

THE FUTURE OF HOSPITALITY RECRUITMENT

Embracing diversity, innovation & technology



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Introduction

If there's one thing we all know about hospitality, it's that nothing stays still for long – and recruitment is no exception. Now, as we head into 2025, the industry is navigating a blend of challenges and opportunities.

Our latest research* has found that **one in five** people working in hospitality are actively looking for a new role, and among 18–34-year-olds, that rises to **almost a quarter**. Overall, we found that three in four (**77%**) hospitality workers are open to changing jobs, if the right opportunity came up.

This suggests that the competition for talent is heating up, and with those at the outset of their career particularly keen on a move, it seems that in-house talent pipelines are under real pressure.

But here's the silver lining: for every challenge, there's a chance to adapt, excel, and attract talent away from your competitors. Businesses that understand how to meet candidate expectations – while embracing technology and prioritising diversity, equity, and inclusion (DE&I) – are already positioning themselves ahead of the curve.

In this report, we'll explore the key trends shaping recruitment in 2025. We'll look at the changing priorities of today's workforce, from the increasing demand for flexibility and career progression, to the importance of salary transparency. We'll also delve into the growing role of technology in recruitment and tackle the ins-and-outs of creating a more diverse and inclusive workforce.

These insights come directly from thousands of workers and hundreds of employers in the hospitality industry and can tell us what to expect for the months and years to come.

So, whether you're looking for practical tips to help broaden your talent pool, curious about how you can improve your recruitment processes, or want to know how to meet the evolving expectations of candidates, this report is here to help.

Let's get started.

Calvern James

Director of Hospitality,
Caterer.com



*Research conducted by Opinium which surveyed 1,000 hospitality workers and 500 hospitality HR decision makers between 14 Nov – 2 Dec 2024.

The hospitality recruitment landscape in 2025

Shifting priorities

Recruiting in hospitality has never been easy, and today’s hiring managers face even greater pressure as candidate expectations continue to change.

Attracting the right candidates remains the biggest hurdle employers face (40%), closely followed by maintaining employee engagement (34%) and tackling skills shortages (33%).

Over the next 12 months, the number one priority for hospitality employers is recruiting the right people (37%). This is followed by staff retention (33%) and even outpaces customer engagement (28%).

This comes as businesses also face mounting pressure to address key challenges like workplace wellbeing, diversity, and new technologies – all while managing reduced hiring budgets.

But how does this look across the industry?

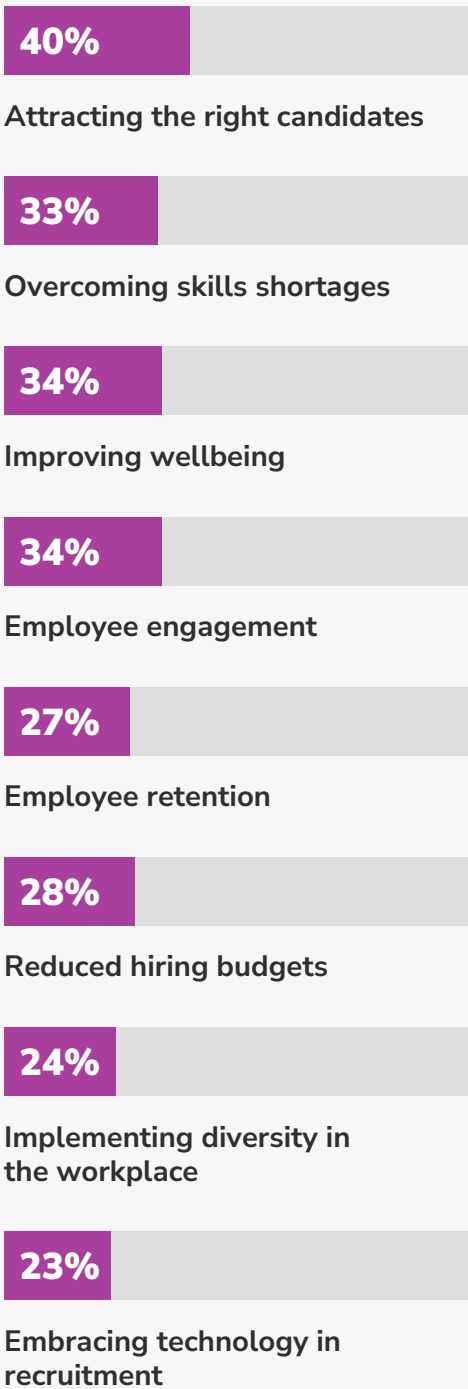
When breaking it down regionally, talent attraction proves most challenging in the Midlands (46%) and in Wales, Scotland, and Northern Ireland, where 47% of employers report this as a challenge.

We can also see that while 34% of UK employers are focused on improving wellbeing, this issue is most pressing in the Midlands (42%) and the North (40%). Meanwhile, a third of London-based employers are particularly focused on diversity, equity, and inclusion (33%), compared to 24% across the rest of the UK.

Within different areas of the hospitality industry, specific challenges also stand out. For instance, pubs are under the highest recruitment pressure, with 54% citing talent attraction as a key issue. Similarly, employee engagement remains a significant concern within catering and food services (42%), while restaurants face a particularly high rate of skills shortages (37%).

At the same time, the scale of a business plays a significant role in the challenges faced. Larger businesses (250+ employees) are feeling the strain of issues like wellbeing (36%), tech adoption (28%), and diversity (27%) more than smaller businesses (10–249 employees), where these figures are 31%, 17%, and 20%, respectively.

The biggest challenges facing hospitality recruiters



Tackling recruitment challenges head-on

As 2025 kicks off, the priorities for employers remain largely the same: attracting the right candidates (40%), tackling skills shortages (36%), and boosting employee engagement (33%) continue to top the list.

So, what are they doing about it?

Whether it's salaries, flexible working, or perks and benefits, nearly half (45%) of businesses have already made improvements to their offering, with 38% planning to do so soon.

First and foremost, it's all about salaries. Over half (59%) of businesses have improved the pay on offer, with these increases more common outside London. For example, 67% of employers in the Midlands and in the North have raised wages, compared to just 53% in London.

This reflects the growing willingness of people to relocate for the right job. In 2024, 3 in 10 UK workers told us they're open to relocating, with a higher salary (38%) being the top motivator. That's created a huge opportunity for hospitality recruiters to tap into talent from all over the UK – and it seems they're starting to seize it.

Closer to home, businesses are also introducing more flexible working arrangements (37%), investing in training and development (34%), and improving holiday allowances (33%).

Whatever the approach, one thing's clear: as the same issues continue to derail recruitment, employers are recognising the need to adapt – and fast.

Most common changes made in the past 12 months



Shifting candidate expectations

As we've touched upon, hospitality workers are increasingly on the move. One in five (**19%**) are actively looking for a new job, and this figure rises to **24%** for those aged 18–34. Meanwhile, a significant majority – **3 in 5** workers (**58%**) – are open to exploring new opportunities if the right one comes along.

Interestingly, candidate mobility isn't evenly distributed across the industry. Catering (**21%**), and restaurant workers (**22%**) are the most likely to be actively job hunting, compared to just **16%** of hotel employees.

When it comes to tenure, those who have been in their roles for less than six months or more than five years are the most likely to stay in their roles (**22%** and **32%**, respectively). But employees with 7 to 12 months under their belt pose the greatest flight risk, with only **11%** intending to stay.

This begs the question: Is 2025 the year of churn?

It seems so. Our data suggests an important shift: more hospitality workers are looking to move within the sector rather than leaving it altogether. This means employers may need to prioritise retaining and engaging existing talent over attracting new workers to the sector.

So, how can we go about that?

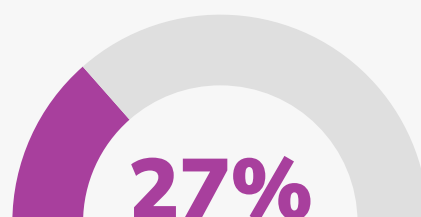


Key insights

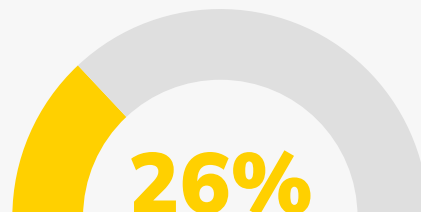


1 in 5

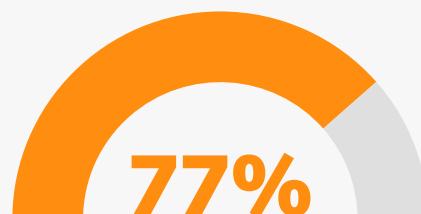
(19%) hospitality workers are actively looking for a new job



of employees with 7–12 months in role are most at risk of leaving



of staff in London are most likely to leave their role



of workers are open to new opportunities, rising to 82% of those who have been in the role for 3–5 years

What candidates are looking for

Understanding candidate expectations is critical to staying competitive. As it stands, employers believe the biggest drivers for candidates will be securing a higher salary (41%), progressing their careers (33%), and seeking learning and development opportunities (31%).

But what do the workers themselves say?

When asked why they may change roles, salary remains the top priority, with **two-thirds (66%)** citing it as a key motivator, rising to **72%** among those aged 18–34. Beyond pay, candidates are placing more value on better work-life balance (40%), flexible working arrangements (31%), and enhanced benefits (27%). Feeling valued also stands out, with nearly a quarter (23%) highlighting this as important.

While flexibility and benefits are key considerations, candidates are still focused on growth and development. Broadly speaking, when looking at what attracts them to a new role, more than **1 in 5** hospitality workers (21%) are seeking a more challenging role, and **31%** point to career progression as a key draw. For younger candidates (18–34), this focus is even sharper, with **38%** ranking career progression as a top priority.

In contrast, older candidates (55+) are more focused on practical considerations like location and transport links, with **34%** prioritising these factors compared to **21%** of those across all age groups.

While these factors explain why candidates may look for new opportunities, it's also important to consider what attracts them to a specific role.



What attracts candidates most to a new role

52%

Improved salary

39%

Flexible working arrangements

31%

Career progression

23%

New experiences and new challenges

21%

Location and public transport connection

21%

Stronger benefits

17%

Training and development

11%

Lower cost of living

9%

Working in a diverse multicultural environment

9%

Employer brand/image



Candidate red flags and deal breakers

Even the most attractive roles can fail to capture attention if job ads raise red flags, these are the things that instantly undermine your credibility, ring alarm bells, or just dampen the appeal of the role.

For many candidates, being unclear on the salary (45%) is a dealbreaker, while others are turned off by a lack of flexible working policies (24%) or unclear, overly broad job descriptions (23%).

Other frustrations include unrealistic experience requirements (21%) – like asking for 5+ years of experience for an entry-level position. Meanwhile, providing minimal information on benefits (21%) or publishing content that feels misleading or insincere (18%), can push candidates to move on. For 12%, a poor view of the brand is a sticking point, showing once again how important a considered, attractive EVP is.

Practical details also matter. For instance, vague holiday packages and limited visibility on shift patterns often deter those seeking stability, while not knowing the exact location is an issue for candidates aged 55+ (29%).

Overall, job ads that aren't clear, transparent, or offer tangible benefits can quickly turn top talent away, especially in a competitive market.

The top 10 red flags for candidates

45%

1. No salary listed

24%

2. No flexible working policy

23%

3. Unclear or overly broad job description

21%

4. Minimal benefits

21%

5. Unrealistic experience required

18%

6. Perceived dishonesty

18%

7. Missing location information

15%

8. Lack of visibility on shift patterns

14%

9. Low holiday allowance

12%

10. No mention of career progression

Recruitment methods: what works and what doesn't

Candidates are casting a wide net when searching for hospitality jobs, with online job boards (36%) leading the way. This is followed by social media platforms (28%) and professional social networks (26%).

But digging into the data reveals more about their specific preferences:

- **Social media** is more popular among women (31% vs. 24% of men) and younger candidates aged 18–34 (36%), compared to those aged 35–54 (25%) and over-55s (10%)
- **Personal referrals** are more popular among men (26% vs. 21% of women)
- **Job boards** see slightly higher usage among women (39% vs. 33% of men)

Recruiters, however, have a slightly different view of what works best. They rank social media (26%) as their preferred hiring tool, followed by personal referrals (25%) and online job boards (23%).

This disconnect highlights a real opportunity for employers. While social media is highly valuable, it's only part of the puzzle. Employers who prioritise job boards, which remain the top tool for candidates, alongside social platforms and personal networks, can better reflect how people job hunt and attract a more diverse talent pool.

Improving the recruitment experience

Candidates are also clear about how the recruitment process could improve. **More than half (63%)** want more feedback after the selection stage, while **40%** are calling for clearer communication throughout. In London, almost **6 in 10** candidates (57%) want feedback to be a core part of the recruitment process, while communication tops the list in the Midlands (45%).

Wherever they're based in the UK, flexibility is another key factor. With **32%** of candidates valuing options like phone or online interviews, offering adaptable formats could give employers a competitive edge.

Key insights

Candidates' preferences for job hunting:

36%

Online job boards

28%

Social media platforms

26%

Professional networks

Top methods for recruiters:

26%

Social media

25%

Personal referrals

23%

Online job boards

How candidates feel recruitment could be improved:

63%

More feedback

40%

Clearer communication

32%

More flexible interviews

Trends in focus: Building an inclusive hospitality workforce

Having the right diversity, equity, and inclusion (DE&I) policies is no longer seen as a 'nice to have' – they're a deal breaker for many candidates. In fact, our research shows that DE&I can influence the decision to apply for **2 in 5** candidates (**41%**), rising to nearly half (**48%**) of those under 34 years old.

The industry is in agreement. **8 in 10** (**83%**) hospitality workers say the inclusivity of their employer is important, rising to **88%** among 18–34-year-olds. For more than half (**53%**) of this group, DE&I is seen as a key sign of a good employer, and the same amount (**53%**) say it helps them feel they can bring their full, authentic selves to work.

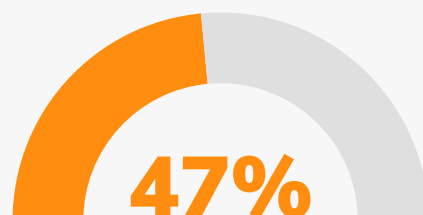
When it comes to diversity, employers place a similar emphasis on age (**49%**), gender (**44%**), and ethnicity (**41%**) as key priorities in building inclusive teams. Other factors, such as nationality (**28%**), disability (**26%**), sexual orientation (**21%**), and religion (**17%**), are also considered, highlighting the importance of a holistic approach to diversity.

Employer challenges

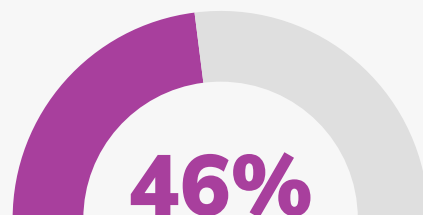
However, only **half** (**49%**) of hospitality employers have DE&I policies in place. Smaller businesses are especially lagging, with just **31%** running diversity initiatives compared to **59%** of those with more than 250 employees. But this doesn't reflect a lack of interest, **9 in 10** employers (**90%**) say DE&I is essential to their business, rising to **97%** of those in London.



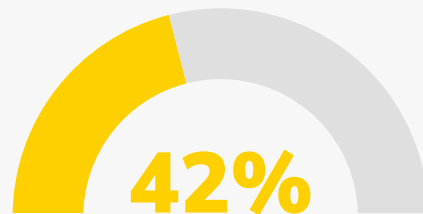
Here's why employers value DE&I



say they want to create a workplace where everyone can thrive



believe it's essential for attracting talent to their open roles



consider it key to providing a great customer experience

Barriers to achieving DE&I excellence

Despite recognising the importance of DE&I, it's clear that some barriers remain. We found that nearly a quarter (24%) of businesses say DE&I is one of the biggest challenges they face.

Key areas for improvement and action:*

- Appealing to people from diverse ethnic backgrounds (42%), age groups (33%), and genders (29%)
- Removing accessibility and physical environment barriers (30%) and reaching people with disabilities (31%)
- Changing internal hiring practices to enable diverse hiring: 28%
- Updating benefits package/working rotas: 28%

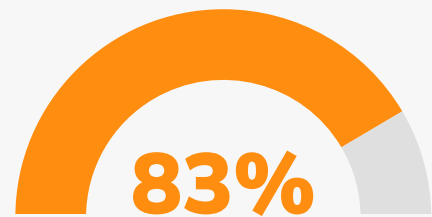
*percentage of where respondents believe the focus should be

The bottom line

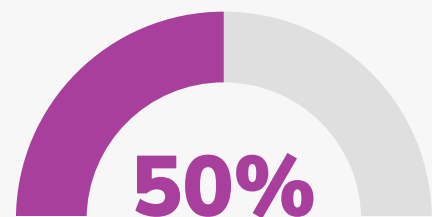
Hospitality employers have both an opportunity and a responsibility to lead on DE&I. By taking meaningful steps, which we'll explore later in the report, businesses can meet candidate expectations, strengthen their employer brand, and drive long-term success.



Key insights



of candidates value DE&I, rising to 88% among 18-34-year-olds



of businesses have diversity programmes in place, but 30% plan to launch one in the next 12 months



4 in 10

candidates say DE&I affects their decision to apply for a job

Trends in focus: AI and technology in hospitality recruitment

Attracting the right candidates is the biggest challenge facing hospitality HR teams, but technology offers a solution.

From AI tools that streamline hiring processes, to platforms that enhance the candidate experience, adopting technology is no longer a luxury, it's essential to staying competitive in the race for top talent.

So, where do we stand?

Current AI usage among recruiters

While AI adoption is on the rise, it's far from widespread. **Just over half (51%)** of employers use AI, but only **18%** are fully leveraging its potential.

Usage also varies across the industry:

- AI is used most in London (**64%**), but regions like the Midlands (**37%**) and North (**37%**) are falling behind, limiting their ability to compete for top talent
- Similarly, hotels are leading the way (**55%**), while restaurants (**40%**) are slower on the uptake
- AI adoption is highest among large businesses with 250–999 employees (**66%**) compared to just **38%** for small and medium size businesses

This suggests an uneven playing field is forming within hospitality recruitment, where swathes of the industry risk losing out on talent to their competitors.

The potential impact is clear. Businesses already using AI are finding it a valuable tool for:

- Tasks like CV screening (**49%**) and candidate selection (**45%**) are streamlined, saving time and resources
- Improving the candidate experience through personalised communication (**37%**) and the onboarding of new hires (**35%**)
- The interview stage with AI is even being used for preparing questions (**39%**), as well as conducting personality tests (**33%**) and even conducting virtual interview screenings (**29%**)

With this, **74%** of employers say that technology is improving their hiring processes, rising to **79%** among large businesses.

But, for the rest, it's proving difficult. We found that **a quarter (23%)** of hospitality employers think that adopting technology is one of the biggest challenges they'll face in 2025, highlighting the need for greater investment and support to unlock its full potential.



Candidate behaviour: a tech-savvy generation

While many employers grapple with embedding tech, candidates are already using it and in ways that could outpace the hiring teams they're set to meet. **Two-thirds (66%)** of hospitality workers are already using AI in their studies, work or job search. And among 18–34-year-olds, this figure rises to **74%**, compared to **39%** of over-55s.



2 in 3
hospitality workers are
using AI in their job search

Here's where AI is most valuable during a candidate's job search:

- Writing or improving CVs: **72%**
- Researching companies: **69%**
- Preparing for interviews: **68%**

These trends reveal a growing disconnect between employers and the candidates they are working to attract. In short, those slow to the uptake could find themselves losing talent to those who are using technology to its full potential.



Key insights



of hospitality employers are
currently using AI to recruit



3 in 4

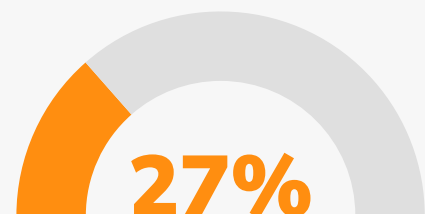
recruiters say tech has positively
impacted recruitment



But only

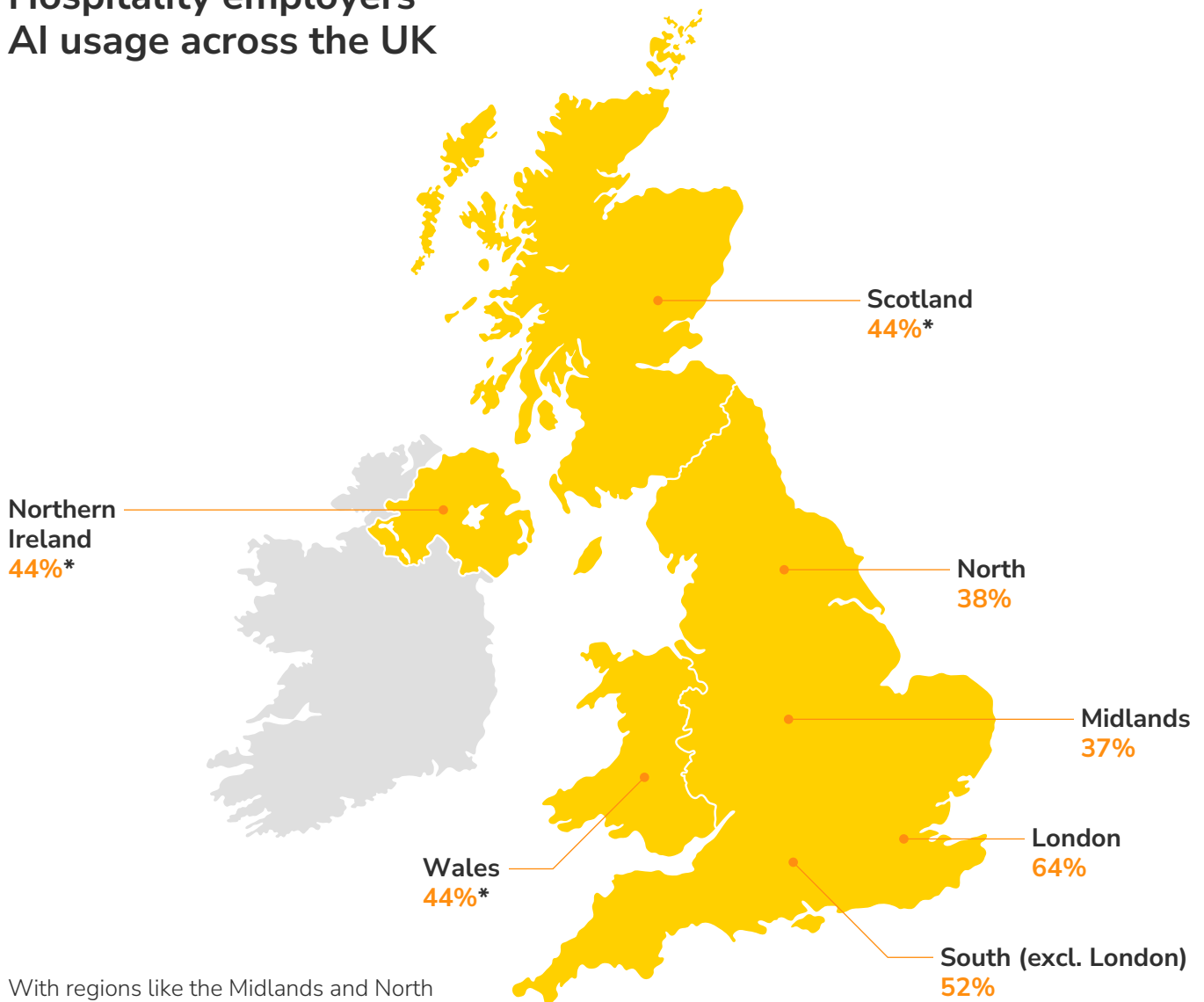
1 in 5

(**18%**) are fully leveraging
AI in their recruitment



with over a quarter
planning to start soon

Hospitality employers' AI usage across the UK



With regions like the Midlands and North falling behind, businesses there risk losing talent to better-equipped competitors.

*Net score for Wales, Scotland and Northern Ireland combined

The bottom line

The hospitality industry can lead, not follow, by embracing the full potential of AI in recruitment. By doing so, we can streamline tasks like CV screening, improve the candidate experience through personalised communication, and attract a more diverse talent pool.

By staying ahead of the curve, businesses can position themselves as pioneers in tech-driven recruitment and ride the crest of the wave as AI continues to evolve.



Top tips for hospitality hiring in 2025

So, as the hospitality industry juggles longstanding skills shortages, shifting employee demands, and in many cases, reduced budgets – how can you set your team up for success in 2025 and beyond?

Here's how you can build a future-ready workforce:

Expand your talent pools

Broaden your reach by attracting top talent from diverse backgrounds and life stages:

- **Partner with schools, colleges, and training programmes:** Build connections with local schools and hospitality programmes to strengthen the reputation of the industry and place yourself at the front of the queue for securing emerging talent
- **Target underrepresented groups:** Put policies in place and use inclusive messaging to reach candidates from ethnic minorities, those with disabilities, and other underrepresented demographics
- **Appeal to workers open to relocating:** Highlight relocation packages, affordable housing options, or local benefits to attract talent from across the UK
- **Embrace flexibility:** Appeal to parents, older workers, and those seeking a better work-life balance by embedding and promoting job sharing, part-time roles, and customised schedules

Meet candidate expectations

Meet candidates where they're most active and tailor your offering to align with what they value most:

- **Use a mix of channels:** Whether it's social-first, digital advertising, or using an ever-popular job platform, promoting a consistent and engaging message across the right channels increases your chances of reaching your next hire
- **Conduct salary benchmarking:** Regularly compare pay against industry and regional standards to ensure your business stays competitive in a salary-first landscape
- **Audit and refine your benefits:** Survey your current team to understand which perks matter most, then prioritise their needs in your Employer Value Proposition (EVP)
- **Showcase your culture:** Use job ads, social media and your careers page to show off your flexibility, team success stories, and anything that makes your business a great place to work. Doing so will speak to candidates that are looking for an employer that values them
- **Shout about career progression opportunities:** Make it easy for candidates to see how they can grow with your company by emphasising training and development opportunities. This will particularly appeal to younger candidates

Embrace AI and recruitment tech

AI and technology have the potential to revolutionise hospitality recruitment, by streamlining processes and helping employers find the right talent at speed. While some tools may feel out of reach, with Caterer.com's innovative job tech, we can help you leverage the full power of AI.

Wherever you are in your journey, here's how you can make the most of AI to improve your hiring process:

Beginner

- **Use generative AI to lighten the load:** Even if you're not ready for a full overhaul, tools like ChatGPT can offer small wins by helping you write inclusive job descriptions or prepare interview questions. Below are some example prompts to get you started
- **Benefit from enhanced candidate matching:** Through AI algorithms, at Caterer.com, we can pinpoint job and candidate matches, ensuring you're reaching talent that aligns with your business needs and improving the quality of hires
- **Make data-driven decisions:** By analysing patterns in candidate interactions, you can gain insights that help improve your recruitment strategy, from refining job descriptions to better targeting diverse talent pools



Intermediate

- **Adopt automated candidate communication:** Implement AI-powered tools to streamline communication, such as chatbots or automated email updates, keeping candidates engaged and informed throughout the process
- **Streamline interview support:** As well as helping you prepare structured interview questions tailored to specific roles, AI can now run initial screening interviews, providing standardised, unbiased evaluations of your shortlisted candidates
- **Help your team get confident with tech:** Provide regular training so your hiring team can understand the benefits of AI and get the most out of new tools
- **Track and adapt tech usage:** Whether it's bringing in new tools, investing in training, or going back to basics, be sure to regularly gather feedback from candidates and your hiring team to tweak your tech strategy as needed

Advanced

- **Embed AI for more complex hiring tasks:** If budget allows, using AI for CV screening, automating interview schedules, and running personality or skills tests can free up your team for more strategic work
- **Support industry-wide adoption:** Share resources and success stories to help smaller businesses embrace tech. Doing so will strengthen the appeal of the hospitality industry as a whole

Quick prompts to get started with ChatGPT

- "Write a job description for a part-time front-of-house role in a busy city-centre restaurant, highlighting flexibility and career progression opportunities"
- "Generate a set of behavioural interview questions for a hotel receptionist role, and what I should look for in their responses"
- "Suggest three ways to make this job ad more inclusive: [paste your ad here]"
- "Write a short, engaging message in a friendly, professional tone to share on social media, promoting our new waiting staff vacancy and highlighting why candidates should join us"
- "Draft an onboarding checklist for a Sous Chef's first week"
- "Suggest ideas for an employee recognition programme tailored to pub/bar staff"
- "Write three survey questions to understand what motivates our team to stay with us"

Feel free to adapt these prompts or experiment with your own ideas. ChatGPT can help with everything from brainstorming interview questions to refining your employer brand messaging.



Integrate DE&I across all hiring practices

DE&I isn't just a tick-box, it should be the cornerstone of all your hiring processes. Think about how you can:

- **Embed a clear DE&I policy:** As a starting point, you should make a clear commitment to a diverse, equitable and inclusive workplace. This should cover best practices in the workplace, safeguarding measures and a means of employees raising complaints. Consider promoting this within your job advertising
- **Set measurable DE&I targets:** You should also set clear goals for increasing representation, providing accessibilities, and offering opportunities for progression – and be open with the results
- **Conduct job description audits:** Consult AI, your teams, or experts to ensure your adverts aren't using any biased language. By ensuring that your role requirements don't unintentionally exclude certain groups, you will better reach a diverse mix of candidates
- **Engage with diverse communities:** Partner with organisations supporting ethnic minorities, older workers, and other marginalised groups, to broaden reach and promote yourself as a diverse employer
- **Tailor recruitment strategies to attract underrepresented groups:** Tools like Caterer.com's Equality Boost and Gender Bias Decoder can help expand your reach and remove potential bias from your adverts
- **Train hiring teams on bias:** Equip your recruiters with the skills to make inclusive, fair hiring decisions regardless of someone's background

Nail the basics

You're likely familiar with these, but it's worth a quick check to ensure you're covering the basics:

- **List salary ranges and benefits:** Transparency builds trust and prevents candidates from dropping out early in the process
- **Communicate timelines clearly:** Keep candidates in the loop at every stage of the process to prevent frustration
- **Provide up-front job descriptions:** Work with your team to ensure roles reflect their actual day-to-day responsibilities, and that you can deliver on what you promise
- **Offer feedback and communication:** Candidates rank a lack of feedback as their number one frustration. Even a short email can leave a lasting positive impression



Ease recruitment pressures with a first-class retention strategy

With the right people strategy, you will be able to keep employees engaged, boost productivity, and reduce staff turnover:

- **Invest in learning and development:** Offer training, mentorship, and qualifications to help employees grow within your business
- **Prioritise progression paths:** Make it easy for team members to switch roles or step into leadership positions
- **Improve onboarding:** Whether through AI or face-to-face, by offering a great onboarding process, where people feel valued and understand the inner workings of the company, you can reduce the risk of churn
- **Launch employee recognition programmes:** Feeling valued is a key driver for modern hospitality workers. By taking a moment to shout out, or reward, your star performers, you can keep them happy and engaged
- **Conduct exit interviews:** When someone leaves, conduct a meaningful exit interview to gather insights on what went wrong and how the business can improve
- **Listen and act on feedback:** With exit interviews, regular one-to-ones, or employee surveys, you can better understand what your employees value and where you can improve

Prepare your team for future recruitment challenges

Prepare for long-term success by staying on top of evolving trends:

- **Keep up with AI and tech:** New tools are emerging all the time, so make a habit of exploring what's out there. Even small improvements can save time and money, and you won't want to be left behind
- **Anticipate generational shifts:** Shape your hiring to ensure you can meet the expectations of younger workers while still valuing the contributions of older generations, who are turning to hospitality in their droves
- **Partner with Caterer.com to unlock recruitment success:** When it comes to finding and hiring top talent, Caterer.com offers more than just innovative jobtech. From helping you reach and engage the right audience to providing tailored employer brand insights, we're here to support your hiring journey. Our tools and resources, combined with expert guidance through the Caterer.com Leadership Collaborative, can help you navigate today's challenges and build a workforce ready for tomorrow

By following these steps, you'll not only attract top talent for today but also establish your business as a leader in hospitality hiring – setting the stage for a thriving company for years to come.



Final thoughts

So, there we have it. A look at some of the key trends shaping recruitment right now. But it bears repeating: the growing importance of DE&I and the rise of technology aren't just trends – they're the keys to recruitment excellence in 2025 and beyond.

By embedding inclusive hiring practices and embracing the potential of AI, businesses can tap into wider talent pools, streamline processes, and build teams that reflect the world we live in.

From breaking down barriers for underrepresented groups to leveraging AI for smarter, faster, fairer decision-making, the opportunity is there for hospitality to lead the way. By fostering innovation and inclusivity within your teams, you'll not only transform your recruitment but also deliver exceptional experiences to your customers.

Remember, recruitment isn't just about filling roles; it's about shaping the future of hospitality. And that future is diverse, innovative, and built on meaningful connections between employers and employees.

At Caterer.com, we're proud to support you on this journey. Whether it's through cutting-edge technology, expert guidance, or partnerships that strengthen your brand, we're here to help you achieve recruitment success. Together, we can build a hospitality industry that thrives for years to come.

Calvern James

Director of Hospitality,
Caterer.com



Caterer.com – the hospitality industry's hiring partner

The hospitality job market has never been more challenging. Your people have never been more important.

With Caterer.com's innovative jobtech you'll reach and engage the hospitality talent you need, efficiently and effectively. Our technology, teams and hospitality databases are unlike any other. Our unique AI quickly joins the dots between your role and candidates, giving you more relevant applications and a faster route to hiring.

- Innovative jobtech to reach and engage the right candidates to your roles, reducing cost of hiring
- Aggregator partners that drive greater reach for your roles
- Build your talent pipeline by reaching a vast hospitality-specific audience now. We partner with key industry organisations like Springboard, CareerScope, HIT Scotland, Hospitality & Catering News, Choose Hospitality and Catering Scotland to deliver our jobs feed directly into their sites, ensuring your roles are seen amongst their extensive hospitality audiences
- Dedicated Account Management and Customer Success support
- We actively partner with industry bodies, charities and organisations to promote the industry as a great place to work and champion the fantastic people within it
- Gain access to additional relevant candidate audiences, at no extra cost. All jobs on Caterer.com also appear on our sister site Totaljobs, expanding your reach into new talent pools across other sectors
- Employer brand insights and support for becoming a top choice employer
- Regular sector insights and guidance through the Caterer.com Leadership Collaborative, an open community that pulls on joint forces to provide peer-to-peer support, insight and learning to help leaders navigate through challenge and drive team growth and development and business success
- Access the largest specialist hospitality talent pool. With a database of over **4.7 million** profiles, each quarter an average **172k** active jobseekers make over **1.7 million** applications on Caterer.com, with over **4 million** site visits

Hiring solutions

Enhance your hiring campaigns with our portfolio of end-to-end recruitment solutions:

Employer Branding

In the race for talent, ensuring your brand stands out from the crowd is key. Working with branding experts Universum, Caterer.com can help by developing your unique brand proposition to attract and engage the right candidates, fast. Access valuable insights and build a strong employer brand as you learn how to:

- Position yourself as an employer of choice
- Shape your employer brand strategy
- Identify candidate wants and needs

Early Careers

Build a strong talent pipeline by attracting the talent of tomorrow. With talent gaps impacting productivity, it's vital to identify and appeal to young and ambitious candidates, ensuring the future success of your business. Our unique Early Careers solutions can help to:

- Define and position your employer brand story to future hires
- Target young people from apprenticeship level to undergraduates
- Build a robust talent pipeline

Equality Boost

A diverse and inclusive workforce is key to strong business performance. Engage the right people for your roles in a diverse talent pool, by widening your hiring reach and taking new approaches to candidate targeting. Equality Boost can help you:

- Deliver a tangible impact on your DE&I strategy
- Extend your candidate reach into new and diverse talent pools
- Broaden the range of skills you attract to your business

Visibility Solutions

It's crucial you reach the talent you need ahead of the competition. Reach the right candidates first and build your team by targeting and attracting relevant hires. Our innovative Visibility Solutions can help you:

- Broaden the reach of your message
- Enhance your potential to grow applications
- Increase the relevancy of applicants

Programmatic

Find who you want, faster with programmatic targeting for a more efficient use of your high-volume hiring budget. Our sophisticated technology uses rule-based algorithms to distribute jobs to the best places throughout the entire web so you can pin-point the best candidates, quickly.

- Effortless integration with your ATS
- Only pay for the number of completed applications you receive
- Track performance in real-time and gain valuable insights to enable your campaign to be optimised quickly

CV Database

Take control of your hiring and find the ideal person quickly by using our CV Database to search over 4.7 million profiles. Using our intuitive search and filters, you can easily find and contact the most relevant people for your jobs.

- Save your searches and receive an email as soon as matching candidates register or update their profiles
- Get ahead of the competition and be the first to find candidates who may not have applied to your jobs
- Receive relevant candidates directly to your inbox

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