



Recruitment

2025





Recruitment Structure Handover (UK)

Recruitment Now



Market Managers/Recruitment Department Role



Recruitment Structure Handover (UK)

Market Managers

Recruitment has been a centralized job role since the start in the UK. Recruiters either hosted the old castings or the mass interviews to fulfill a ridiculous number of hires of 120 new candidates to be assessed every Friday.

After a successful handover and transition to a quality-based recruitment strategy, recruiters have perfected the structure, procedure, and overall workflow to encompass a framework that can handle quality and quantity.

Ever since 2022, employee turnover has decreased with a focus on the 0-3 months juicers, which indicates that new implementations to onboarding, training and recruitment has improved the overall performance.

With the overall improvement and new initiative to empower managers across the board, the ability to recruit shall be handed over to our talented managers in the UK market.

This has resulted in creating a new framework to not only teach, but to fully integrate a recruitment day-to-day situation for managers to have ownership of the employee journey of a new hire.



Recruitment Structure Handover (UK)



Recruitment Department Role

The role of the recruitment department is to serve as a **support function**, rather than taking the hiring for the entirety of the market every week.

Having Recruitment as a support function will ensure ownership to the market managers, and recruiters can be called upon as extra hands-on deck, should there be a dire need during high peak seasons.

Recruiters will be there to assist with admin, job posts and our application tracking system (ATS).



THE WHY

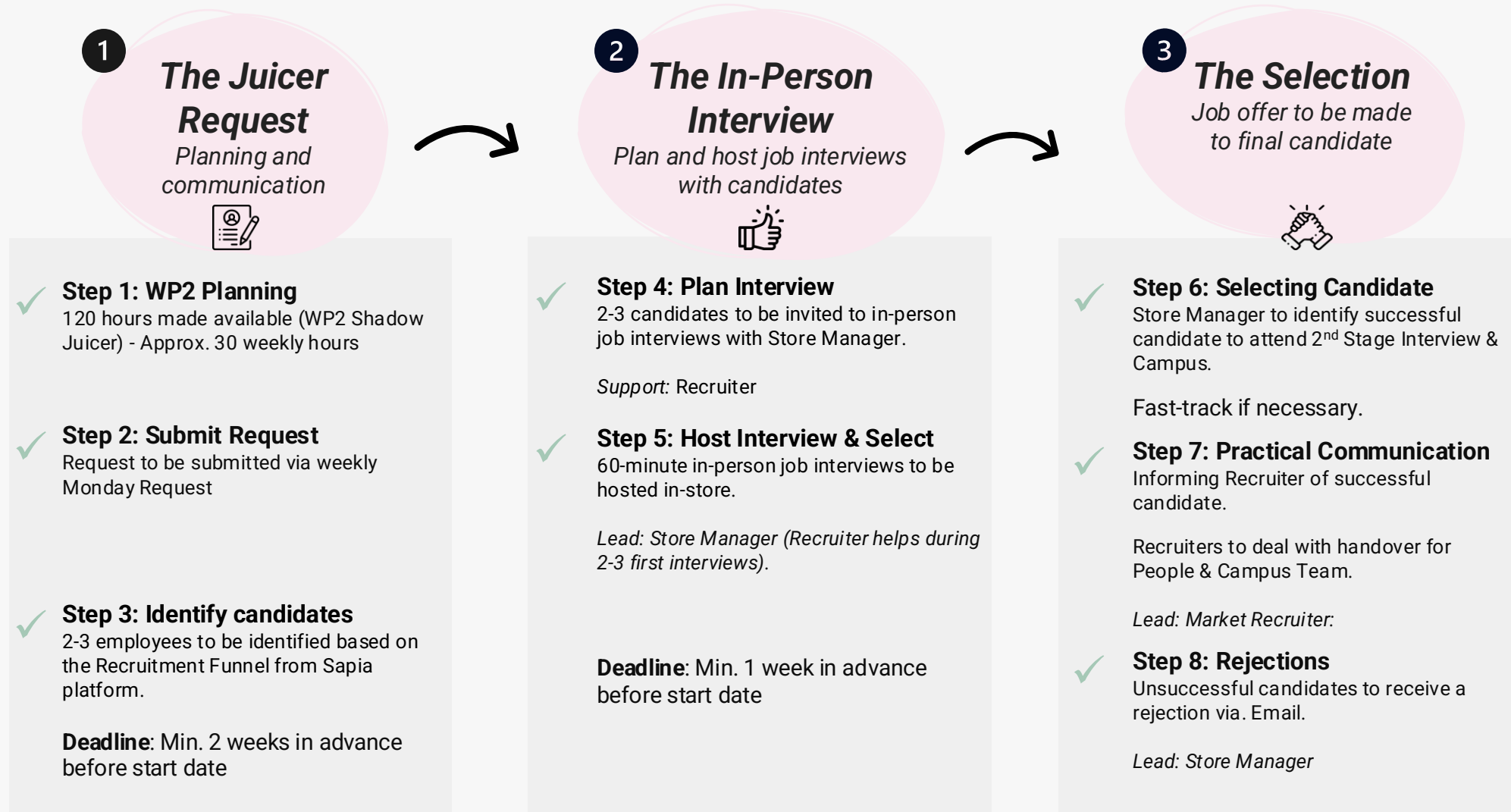
“We empower our Store Management team to be responsible for the selection of new team members.

The purpose is to give full autonomy to create the optimal team composition and to build relations with the new team members - already from the recruitment proces”



THE RECRUITMENT MANAGER & MARKET RECRUITER FLOW

From Requesting to Juicer Hire





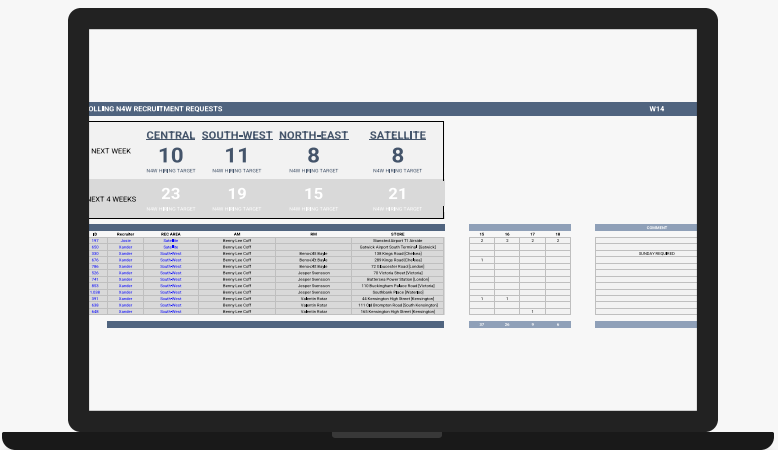
THE JUICER REQUEST

When and how to request new Juicers

WHEN TO REQUEST EMPLOYEES

As soon as you:

- ✓ Receive a resignation from an employee
- ✓ Receive a new template on 22nd and identify future unassigned shifts
- ✓ Other cases (seasonality, annual leaves, long-term illness)



STORE	W16	W17	W18	W19
TOWER 42	0	0	0	1
LIVERPOOL STREET	0	0	1	0
SOUTHWARK	0	0	0	0
DULWICH	0	0	0	0

HOW TO REQUEST EMPLOYEES

Steps:

1. Identify needs in the store.
2. Send over request to District Manager, with Recruitment cc'ed.
3. A short description for the needs.

Request to be done every Monday EOD

If a juicer request is not made in time, it will have a negative impact on both the employees and the operation. The sooner you plan, the better.

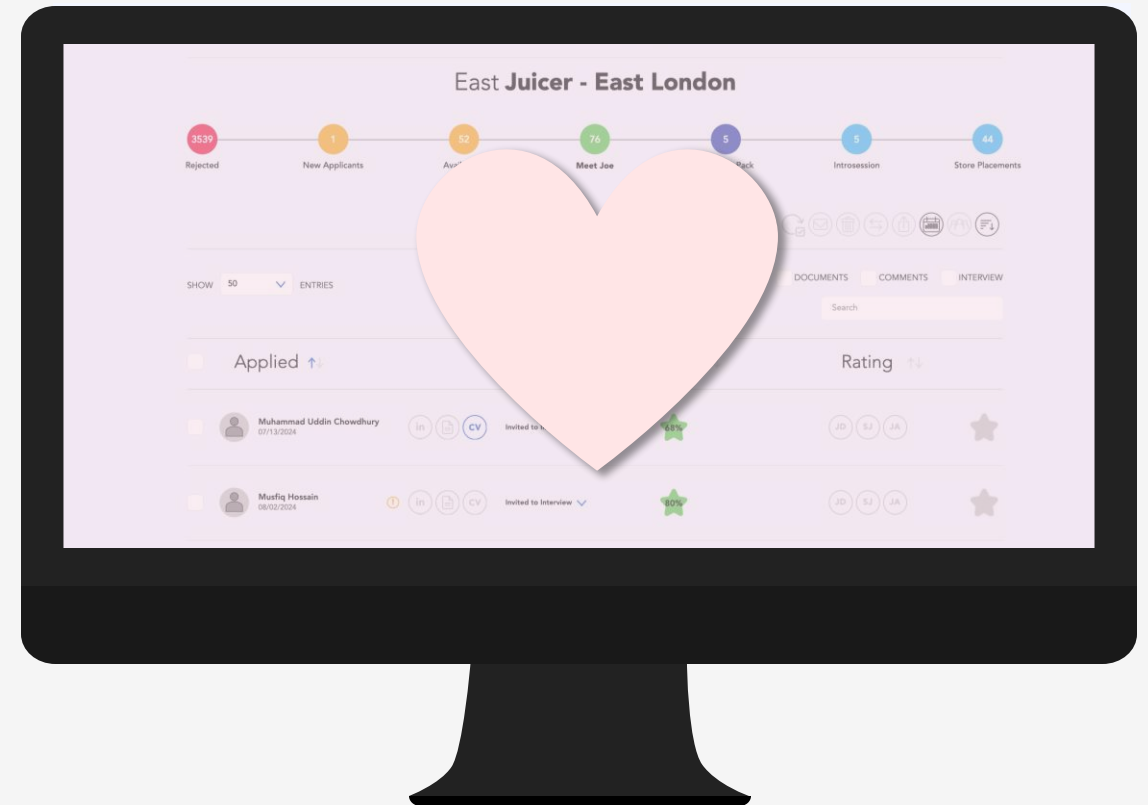


Recruitio

What is Recruitio and how do we utilise this during the recruitment process?

Recruitio is our Application Tracking System (ATS) where every candidate starts their journey with JOE & THE JUICE.

We receive every application for the UK market through Recruitio, and use this to handle the majority of our admin - from filtering and screening applications, inviting candidates to interviews, to sending offer letters.





Recruitio: Dashboard

The dashboard is essentially the homepage for Recruitio. Here you can view all job posts open in the UK market.

The dashboard displays a list of job posts with the following data:

Location	Job Title	Recruiter	All	New	In process	Hired	Actions
West	Juicer - West London	West London JOE & THE JUICE - UK	3046	6	289	52	CLOSE COPY
Store Manager	STM UK	Central London JOE & THE JUICE - UK	122	10	18	0	CLOSE COPY
South	Juicer - South London	South London JOE & THE JUICE - UK	2966	10	193	27	CLOSE COPY
North	Juicer - North London	North London JOE & THE JUICE - UK	2127	3	273	41	CLOSE COPY
Liverpool	Juicer - Liverpool	Liverpool JOE & THE JUICE - UK	670	2	62	8	CLOSE COPY

Annotations:

- Change to view active (open) or closed job posts:** Points to the 'Active' dropdown menu.
- Filter for specific locations:** Points to the 'Department/Locations' dropdown menu.
- Select different recruiters to view their job posts:** Points to the 'Saorise Jumawan' dropdown menu.
- Select to view applications for this particular job post - take you to the 'candidates' section:** Points to the 'All departments' dropdown menu.
- Edit the backend of a job post:** Points to the 'CLOSE' button for the 'West' location.
- Select to close job posts for requests that have been fulfilled (Juicer - London posts always stay open):** Points to the 'CLOSE' button for the 'Liverpool' location.



Recruitio: Candidates/Basics

The candidate section allows you to view all the applicants for this job post.

View new applications (Unfiltered)

View rejected candidates

View LinkedIn, Quick notes from other recruiters, and CV

Candidate name and date of application

East Juicer - East London

Rejected 3539 | New Applicants 18 | Availability 52 | Meet Joe 76 | Welcome Pack 5 | Introsession 5 | Store Placements 44

SHOW 50 ENTRIES

☒ BASIC INFO ☐ DOCUMENTS ☐ COMMENTS ☐ INTERVIEW

Search

Applied	Status	Sapia	Rating
<input type="checkbox"/>	Applied	47%	JD SJ JA
<input type="checkbox"/>	Applied	85%	JD SJ JA
<input type="checkbox"/>			
<input type="checkbox"/>			

Access interview calendar (In-depth on next slide)

Filter through applications with screening questions



Recruitio: Candidate Profiles/Screening

A candidate's screening allows you to view the details they have input regarding our base criteria.

Application

Team Member/Juicer

Right To Work: How to upload this? If you are a British/Irish citizen, please take a photo of both pages of your passport in the same photo – clear, no glare and no covering of numbers. If your passport has expired, please provide us with a birth certificate & proof of NI via a government-approved document like a P45, payslip etc. If you have a non-British/Irish passport, you will need to upload this as well as an EU share code. You can get access to one through the following link: <https://www.gov.uk>

- ☒ I've uploaded my RTW on Extra Documents

Please provide a post code

N146QD

Are you seeking a full-time or part-time role?

- ☒ Full time (35-45 hours/5+ days)
- ☐ Part time flex (30-35 hours/4 days)
- ☐ Part time (8-20 hours/1-3 days)

Are you at least 18 years old?

- ☒ Yes
- ☐ No

Are you seeking a permanent or temporary role?

- ☒ Permanent (6+ months)
- ☐ Temporary (1-6 months)

Which days are you fully flexible to work (between 6AM-11PM)? - This is your availability not your preference.

- ☒ Monday
- ☒ Tuesday
- ☒ Wednesday
- ☐ Thursday
- ☒ Friday
- ☒ Saturday
- ☒ Sunday
- ☐ None of the Above

Basic Info

Documents

Screening

Interview

Evaluation

Logs

Any further notes regarding availability?

I have snowboard race training on Thursday evenings and so I am able to work until 4pm on this day.

Do you have any upcoming vacations?

October 29th-November 3rd

November 7-9th (Sports competition)

Are you currently working or studying? (Select all that apply)

- ☐ Working
- ☐ Studying
- ☒ None of the Above

Any further comments?

Are you looking to progress?

yes



Recruitio: Screening Candidates - Criteria & Requirements

The first step in screening applicants when they apply is filtering New Applicants via screening questions

Select answers you want to sort by

Right To Work: How to upload this? If you are a British/Irish citizen, please take a photo of both pages of your passport in the same photo – clear, no glare and no covering of numbers. If your passport has expired, please provide us with a birth certificate & proof of NI via a government-approved document like a P45, payslip etc. If you have a non-British/Irish passport, you will need to upload this as well as an EU share code. You can get access to one through the following link: <https://www.gov.uk>

☒ I've uploaded my RTW on Extra Documents

Are you seeking a full-time or part-time role?

☒ Full time (35-45 hours/5+ days)

☐ Part time flex (30-35 hours/4 days)

☐ Part time (8-20 hours/1-3 days)

Are you at least 18 years old?

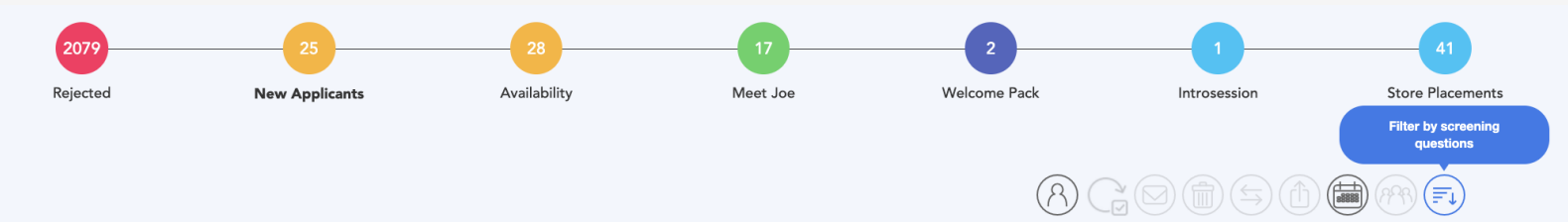
☒ Yes

☐ No

Are you seeking a permanent or temporary role?

☒ Permanent (6+ months)

☐ Temporary (1-6 months)



- 1) Select 'Filter by screening questions' in the task bar to find eligible candidates, whilst selecting the 'New Applicants' bubble
- 2) Must select the following criteria
 - I've uploaded my RTW on Extra Documents
 - Full-time or Part-time Flex - Make sure you filter twice with only one option selected for availability (The filtering will not work if you select both options)
 - At least 18 years old
 - Seeking a permanent role
 - The other filters you can leave blank, as we look at this later on
- 3) Click 'Select' to view all eligible candidates for the next stage of screening



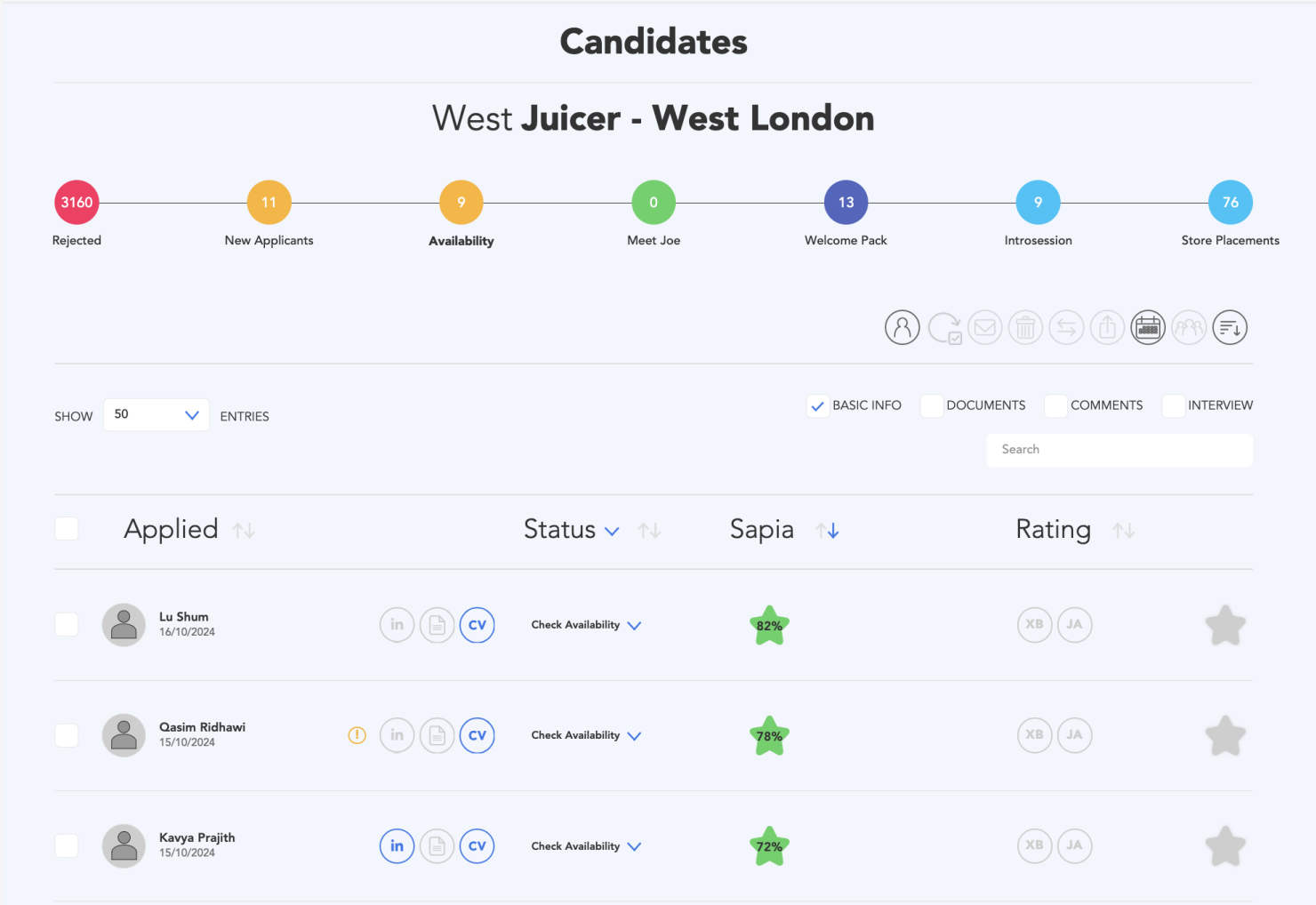
Recruitio: Screening Candidates - Sapia.AI

Filtering candidates that fit the initial screening criteria.

In the 'Availability' bubble you will have all candidates that passed the initial screening - Now we go more in-depth by filtering their exact availability, current situation, and Sapia.AI scores.

- 1) Any candidates scoring below 40% on Sapia.AI can be rejected via the 'Rejected without interview' email template
- 2) For candidates between 40%-50%, we will review their Sapia.AI insights individually to make a fair judgement - We will go into this more in depth on the next few slides
- 3) Candidates who haven't filled in Sapia.AI after 5 days of their initial application can also be rejected - anyone still within these 5 days, we can leave in the bubble until the deadline
- 4) Filter candidates that have selecting 'Studying' and send a rejection email

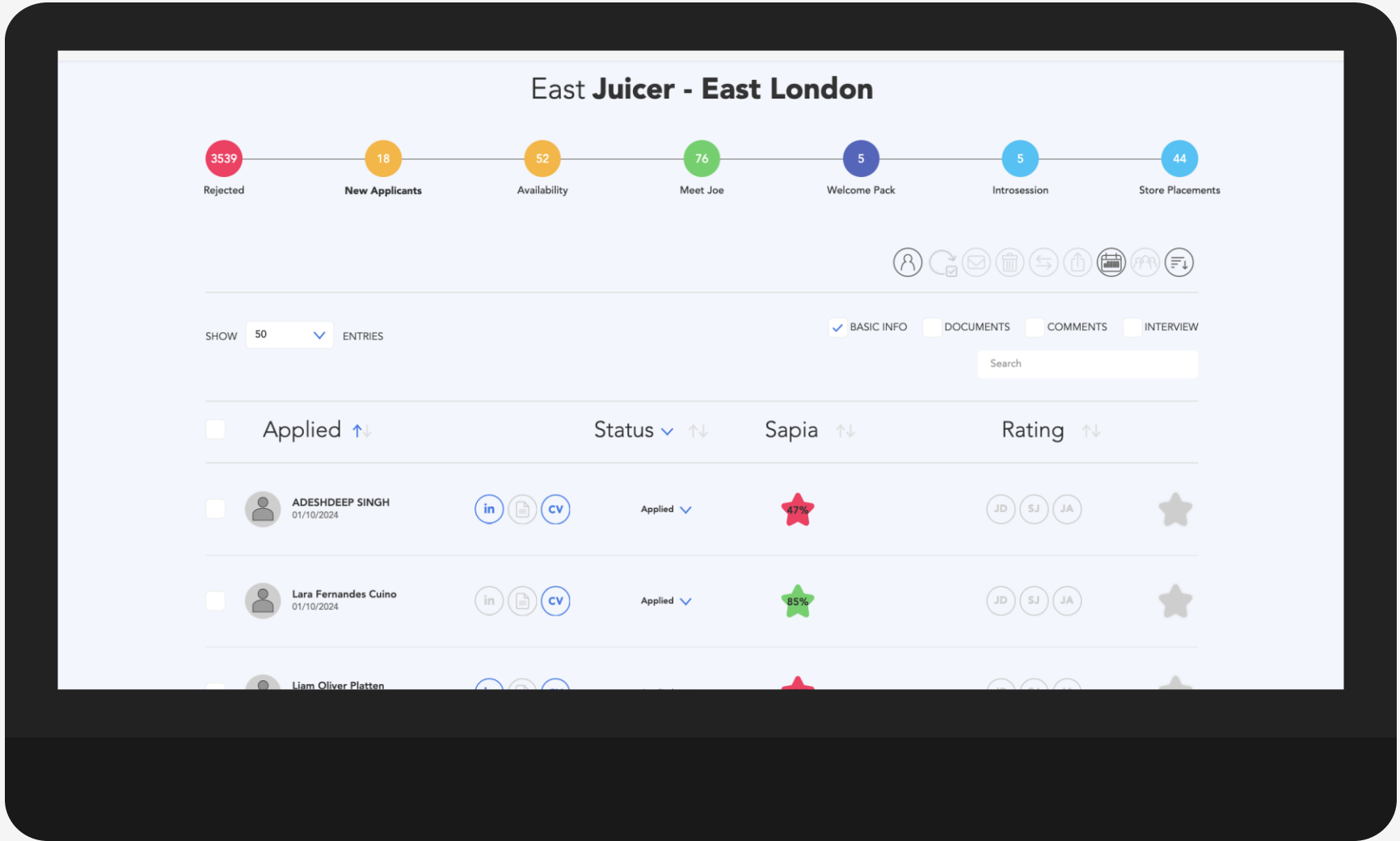
The candidates left, we can filter more in-depth by reviewing their application and candidate profile.





LETS LEARN RECRUITIO

Going through the system





SAPIA

How the platform works



HOW WE RECRUIT IN JOE



“

We value diversity & inclusion and strive to provide equal opportunities. All candidates will be fairly evaluated.

”



THE RECRUITMENT FUNNEL

How we filter and identify our candidates

“THE RECRUITMENT FUNNEL”

EMPLOYEE AVAILABILITY

1

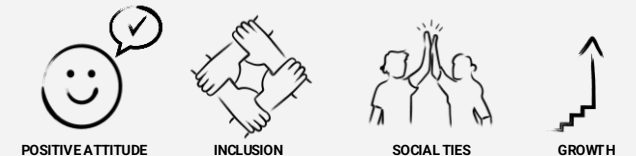
Employee Scheduling is the first layer in the funnel since we don't want to proceed with candidates who can't work the **required hours**.



VIRTUE PREFERENCE

2

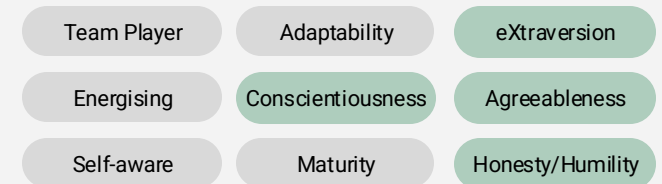
Virtue Preference helps us identify candidates who best fit our culture. Employees with close virtue preferences are more likely to stay and perform well, **improving retention**.



BEHAVIORAL TRAITS

3

Lastly, we assess '**Behavioral Traits**, ensuring their **traits are close to our best-performing employees**, this will be done through the HEXACO Personality test



Based on the Recruitment Funnel, we ensure the best potential candidates for the job interview before final selection



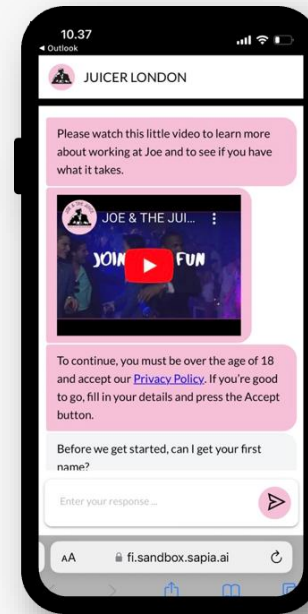
SAPIA.AI

Why we are using the AI platform

With Sapia.ai ensures a fair and consistent recruitment process for all 300,000+ yearly candidates, selecting the best ones based on Joe & The Juice's criteria.

Description

- An AI platform capable of screening and assessing over 300.000 applications received annually.
- Ensures a **fair and unbiased process** for all candidates
- Screens all candidates based on: **Availability, virtue preference, and behavioral traits.**
- All criteria are defined by JOE to **identify ideal candidates**



Goal

- ✓ Removing **unconscious bias**
- ✓ Only **hiring the best** candidates
- ✓ Lowering our **employee turnover**
- ✓ Reducing **quick quits**

The system is not tool to replace the human interaction, but rather a helping tool to support the Store Manager be efficient and take better decisions.



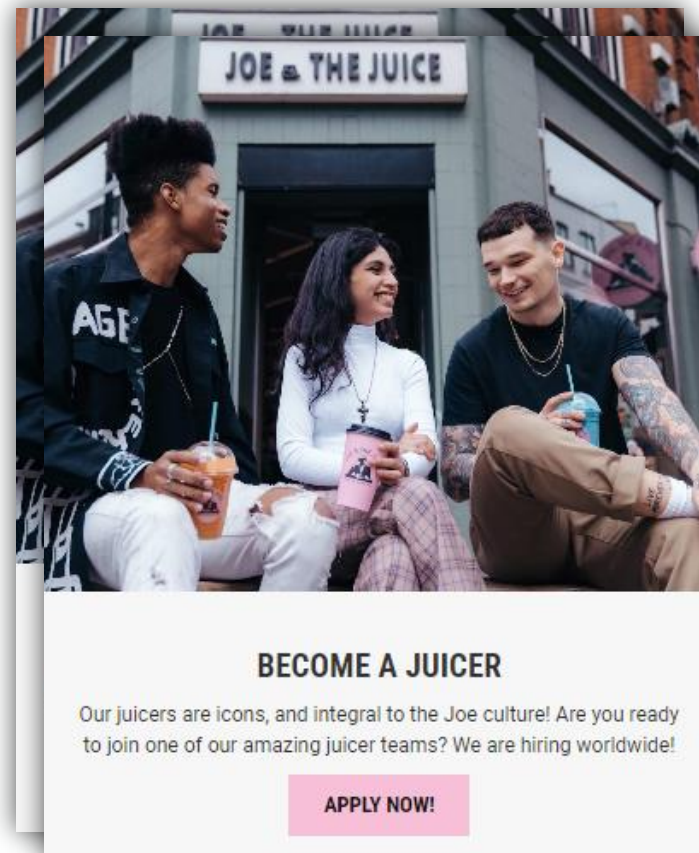
EXERCISE: THE APPLICATION JOURNEY

Experiencing the candidate application process

THE APPLICATION EXPERIENCE

1 Fill out information and complete *chat interview*

2 Reflect and discuss how the experience was

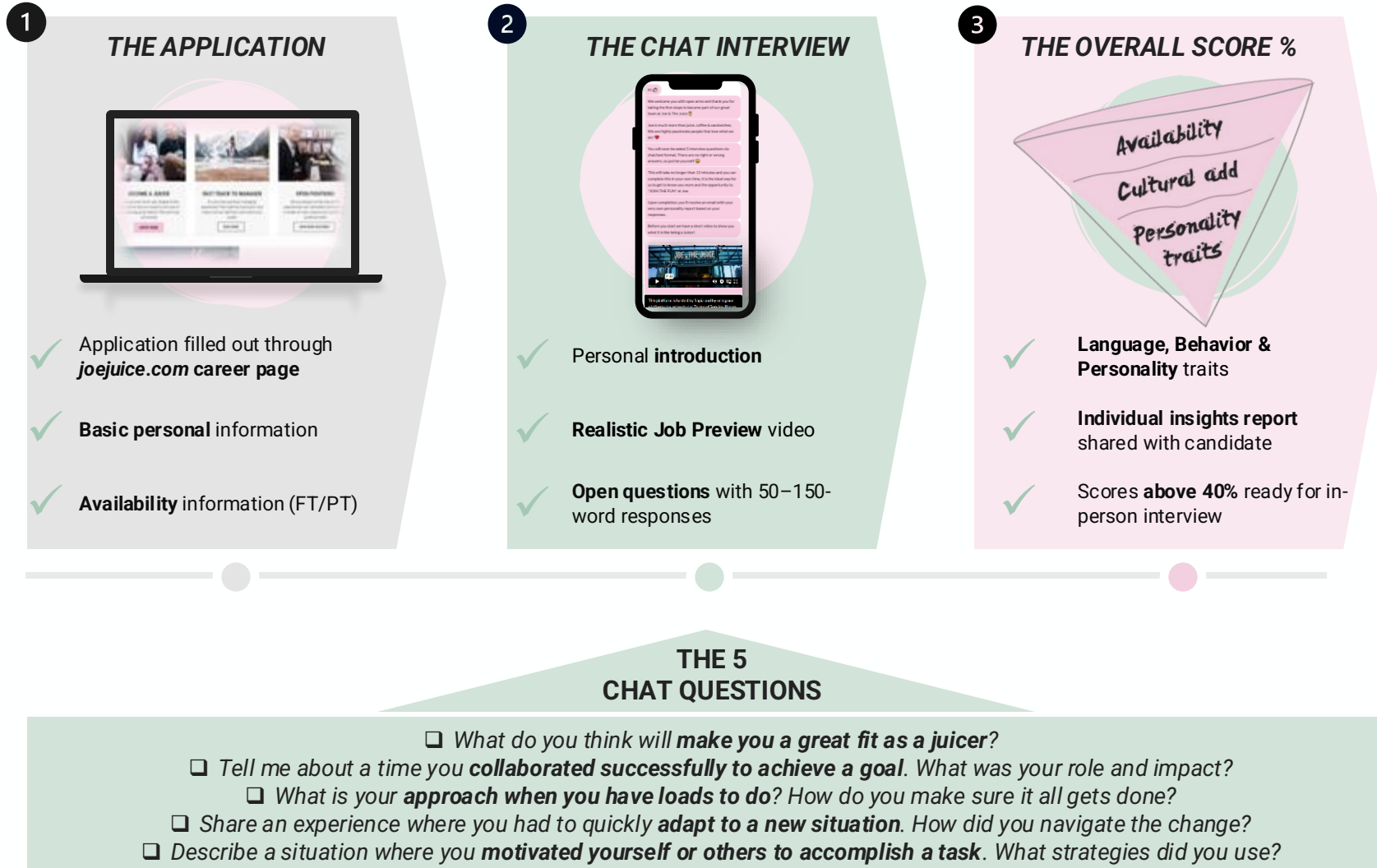


Your overall score and feedback will be available in 1 hour, allowing you to review your overall performance as a Juicer candidate.



A CANDIDATE'S APPLICATION JOURNEY

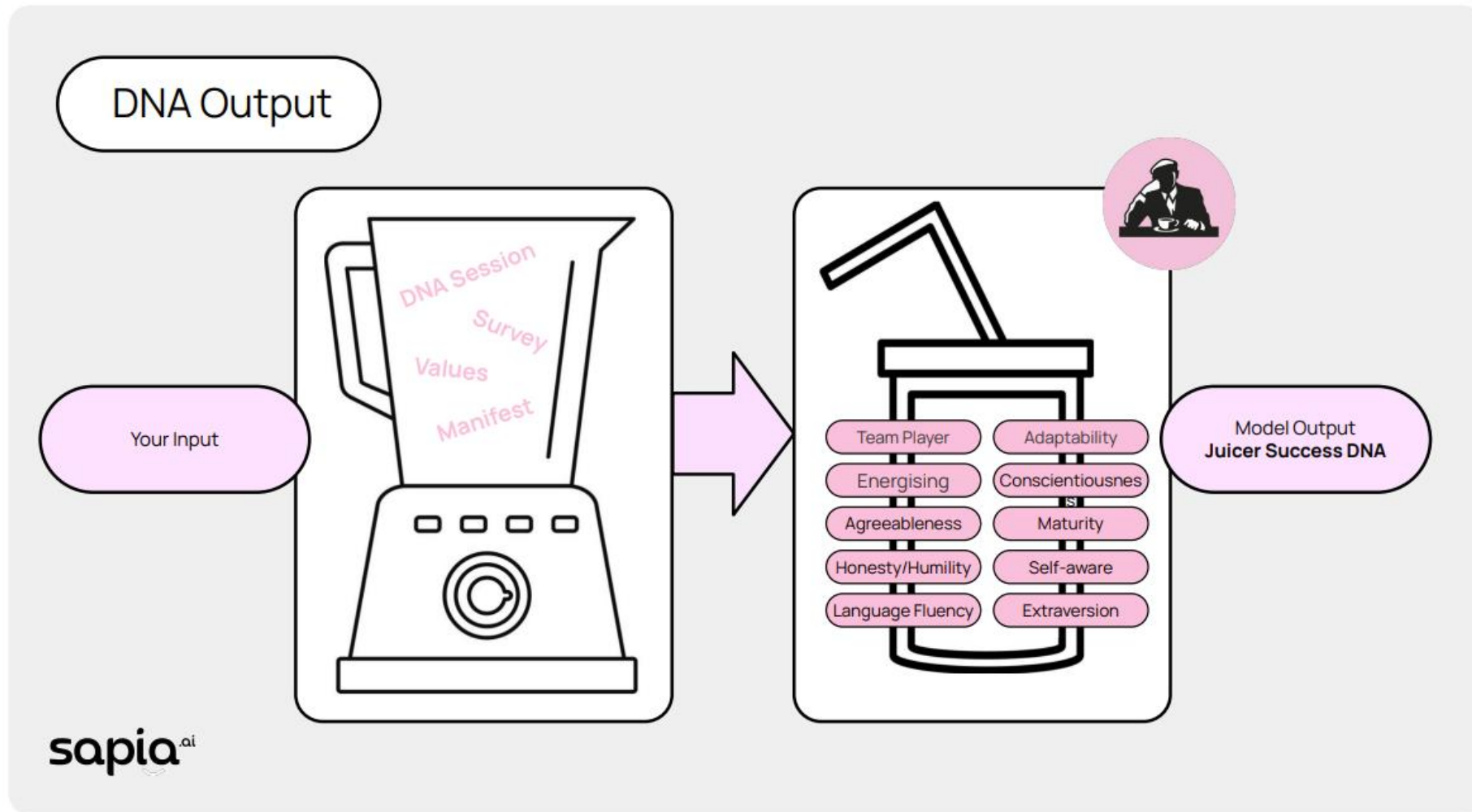
What they experience from sending application to attending the in-person interview





THE IDEAL JUICER PROFILE

How we identified the ideal Juicer candidate



First, we surveyed JOE's top leaders to define a great juicer. Then, we worked with Sapia, incorporating our Company Manifest and Virtues. Combining this with key personality traits, we created the Juicer Success DNA we hire for today.



OPEN QUESTION

**WHAT DOES SAPIA.AI
PROVIDE FOR AN
APPLICANT EMPLOYEE
JOURNEY?**





OPEN QUESTION

**IS SAPIA.AI A TOOL OR A
SOLUTION?**





INTERVIEWS

MEET JOE & THE JUICE



SERVING OUR COMMUNITY
WITH HEALTHY AND
NUTRITIOUS PRODUCTS

Love Joe x

IF COFFEE
HAD STUDIED
ABROAD IN
COLLEGE

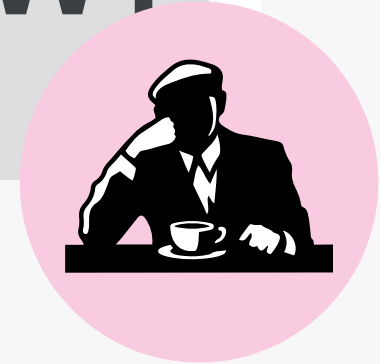


OPEN QUESTION

A good in-person job interview

WHAT IS A GOOD IN- PERSON JOB INTERVIEW?

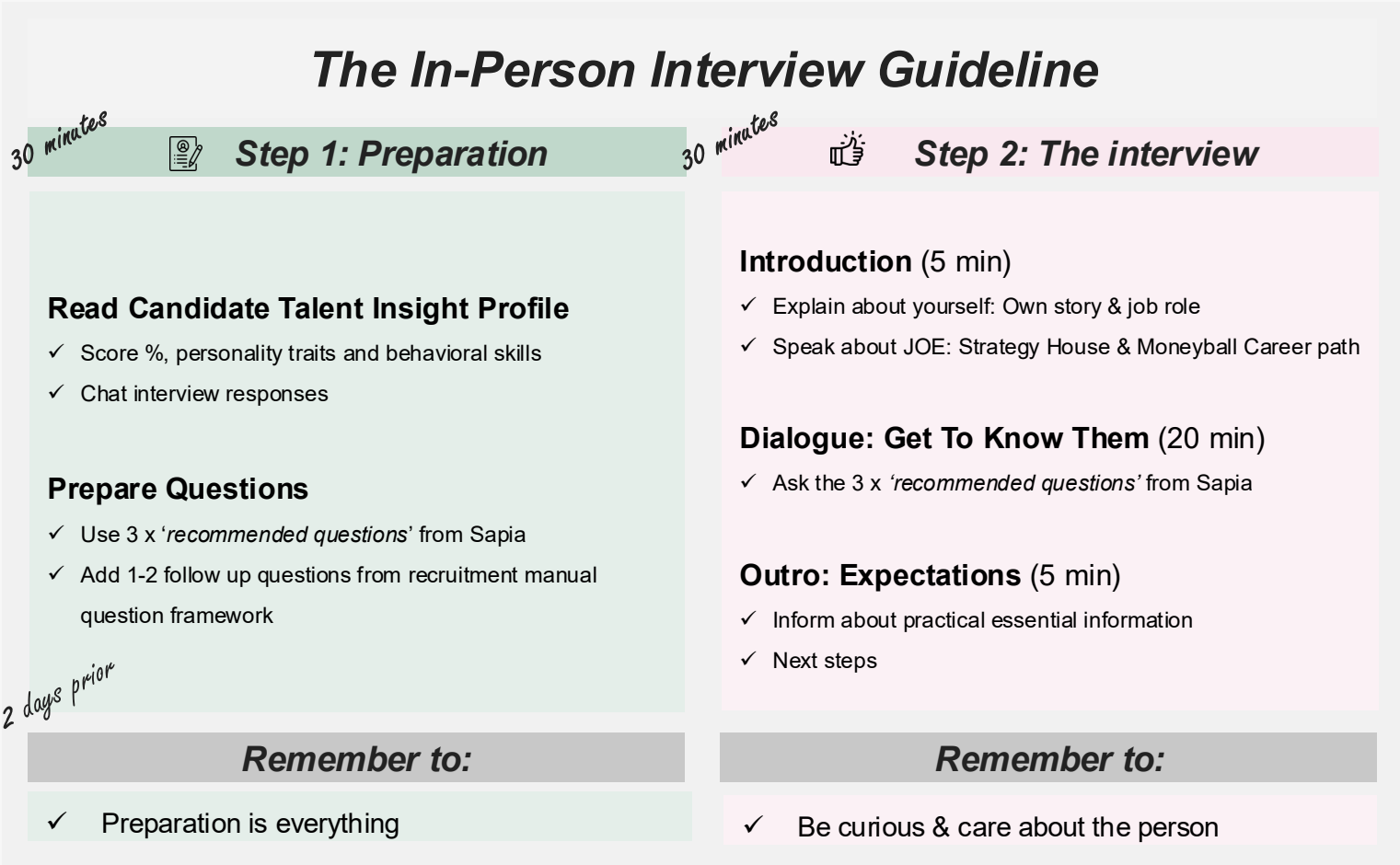
1. *WHICH QUESTIONS ARE IMPORTANT TO ASK?*
2. *HOW DOES THE INTERVIEW FEEL FOR THE CANDIDATE?*





2: THE IN-PERSON INTERVIEW

A guide on how to host a successful in-person job interview



Always interview by representing our Virtues!



POSITIVE ATTITUDE



INCLUSION



SOCIAL TIES



GROWTH

The Store Manager uses insights from the Sapia platform to help assessing for cultural fit during the in-person interview



THE INTERVIEW QUESTION BANK

Gaining in-depth information about the candidate's availability, skills and cultural fit

INTRODUCTION

Getting to know the candidate

- Why do you want to work at JOE?
- What are you looking to gain from this role?
- What's your current situation (e.g. studying, working, unemployed)?
- Previous work experience?
- Why are you looking for a new position?
- What do you think are the qualities/skills you would need in this role?
- Can you provide an example of {said skills}?

PROFESSIONAL OUTLOOK

Meeting job requirements

- Why do you think you're well suited to a hospitality role?
- What was your biggest challenge in your previous role and how did you deal with this?
- Can you provide an example of a time you've had to be a quick learner?
- How do you navigate working under pressure?
- What's a weakness of yours and how are you trying to work on this?
- How would you handle a difficult customer?
- Can you tell me about a time you've had to work in a fast-paced environment?

CULTURAL FIT

Ascertaining personality

- What do you like to do outside of work?
- What are you most passionate about?
- What motivates you to go to work every day?
- What are your goals/plans for the next year?

AVAILABILITY CRITERIA

Fitting our minimum criteria

- Do you have any current or upcoming commitments – studying, apprenticeships, graduate schemes etc.?
- What's your availability from Monday-Sunday?
- How many hours/days a week are you looking for?
- Are you able to work between 6.00-23.00?
- Do you have any upcoming holidays/days off for the next 6 months?
- Are you looking for a long-term or temporary position?
- How far are you happy to commute?
- Do you have any issues handling any products?
- Would there be any upcoming changes to your availability?
- Start date?



3: THE SELECTION

How to identify best candidate based on the in-person job interview



CRITERIA

1. FUTURE PLANS & OTHER COMMITMENTS

- ❑ Do they have any career goals, courses, or other commitments that may affect their availability at JOE?

2. PASSIONS & VIRTUES

- ❑ What are their hobbies and interests? Do they align with JOE's virtues, such as health, growth & social ties?

3. AVAILABILITY

- ❑ Are they looking for full or part-time work? Any upcoming changes, holidays, or limitations? When is start date?

4. CULTURE/HISTORY

- ❑ Are they familiar with JOE's history, culture, and virtues? Have they been a guest before?

5. EXPECTATIONS

- ❑ What do they expect from the role? What tasks do they anticipate doing daily? What do they hope to gain?

6. WORK ETHIC

- ❑ What relevant skills and work experience do they have? Can they share examples that show suitability for hospitality?



GREEN FLAGS

1. FUTURE PLANS & OTHER COMMITMENTS

- ✓ Wants to grow within the company, prioritizes hospitality as a career.

2. VIRTUES/PASSIONS

- ✓ Enjoys group activities, sports, or hobbies that show dedication. Passionate about health, nutrition, and social ties.

3. AVAILABILITY

- ✓ Available at least 4 days per week, committed long-term, flexible with shifts, minimal extended holidays.

4. CULTURE/HISTORY

- ✓ Researched the company, understands the culture, values, and history, has been a guest.

5. EXPECTATIONS

- ✓ Understands the job—making products, customer experience, cleaning, and working in a fast-paced environment.

6. WORK ETHIC

- ✓ Thrives in fast-paced environments, works well under pressure, enjoys teamwork, eager to learn.



RED FLAGS

1. FUTURE PLANS & OTHER COMMITMENTS

- ✗ Seeking a temporary role, has conflicting commitments, or plans to switch industries soon.

2. VIRTUES/PASSIONS

- ✗ No clear interests, lack of enthusiasm, or no alignment with JOE's virtues.

3. AVAILABILITY

- ✗ Limited availability, short-term commitment, frequent long holidays, or unwilling to adjust schedules.

4. CULTURE/HISTORY

- ✗ No knowledge of JOE, didn't research, just applying randomly for any job.

5. EXPECTATIONS

- ✗ Unclear or unrealistic expectations, not prepared for physical work, or doesn't grasp key responsibilities.

6. WORK ETHIC

- ✗ Poor attitude, struggles in teams, job-hopping history, resistant to feedback.

Furthermore, as an overall impression when selecting -> observe body language throughout the interview—look for confidence without arrogance and a positive energy



EXERCISE: THE IN-PERSON JOB INTERVIEW

Hosting a job interview based on Sapia's recommended questions

THE IN-PERSON INTERVIEW

1

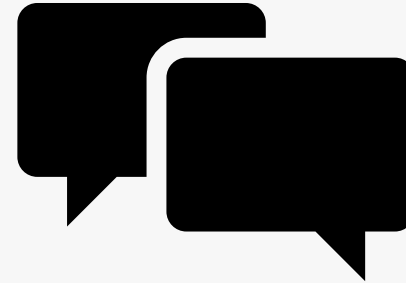
INDIVIDUAL:

- Read your colleagues Talent Insight Sapia Profile
- Prepare interview based on info & *recommended questions*

2

TOGETHER:

- Host *3-minute fast-track* interview by utilizing the 3 x '*recommended questions*' from Sapia
- Swap roles so both tries to be Store Manager & Juicer Candidate



Based on the in-person job interview, the Store Manager will be able to determine whether the candidate is a cultural fit or add to the store.



Post-Interview Decision: Successful Candidates

If a candidates is successful in an interview, we must also evaluate the final 3 practicalities.

<input type="checkbox"/>	Applied ↑↓	Status ▼ ↑↓	Sapia ↑↓	Rating ↑↓
<input type="checkbox"/>	<div><div></div><div><div>Rochelle Rebecca Reid</div><div>14/10/2024</div></div></div>	<div><div>in</div><div></div><div>CV</div></div>	To Be Hired ▼	<div><div></div><div><div>JD</div><div>SJ</div><div>JA</div></div><div></div></div>
<input type="checkbox"/>	<div><div></div><div><div>Rupa Jane Shah Burn</div><div>17/10/2024</div></div></div>	<div><div>in</div><div></div><div>CV</div></div>	To Be Hired ▼	<div><div></div><div><div>JD</div><div>SJ</div><div>JA</div></div><div></div></div>



Requests/Store Placements

Are they able to reasonably commute to a store with a TR request? Does their availability fit the criteria needed for the store?



Start Date

Are they able to start on time and in line with the TR requests?



Right to Work Documents

Do they have a right to work in the UK?



Post-Interview Decision: Store Placements

How to decide store placements for potential hires - always have a store and start date in place before hiring.

Citymapper

London

Switch City

Start

E9 5AP

End

113 Cannon Street

Now

Arrive

Leave

Set

Tomorrow

06

00

Walk

74 min

Leave

04:46

Cycle

41 min

Leave

05:19

Cab

24 min

Leave

05:35

Suggested

26

£1.75

26 min

Leave

05:28

277 / N277

£4.55

34 min

Leave

05:20

277 / N277

£4.55

37 min


Leave

05:20



Check Commute

Check the commute to the store for 6AM, mid-day, weekends, and leaving at closing. It should always be 1 hour> and with minimal changes and cost £5>.

[illegible]

Option 1: UK/Irish Passport



Option 2: UK Birth Certificate and National Insurance



Option 3: International Passport and EU Sharecode

32



AGENDA

- 1 Why is this skill important?
- 2 How to master the skill
- 3 Sum-up and Impact**
- 4 How to apply into practice

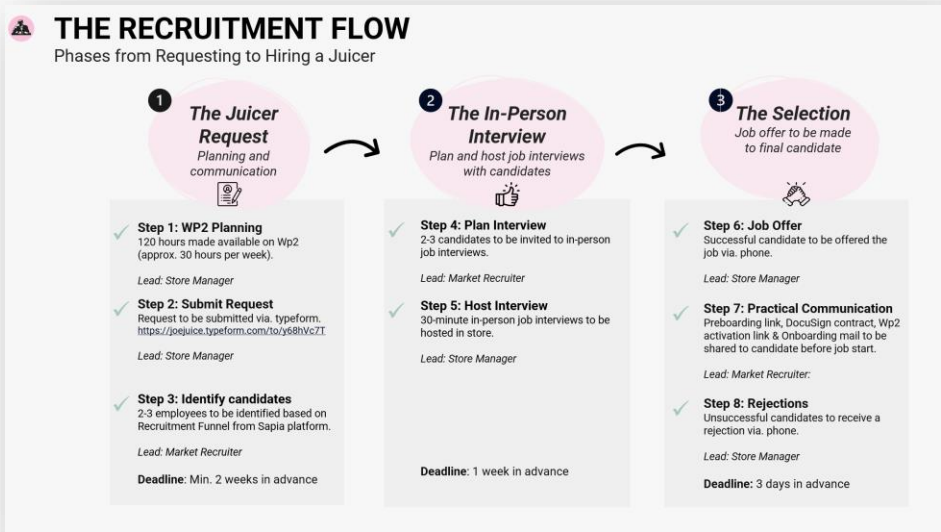




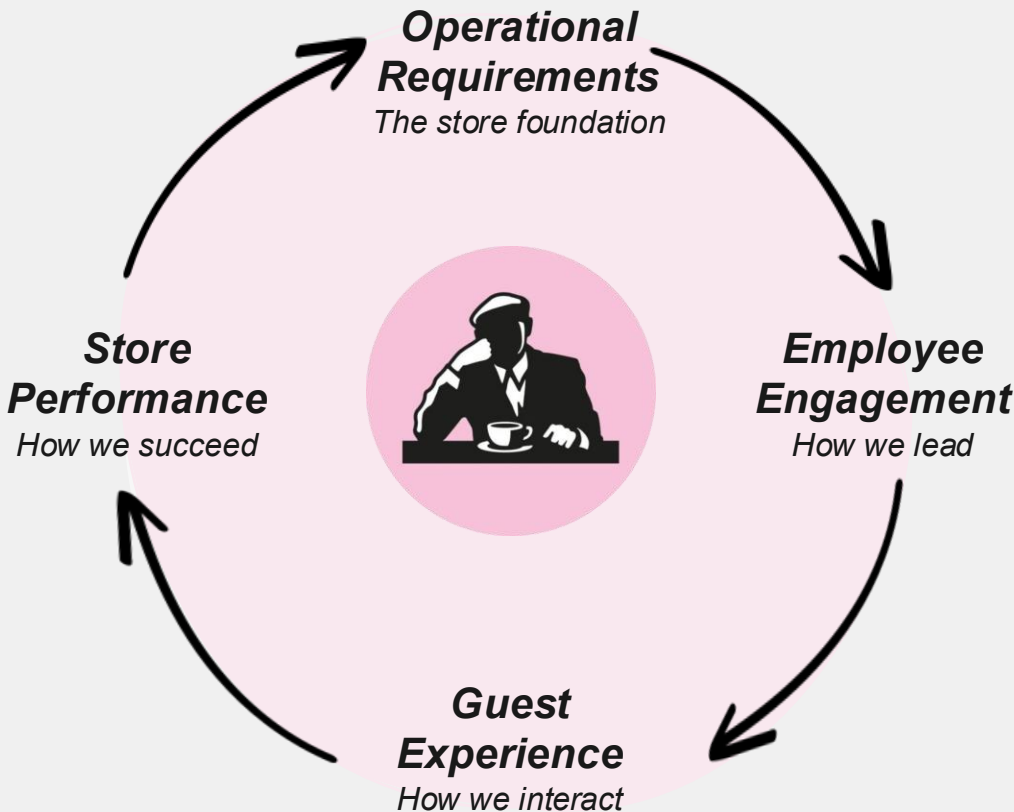
SUM-UP AND IMPACT

From class-room theory to practical in-store skills

What are your key learnings?



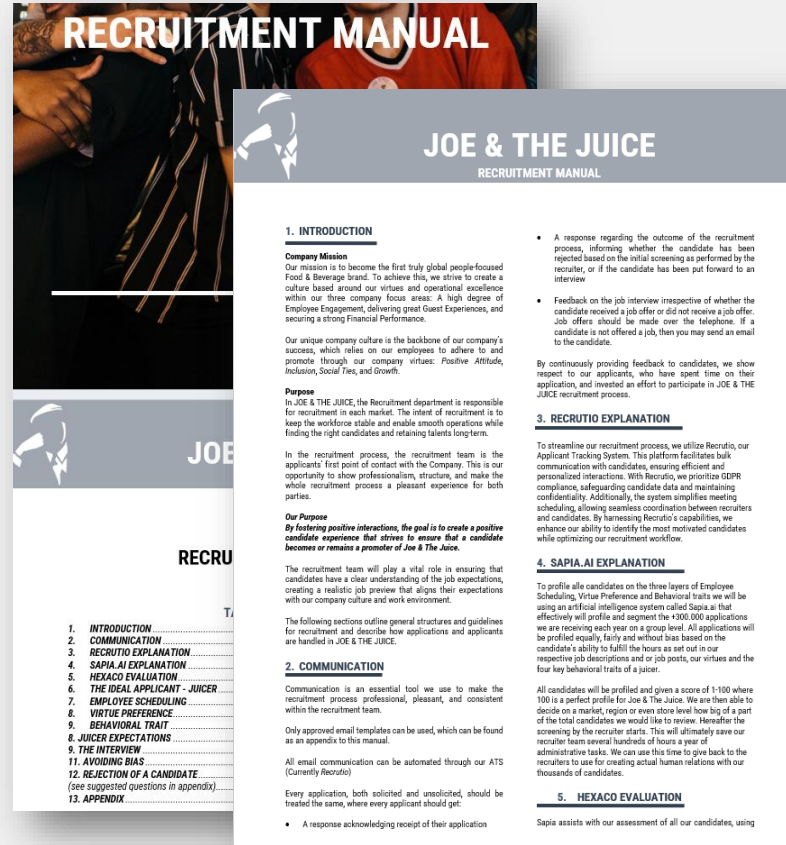
CIRCLE OF OPERATIONAL EXCELLENCE



How does mastering these skills affect each area within
the Circle of Operational Excellence in your store?



YOUR RECRUITMENT MANUAL



Our Global Standards and
Recruitment Manual is to be
followed at all times

[Click here to access](#)