

# RECRUITMENT CHECKLIST



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TO DO: ABR!	Do we have it?		
	Yes/No	Delegate To:	Completion Deadline
Why us? Why would someone want to work for you? Create a bold statement that you can share			
Write new job descriptions specific to each position and offer letters			
Create online career short form interest form that is on your website and marketing materials (QR Code)			
Make a video (or more than one!) of our team talking about why they love our salon <ul style="list-style-type: none"> <li>• Add to our website</li> <li>• Post to our social</li> <li>• Save as an Instagram highlight</li> </ul>			
Update Careers Page on website – include information on growth paths, culture, benefits, leadership and education			
Consider posting on other platforms like: <ul style="list-style-type: none"> <li>• Indeed</li> <li>• Instagram</li> <li>• Local cosmetology schools pages</li> </ul>			
Set up Linktree on Instagram with links to: <ul style="list-style-type: none"> <li>• Careers page</li> <li>• Apply now</li> <li>• Schedule a tour (set up Calendly)</li> </ul>			
Check with all my team to be sure our salon is linked from their professional Instagram accounts			You got this one.



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<p>Post on social media – at least 3 posts with a clear call-to-action, highlighting our culture &amp; growth, each boosted</p>			
<p>Create postcards/handouts for students at career fairs and school visits; repurpose the same language as the website</p>			
<p>Make my career fair booth FUN: Have a recruiting bag ready to go!</p> <ul style="list-style-type: none"> <li>• Pull-up banner with QR code to apply now – consider giving an incentive for those who apply today (free education, tools, products)</li> <li>• Logo table cloth</li> <li>• Fun SWAG</li> <li>• Candy</li> <li>• Other giveaways</li> </ul>			
<p>In-Salon materials – ask guests to send us their creative friends via mirror clings and emails to our database</p>			
<p>Work with the local schools to get on their schedule to present</p> <ul style="list-style-type: none"> <li>• Ask when their career fairs are</li> <li>• When can they come to do a salon tour</li> </ul>			

