linen and supplies to guest floors. Make up and deliver roll-a-way beds.

10 % Move furniture, supplies, and equipment.

Other:  
Regular attendance in conformance with the standards, which may be established from time to time, is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment.

Due to the cyclical nature of the hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel. In addition, attendance at all scheduled training sessions and meetings is required.

Upon employment, all employees are required to fully comply with Starwood rules and regulations for the safe and effective operation of the hotel facilities. Employees who violate hotel rules and regulations will be subject to disciplinary action, up to and including termination of employment.

Job Description

In addition to performance of the essential functions, this position may be required to perform a combination of the following supportive functions, with the percentage of time performing each function to be solely determined by the manager based upon the particular requirements of the hotel.

▲

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Links

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## Job Description

### POSITION PURPOSE

The Director of Sales & Marketing is responsible for achieving budgeted top line revenue for the hotel and accountable for guest room and catering/banquet revenues. The DOSM will work closely with revenue management and marketing functions, to develop strategies to maximize Revpar and grow market share.

### KEY RESPONSIBILITIES

(Average % of time)

35% Lead a team to drive total hotel revenue and take responsibility for the achievement of budgeted revenue streams.

35% Develop and execute sales & marketing strategies through preparation of a strategic sales plan, implementation and administration of the S&M budget and the establishment of annual seller goals.

20% Understand competitive landscape, local and feeder market dynamics, and changing customer needs to ensure property success.

10% Ensure that all sales related activities support customer satisfaction, retention and new business development goals. Proactively position the hotel as a business leader in the community.

### KEY COMPETENCIES:

Customer Focus  
Effective communication  
Alignment & Action  
Critical Thinking

### TECHNICAL SKILLS:

Financial Acumen  
Reporting and Analytics  
Knowledge of Hospitality Systems

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## Person specification

A person specification provides details of the qualifications, experience, skills, attitudes and any other characteristics that would be expected of a person appointed to do a particular job.

Applications which do not match the person specification can be ignored.

Common to state: "essential" or "desirable".

Two black icons representing a man and a woman are positioned on the right side of the slide. The man icon is at the top, and the woman icon is below it.

Applications which do not match the person specification can be ignored.

[illegible]

**Person specification**

**PERSON SPECIFICATION – BY DISCREETLY**

What's your puzzle piece?

Person specification  
A candidate requires: English & Accounting  
GCSE's required: English, Maths, ICT, Business  
Education & Science  
Previous experience in the profession will be  
most helpful  
Specializing in apprenticeship is required

The Person Specification describes the ideal person for the job.

The Job Description describes the job.

**Personal specifications**  
A Level required: Maths & Accounting  
GCSEs Required: English, Maths, ICT, Science  
Graduate & Science  
Previous experience in the profession will be  
most helpful  
Specialising in apprenticeships is required



## Person specification

A person specification provides details of the qualifications, experience, skills, attitudes and any other characteristics that would be expected of a person appointed to do a particular job.

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# Person specification

## Person Specification – General Manager

### Qualifications

- Preferably a degree in Business Management or equivalent level of experience.

### Skills and Experience

- A minimum of 5 years business experience. Demonstrable record of success at a senior level within a general management role in a comparable organisation, preferably including the management of conservation and technical staff.
- Wide commercial experience, preferably in the voluntary sector including finance, business management, human resources and IT. Proven IT competence in financial packages i.e. Sage
- Strong interpersonal skills, with the ability to manage and develop staff creating good team work.
- Ability to develop, implement, manage and monitor effective business and financial systems and procedures
- Experience and understanding of human resource practices, policies and procedures
- Previous experience of Health and Safety policies, procedures and practices

### Personal Characteristics

- An enthusiastic leader with a demonstrative personality, conduct and credibility to set, maintain and exceed consistent high quality standards commensurate with organisational expectations.
- Sound analytical and computer skills
- An ability to communicate at all levels
- Target driven - with the ability to work to, and set, timely performance goals/targets and clear objectives
- A strategic thinker
- A motivational and supportive management style
- An excellent communicator
- An experienced networker
- An interest in, and empathy with, farming, the environment and conservation
- Strong individualist and decision maker with high determination to succeed
- Sense of humour
- A current driving licence



# Person specification

PERSON SPECIFICATION - BY OXFORDCHIPSTV

WWW.TOONDOO.COM



*Person specification*  
A Levels required; Maths & Accounting  
GCSE's Required; English, Maths, ICT, Business  
Studies & Science  
Previous experience in the profession will be  
more helpful  
Specialising in spreadsheets is required

The Job Description  
describes the job



The Person Specification describes  
the ideal person for that job





morgan hunt

Adecco  
better work, better life

reed.co.uk

BAIN AND GRAY

randstad



### Job advertisements



### Job advertisements

#### Important information:

- job title
- name, address, email and telephone number of employer
- brief details of the job description
- skills, qualifications and work experience required for the job
- salary and other benefits
- method of application

### Job advertisements

A perfect job advertisement would attract a small number of perfectly suitable candidates for the job.



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- skills, qualifications and work experience required for the job
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# Job advertisements



**Over 34400**  
Open Worldwide

**JOB OPPORTUNITIES**  
exist for professional in a well known  
Fast Food Chain **SUBWAY** in **Lahore**

➤ <b>Managers</b> Qualification: Graduate / MBA	➤ <b>Sandwich Artist / Counter Staff</b> Qualification: Intermediate
➤ <b>Assistant Managers</b> Qualification: Graduate	➤ <b>Telephone Operator (In-house/Outsourcing)</b> Qualification: Intermediate
➤ <b>Accountant</b> Qualification: B.A. / B.Com	➤ <b>Riders / Cleaning Staff</b> Qualification: Matric

**Drop Your CV With One Recent Photograph To**  
**89-C Jail Road, Near Race Course Park, Lahore.**  
**Mobile: 0300-8400898** [www.subway.com](http://www.subway.com)



**WALK-IN INTERVIEWS**  
**KFC RESTAURANTS**  
We are recruiting for our new  
KFC Restaurants at MULUND & THANE

**RESTAURANT GENERAL MANAGER :** Diploma / Degree holders in any field with min. 3 years exp. preferably in the relevant industry.  
**ASSISTANT RESTAURANT MANAGER :** Diploma / Degree holders in any field with min. 2 years exp. preferably in the relevant industry.  
**SHIFT MANAGER :** Diploma holders / Undergraduate in any field with min. 1 year exp. preferably in the relevant industry.  
**CREW MEMBER :** Minimum qualification required of SSC with good communication skills.

**WALK-IN INTERVIEWS**  
Interested candidates please bring along the resume, qualification documents, 3 passport photos & salary proof. Interviews are on **04<sup>th</sup> October 2011 & 05<sup>th</sup> October 2011** between 10.00am to 04.00pm at below mentioned Venue :

- 1) A/214, Sundervile Bldg. Near Vijay Sales, Santacruz (W), Mumbai - 400 054.
- 2) KFC, K-Star Mall, Unit No. 7-14, 3rd Floor, Near Diamond Garden, Sion Trombay Road, Chembur (E), Mumbai - 400071.

**PART TIME TELESECRETARIES WITH EXCELLENT REMUNERATION: Basic Salary \$10 - \$12/hour**

Expanding Financial and Insurance Agency looking for dynamic individuals to fill the position as Tele Secretary and join our big family!

**Responsibilities:**

- Generate business opportunities and appointments through telephone prospecting
- Cooperate closely with Manager to achieve overall sales targets
- Consolidation of clients information and records of communication

**Requirements:**

- Singaporean / PR
- Minimum A Levels or Diploma
- Excellent inter-personal and communication skills
- Can Speak both Mandarin and English



Interested candidates please send your resume to [celiang@pacific.net.sg](mailto:celiang@pacific.net.sg), or sms to 96629768 or 97451677.

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*Stewardess!*



Be a United Air Lines stewardess—do the traveling you've dreamed of doing, visit exotic cities and famous vacationlands, meet interesting people, and flit to the pleasure of flying United's fast, comfortable Mainliner!

Starting pay is good—and you get regular raises. After acceptance, you fly to Cheyenne, Wyoming, for training at company expense, with free Mainliner transportation from your nearest United city.

**QUALIFICATIONS:** Please be sure you meet these requirements before applying:

- Age—21 to 37
- Height—5'2" to 5'7"
- Unmarried
- Weight—not over 135 lbs.
- 20/30 vision or better (without glasses)
- Must be a registered nurse or have two years of college, or 1 year of college and 1 year business experience or 2 years of business experience in line of the college requirements.

Apply Monday through Saturday, 9 a.m. to 4 p.m.

**UNITED AIR LINES**  
Patented Office: 1000 E. Cass Ave., Chicago 35, Ill.





LOOK AT THIS ADVERT.  
IT LOOKS EXACTLY LIKE  
MY JOB!



FLANAGAN.

Search: 07601365

# Any Questions

Great!





Pause for an exercise

Question 2

Page 95

Text Book

# Homework

- Write the key terms in your exercise book
- Chapter Review - Internet job advertisement

Page 95

Text Book