

Senior Living Recruiting in the Time of Coronavirus

Marketing Open Positions.

With teams as busy as they are right now, posting jobs could easily slip through the cracks. Now is an optimal time to market immediate openings to employees in the restaurant and hospitality industries who find themselves looking for work. In addition to your typical advertisements, consider general posts for housekeeping, kitchen staff, and caregiver roles on the job boards that perform best in your markets.

Use Targeted Job Descriptions.

Most everyone feels a sense of uneasiness and disruption right now, especially when looking for work. Job seekers want to help and want to be part of the solution. Use your job description to promote the purpose-driven features of working in senior living and to highlight meaningful work in a growing field.

Make the Most of Referrals and Word Of Mouth.

Most of your current employees know someone currently out of work or with reduced hours. These applicants already know about your company culture! When you make it easy for a referred job seeker to apply, word of mouth becomes one of the fastest, cost-effective, and most effective ways of finding talent.

Collaborate with your Marketing Team.

Your marketing team likely owns your website, social media pages, and may even work closely with local organizations near your communities. Joining forces with your teammates in marketing will keep your open positions top-of-mind, wherever job seekers engage with your brand.

Plan for Now and the Future.

Staffing is vital to meeting your residents' needs. While other organizations are reducing staff, many senior living providers are in the unique position of hiring acceleration. Part time and temporary staff can help fill the void of employees on personal or sick leave. Hopefully, they like working with you so much, that they will not want to leave!