

# winejobs.com SUMMIT

RECRUIT | DEVELOP | RETAIN

The forum for wine industry HR professionals

# Finding a Needle in a Haystack: Recruiting Tips and Tricks

Julia Robinson - Director, Talent Acquisition  
The Dinerstein Group

winejobs.com  
**SUMMIT**

# Sourcing Strategies

- Make a game plan: company target research
- Grassroots recruiting through hyper-local postings
- Actively target diverse talent
  - HBCUs, The Roots Fund, Wine Unify
- Be open to sourcing 'outside the box'
  - Evaluate skills & success metrics to widen your pool
- Diversify your job posting sites

# The Interview

- Dig into what is important to the candidate
- Think about the positives: mindset of the customer base
- Emphasize how your company supported employees during COVID-19
  - The Great Resignation: 740,000 of those this spring were Restaurant and Hotel employees\*

\*NPR: As The Pandemic Recedes, Millions Of Workers Are Saying 'I Quit', June 24<sup>th</sup> 2021

winejobs.com  
**SUMMIT**



## Quit rates

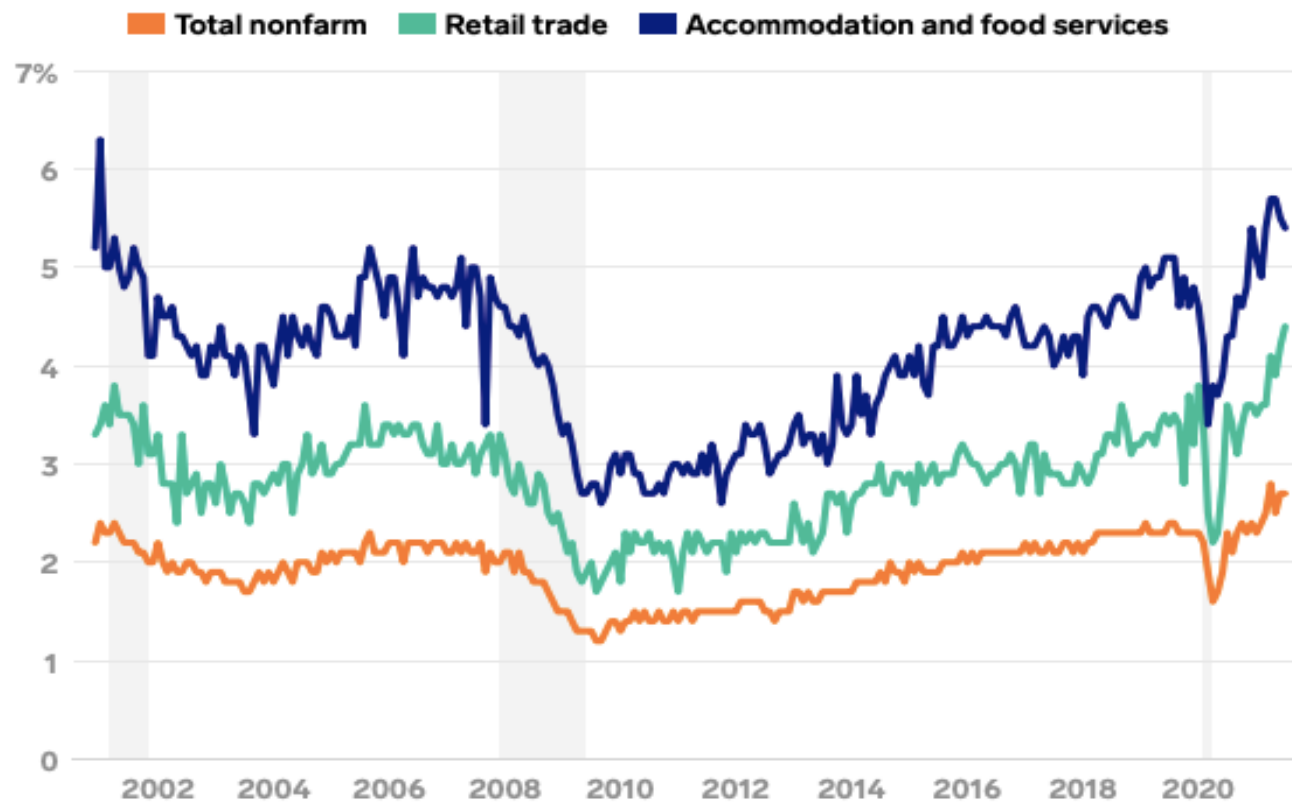


Chart: Madison Hoff/Insider • Source: Bureau of Labor Statistics via FRED

INSIDER

winejobs.com  
**SUMMIT**

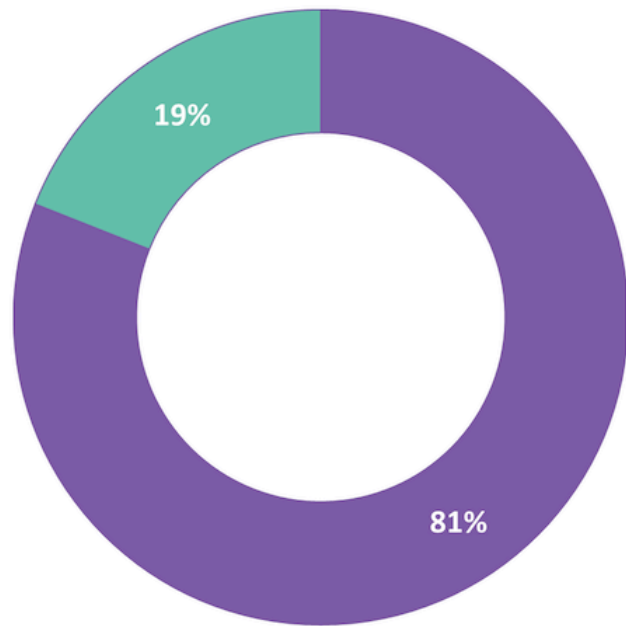
# Pipelining Strategies

- Host open houses
- Participate in job fairs
- Create a referrals program
  - 74% of employers said candidates sourced from employee referrals were extremely qualified for the role.\*
- Employer branding through candidate experience and employee experience

\*Indeed: How to Create an Effective Employee Referral Program, Nov 13<sup>th</sup> 2020

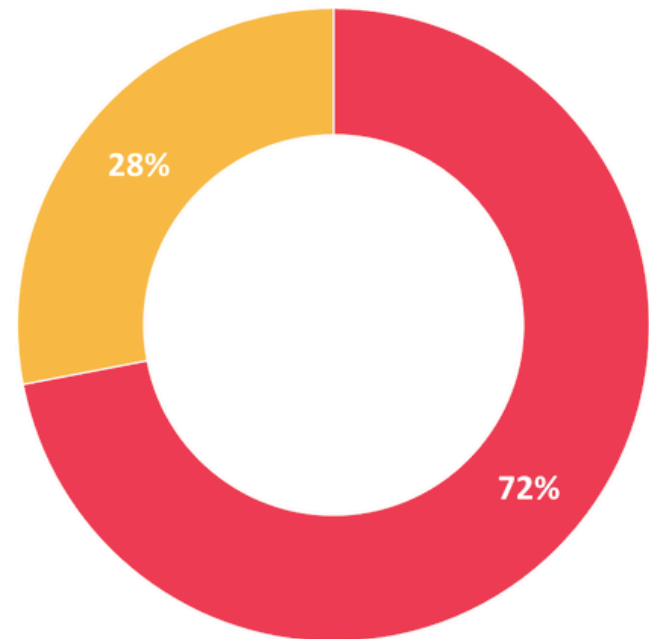
winejobs.com  
**SUMMIT**

# Candidate Experience



**81% of candidates will share their positive candidate experience with family, friends and peers.**

Source: Talent Board



**72% of candidates who had a bad experience told others about it, either online or in-person.**

Source: CareerArc

# Candidate Experience

- Thoughtfulness: building a connection
- Always provide feedback and close the loop with candidates
- Improve your Careers page: 60% of job seekers will give up on an application process if too lengthy or repetitive of their resume\*
- Small gestures are meaningful: dinner or a wine tasting 'on us'

\*CareerBuilder 2021 Analytics

winejobs.com  
**SUMMIT**

# Employee Experience

- Encourage Learning and Development
  - Tuition reimbursement / Employee learning library
  - Partner with local language teachers to offer English and Spanish learning
  - Shadowing other functions of interest
- Implement exit interviews

# Culture Building

- Capitalize on talents outside of the position description
- Financial Incentives:
  - Offer a 401k: Betterment and Human Interest
  - Incentives for exceeding sales goals or cellar deadlines
- Work from home flexibility

# Culture Building / Work from Home

## About Half of Employees Want a Hybrid Work Arrangement for the Future

Among U.S. full-time employees

3 in 10

WANT ON-SITE

31%

Rarely/Never remote  
(<10%)

5 in 10

WANT HYBRID

14%

Sometimes  
remote  
(10%-39%)

15%

About half of  
the time  
(40%-59%)

9%

Mostly  
remote  
(60%-79%)

13%

Primarily  
remote  
(80%-99%)

2 in 10

WANT FULL WFH

18%

Exclusively remote  
(100%)

GALLUP PANEL; MARCH 10-24, 2021

winejobs.com  
**SUMMIT**



# Culture Building / Purpose

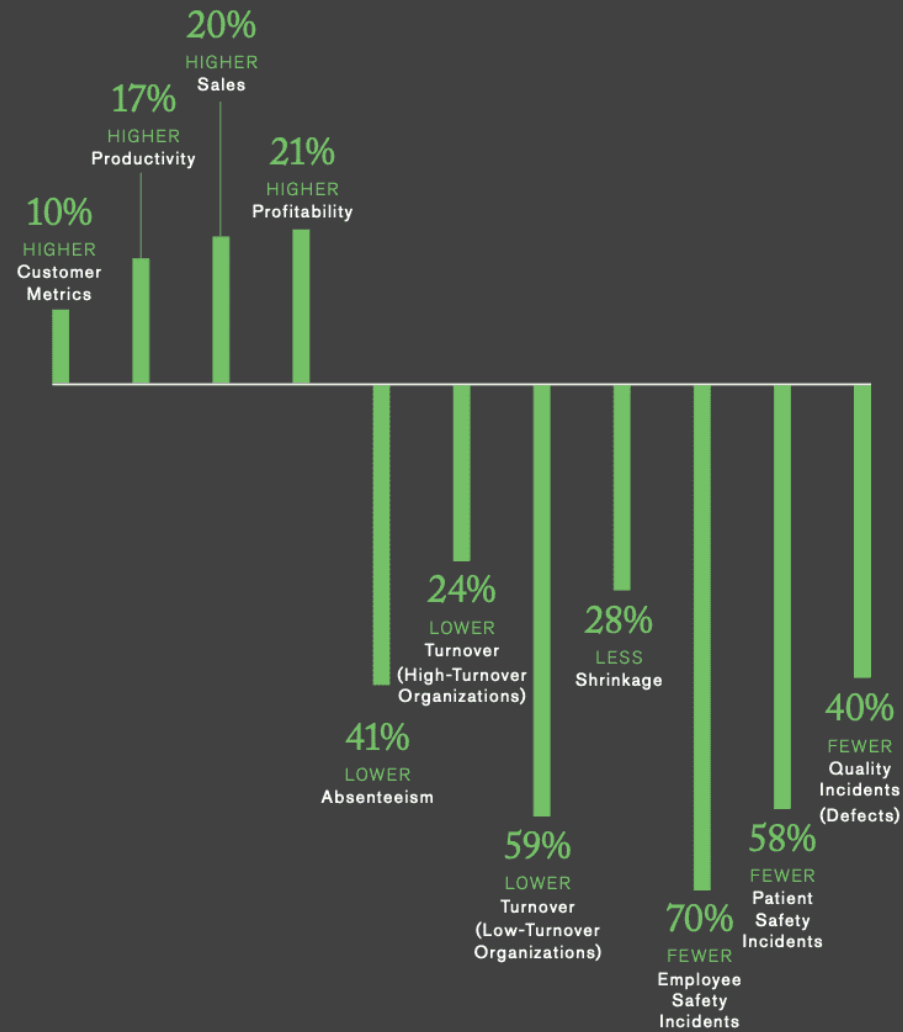
- The importance of purpose\*
  - Millennials will be 75% of workforce by 2025 and 64% of them won't accept a position without a strong company CSR policy
  - 83% would be more loyal to a company that helps them contribute to social and environmental issues
  - Purpose-driven companies had 40% higher levels of workforce retention

\*Forbes, 2020: The Power Of Purpose: The Business Case For Purpose

winejobs.com  
**SUMMIT**



WHEN COMPARED WITH BUSINESS UNITS IN THE BOTTOM QUARTILE OF ENGAGEMENT, THOSE IN THE TOP QUARTILE REALIZE IMPROVEMENTS IN THE FOLLOWING AREAS:



source

winejobs.com  
**SUMMIT**

# Summary

- Create a search roadmap and be open to a variety of backgrounds
- Dedicate resources to building your pipeline
- Focus on candidate experience
- Back it up with improving employee experience and building a healthy culture

## Thank you!