

Recruitment Process Report

Days Hotel Dublin Airport

Acknowledgment

This report was compiled by the Ballymun Job Centres employment officer and placement team namely Joan McCabe, Pat Kavanagh, and Peter Seery. The report allows the team share their experiences and lessons learned in the recruitment for position within the Days Inn Airport Hotel located in Ballymun. Dublin 11.

Introduction

The Days Inn Airport Hotel as part of the Prem Group present portfolio of hotels opened in May 2006 offering 88 bedrooms and 30 junior suites, bar, restaurant and conferencing facilities. Days Inn as part of the Prem Group were interested in recruiting staff locally and agreed to work with the [Ballymun Partnership](#) and [Ballymun Job Centre](#) after attending an initial meeting in January 2006.

Planning

Due to the opening of the [Days Hotel Dublin Airport](#) and its potential in offering sustainable and accessible employment opportunities in the local Ballymun area the Placement Team held a strategic planning meeting.

Discussed:

- What's to be done?
- Time frame
- How to do it.
- Who to target.
- Where?



The following decisions were made:

What's to be done?

It was decided to hold an open week in the Ballymun Job Centre, the open week was to inform of positions available, gather CVs, hold informal interviews and ascertain (a) interest & response from community, (b) experience and skills etc.

A letter was composed detailing employment opportunities and inviting clients in on the Open Week. This letter was sent to all of our clients who had expressed an interest in hotel work, to those who had partaken in related training courses and other of our clients who may fit the criteria for positions on offer. Having gone through our database (Job Master) and short listing potential candidates, taking referrals from mediators, Job Club clients and walk in clients. A total of 250 letters were sent out. These letters were mailed out in conjunction with a leaflet drop to all dwellings in Ballymun organised by other Job Centre staff. A poster was also displayed in the window advertising the hotel vacancies and all local community groups were informed.

Time frame

The time frame was one month, to include the following: Organise the Open Week compose assessment sheet for the purposes of short listing candidates, arrange for other members of staff to assist in the Open Week send out letters, liaise with HR Dept in Prem group, arranging for members of Prem Group to be available on one of the Open Week. Short-list candidates from Open Week for Employer Interviews (Prem Group), arrange Employer Interviews, facilitate Employer Interviews by arranging rooms in Job Centre.

How the Open Days were managed

The Open Week was held over a five day period Monday to Friday 9:30am to 4:30pm 24th to 28th April 2006 inclusive. Over 400 people attended for screening interview on the Open Week in response to letters or fliers. There were also a number of telephone inquiries. Of the people who attended, screening interviews took place; CVs were composed, altered and updated. We had 12 members of staff interviewing people with two members of staff full-time at Reception area filtering people to other staff members. On the Wednesday 26th April Sarah Marr and Anne O'Reagan HR Manager and Assistant HR Manager of Prem Group came into the Job Centre and met with several clients who attended the Open Week. We pre-arranged for trainees from our Hospitality Skills Course to meet with Sarah and Anne on that day for an informal chat, which proved to be very worthwhile. They also met with a number of clients who called in on that day. On Friday 28th April of the Open Week arrangements had to be made for the following week for employer interviews. Originally these interviews were to take place in the hotel, however due to the fact that it was still a Hard Hat area and because of health and safety

regulations this was impossible. We accommodated the hotel by making available a number of rooms for employer interviews. The hotel requested that we arrange for the interviews to take place the following Wednesday 3rd May and Thursday 4th May. After short-listing and assessing over 400 people, 60 were selected to attend for employer interview the following week. We first had to draw up a schedule and then inform the clients of the times of their interview. The time frame did not allow us to inform people by letter, we had to telephone each individual informing them of interview time and place and ensuring attendance was confirmed. This all had to take place after office hours as the

Open Week was still in full swing. On the days of the interviews three members of the Placement Team were on hand with the assistance of our receptionist to:

- Meet, greet & introduce candidates to Prem Group HR Staff.
- Ensure candidates were on time (this sometimes required a telephone call)
- Hand out Prem Group application form and assist candidates to complete it.
- Ensure candidates had copy of their CV before going into interview.
- Accommodate extra interviewees.
- Reassure and coach nervous candidates.
- Ensure Prem Group staff were accommodated with tea, coffee & lunch
- Make available extra room for Prem Group to discuss & consult.

The outcome of these interviews was that 18 people were successfully placed. During the following month a further 10 people were also placed because of the increase in business.

Prem Group informed successful candidates promptly and the Placement Team informed all of the candidates who were unsuccessful by letter, which also included Training information and further job opportunities in new local hotels.

The main reasons for a successful outcome were:

- **Planning:** Planning played a pivotal role in the success of this venture.
- **Open Week:** the open week allowed the wider community to participate because they could call in at their convenience to a familiar environment.
- **Information:** All job orders with full job description were on job master and so available to mediators & job club, letters, leaflets, window display, web and word of mouth, all of this contributed to informing the maximum number of people in the community.
- **Staff inclusion,** Most members of the Ballymun Job Centre were involved, particularly on The Open Week, Receptionists in both premises on the Open Week and Employer Interview days.
- **Prem Group inclusion:** Members of Ballymun Job Centre Management & John McEntee of the Ballymun Partnership met with the [Prem Group](#) and formed a excellent working relationship, well in advance of recruitment process, Prem Group were on hand to meet with clients during Open Week. Continuous consultation was the norm between Prem Group and Placement Team during this time.

- **Communications:** there was constant communication between the following groups: (a) clients and Job Centre, (b) Prem Group and Job Centre, (c) Prem Group and Candidates and (d) Job Centre Staff.

Interesting Information gained

- Huge interest in local employment,
- Huge amount of talent, experience and skills in Ballymun.
- The preference was not wage, rather not wanting to commute.
- A considerable number of people who had never registered with the Job Centre called in due to the publicity around Open Week.
- A number of returned emigrants with vast experience and skills live in the area.
- Planning & communication is the key to future similar projects.



Situated off the M50 in Ballymun, the hotel is approx 10 minute drive from Dublin airport and 4 miles from Dublin city centre. This hotel is part of a ground breaking €2.5 billion development at Ireland's newest and most radically transformed regeneration area.

Artist's impression of the proposed Days Inn

Conclusion

The report compiled by the placement team outlines the process involved in running a successful recruitment campaign in association a new employers in Ballymun. This report and the lessons learned will form the basis of future recruitment drives relating new employment opportunities in Ballymun. For employers it outlines a process which the Ballymun Job Centre has used successfully and will continue to use, monitor, and update as is required.

For further information relating to this report or the recruitment in general please call either

Ballymun Job Centre - 01 866 7000

Ballymun Partnership - 01 842 3612

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Web: www.ballymun.org



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