



E-BOOK

# The Essential Guide to Attracting Hourly Workers

43%

Improvement in 90-Day  
Employee Retention



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# Understand the Hourly Workforce

The hourly workforce has seen its ebbs and flows, especially due to the COVID-19 pandemic. Layoffs, furloughs, and health concerns have led to a sharp increase in unemployment across the country. However, with the vaccination rate rising, businesses reopening their doors, and federal unemployment benefits ending, numerous people are looking for work once again. You need to put yourself in the best possible position to catch a wave of high-quality applicants as this massive labor pool surges back into the market.

While some companies are handing out expensive sign-on bonuses and back-to-work incentives, we'll show you how to attract excellent applicants without breaking the bank. This e-book contains everything you need to know to improve your recruitment process and even determine the best candidates before even spending the time to interview them!



**It's more important than ever to ensure you're doing everything you can to engage candidates and make fast hires — or at least have a plan and be prepared when the time comes for your industry, brand, and geography to hire again.**

**Kristina Gansser, GM, Snagajob <sup>[1]</sup>**

# Craft Job Postings That Set Your Business Apart

There are 9.2 million job postings<sup>[5]</sup> in the US, and people only spend an average of 14 seconds<sup>[4]</sup> reading a job posting before deciding to apply. So, it's crucial to cut through the noise and make your opportunity stand out. As much as you want them to impress you, your posting must first impress them.

Start by understanding what's important to them. Regardless of industry, people value similar aspects of jobs, like expected income, workplace culture, and growth opportunities. By including this information upfront, you will not only get more applicants, but you will also get applicants who are more qualified and enthusiastic about working for you.

## Essential Elements of an Effective Job Posting



Job Title



Responsibilities



Pay Range



Company Culture



Work Environment



Requirements



How to Apply

## Post on the Right Job Boards at the Right Time

Once you've spent the time to write the perfect job posting that accurately describes the work environment, open position, and benefits of the workplace, it's important to do it justice by spreading the word. That includes utilizing popular job boards, such as Indeed, ZipRecruiter, and Adzuna. Snagajob is a particularly important job board for the hourly workforce, reaching 6 million job seekers per month. With the combination of a great job posting and proper placement, you will increase the number of applicants you get. Also, consider when you place the job posting on the career sites. Based on data from Indeed, the majority of job seekers are actively searching Monday to Wednesday from 10 a.m. to 2 p.m., with a slight resurgence from 7 p.m. to 10 p.m. for those who currently have a job.



Posting to multiple job sites brings in more applicants.



10 a.m. to 2 p.m. is the most popular time range for people to be applying to jobs.



Mondays, Tuesdays, and Wednesdays are the most popular days for job seekers.

# Sample Job Posting

**Cashier**  
Marco's Pizza  
**\$10-12/hour**

We are searching for a friendly and reliable Cashier to join our **close-knit staff**. As the first impression for customers, you will greet and assist customers as they enter our restaurant. We are hiring for **morning, evening, and night shifts**.

**Responsibilities:**

- Greet customers with a friendly welcome
- Assist customers in choosing their order
- Process customer orders and record them in the restaurant database
- Relay customers' orders to the kitchen staff
- Ring up purchases, operate credit card machine, and provide exact change
- Respond to customer inquiries and issue receipts
- Record customer suggestions
- Ensure all orders are delivered to the customers in a timely manner

**Requirements:**

- Must be able to work a flexible schedule, including evenings, weekends, and holidays
- Good mathematical skills
- Must be able to stand for long periods

**Perks:**

- Free meal during shift
- Discounted food
- PTO after 60 days
- Tuition reimbursement

Including a wage range can increase applicants by 30%!<sup>[3]</sup>

Job postings with 100-300 words receive 8.4% more applicants per view, on average.<sup>[2]</sup>

The background is a solid teal color. In the top right and bottom left corners, there are white abstract shapes that resemble stylized human figures or organic forms. The text is centered in the middle of the page.

# LOCATION, LOCATION, LOCATION.

IT'S ALL ABOUT JOB POSTING PLACEMENT.

# Popular Posting Sites

We've taken the time to compile the most popular career sites for the hourly workforce. We recommend spreading the same job posting across a plethora of these recommended websites. This can be done manually or with hiring tools, like Sprockets, which allows you to post jobs for free to multiple boards at once.

While the popular job sites are always the first place to start, try thinking outside the box. If you're a restaurant owner, is there a community college in your area? Try getting in touch with the culinary instructors and letting them know about any chef or line cook positions you have open for their students.

## Sprockets Connects to Leading HR Software

The diagram illustrates the integration of Sprockets with various HR software. At the center is a job posting form with the following fields:

- Job Description:** A large text input area.
- Primary Industry:** A text input area.
- Minimum Wage:** \$15.00
- Maximum Wage:** \$15.00
- Interval:** hourly

Surrounding the form are logos for the following HR software:

- trovit
- Google
- recruit.net
- adzuna
- snag.
- careerbliss
- ZipRecruiter
- upward

To the right of the form is a 'Share with:' section with a list of platforms, each accompanied by a green checkmark:

- Snagajob
- Zip Recruiter
- Upward
- Google Jobs
- Adzuna
- Careerbliss
- Trovit
- recruit.net

Below this list is a blue button labeled 'UPDATE SHARING'.

# Job Posting Checklist

## Content

- |   |  |
|---|--|
| <input type="checkbox"/> Job Title        | <input type="checkbox"/> Duties                    |
| <input type="checkbox"/> Company Name     | <input type="checkbox"/> Requirements              |
| <input type="checkbox"/> Wage Range       | <input type="checkbox"/> How to Apply              |
| <input type="checkbox"/> Benefits + Perks | <input type="checkbox"/> Open Shifts/Workday Hours |
| <input type="checkbox"/> Work Environment | <input type="checkbox"/> 100-300 Words             |
| <input type="checkbox"/> Company Culture  |  |

Before placing the job posting, be sure to ensure all grammar and spelling is correct. Also, verify that any links within the instructions to apply are correct and working.

## Placement

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> Post Time: 10 a.m. to 2 p.m. | <input type="checkbox"/> Adzuna      |
| <input type="checkbox"/> Post Day: Monday - Wednesday | <input type="checkbox"/> Upward      |
| <input type="checkbox"/> Snagajob                     | <input type="checkbox"/> CareerBliss |
| <input type="checkbox"/> ZipRecruiter                 | <input type="checkbox"/> Trovit      |

# Contact Applicants as Quickly as Possible

So, you've written an attention-grabbing job description and posted it to the job boards where your target audience is looking. Now, it's time to get back to work and focus on daily operations, right? Not exactly. Many job seekers apply to multiple positions at the same time, which makes sense since they'd like to get back to work faster and start earning that paycheck.

Imagine that this applicant is precisely what you and those other employers are looking for. It has now become a race to contact them and schedule an interview. Remember, just like job descriptions, you must impress the applicant just as much as they must impress you. Make sure you show an immediate interest in speaking with them as soon as possible. If done quickly enough, the ideal applicant could be signing an offer letter for your company before another employer even gets in touch with them.

If you struggle to find the time for checking applications and contacting candidates, try **Sprockets' Virtual Recruiter** solution that sends you alerts when an ideal hire is found. You can then get in touch with applicants before they lose interest or find another opportunity.

## Caregiver Sprockets Score

**6.5** Above the average position score.

## Nurse Sprockets Score

**4.5** Below the average position score.

## Front Desk Sprockets Score

**6.5** Above the average position score.

## Call Center Agent Sprockets Score

**7.2** Above the average position score.

## Food Service Sprockets Score

**3.9** Below the average position score.



# Uncover the Best Applicants With Sprockets

All of this work might seem daunting, especially when you have so many other tasks to focus on, but Sprockets is here to do the heavy lifting. Our **AI-powered hiring platform** helps every step of the way, from augmenting sourcing with Virtual Recruiters and free job postings to revealing which applicants will perform like your best workers.

Sprockets finds **common traits** between top-performing employees and incoming applicants, revealing who is most likely to succeed and stay long-term. This enables you to make better hiring decisions with fewer interviews, improve employee retention, and reduce the costs associated with turnover. In fact, Sprockets users see a 43% improvement in 90-day retention, on average!

Visit [www.sprockets.ai](http://www.sprockets.ai) today to start finding and hiring the best applicants for your business!

The screenshot shows the Sprockets web application interface. At the top left is the Sprockets logo, followed by a search bar with the text "Search" and a magnifying glass icon. To the right of the search bar are navigation links: "HOME", "USERS", "BILLING", and "SUP". Below the navigation bar, the interface is divided into three main sections: "Values", "Needs", and "Personality".

**Values**

- Adventurousness**: Represented by a green icon of a road with a dashed center line.
- Confidence**: Represented by an orange icon of a person with a crown on their head.

Compared to the top performing Caregiver team members, John Smith showed less **hedonism** and **self-enhancement**.

**Needs**

- Structure**: Represented by a yellow icon of a grid of four horizontal bars.

Compared to the top per Smith showed less **harm**

**Personality**

- Four icons are visible at the bottom of the Personality section: a green brain, a yellow flag, a red network diagram, and a red heart.

## Sources Referenced

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5. US Bureau of Labor Statistics. (2021, July 7). Job Openings and Labor Turnover Summary.

JOB POSTING CHECKLIST

