

Adopting Skills-Based Hiring & Getting Pay Right in Hospitality



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Introduction

In the second part of our Salary, Skills and Benefits series, we share data and insights as well as advice from industry experts. You'll learn about the value of skills-based hiring, with frameworks and guidance for implementing it at your business.

Our recent research shows that **19% of hospitality employers plan to increase recruitment in 2026, and 41% rank 'soft skills' as the most important skills they're looking to hire for.** More than ever, alongside experience, candidate skills matter.



Adding specific skills to your workforce requires a nuanced approach, often referred to as 'skills-based hiring'. This begins with an assessment of your needs and flows into your job descriptions and ads. It also influences your selection and interview techniques as well as your onboarding and development plans.

Skills-based hiring isn't a new concept in hospitality. The industry has always sought people who are driven to deliver, can lead teams, communicate, problem solve and stay calm under pressure. **But what's changing is the level of focus employers are placing on these 'soft' skills, how they assess for them in the hiring process and beyond, plus the benefit they see as a result.**

Changes in the sector over recent years caused hospitality workforces and hiring approaches to evolve. Teams are compressed, roles are increasingly broad and employees are more varied in experience and expectations. Understanding the skills you need in your teams is crucial.

Given that every headcount carries a greater cost than ever before, employers are focused on building high-performing, productive teams that they can retain and grow. **A skills-based hiring approach helps them create teams that work well together, deliver consistently, develop and are retained for longer, ultimately strengthening both customer experience and employer brand.** It's also an approach that supports equitable hiring and diverse workforces, which are essential cornerstones for any successful business.

Let's take a look at skills, salary and the most in-demand roles in the sector.

In-Demand Positions and Skills in Hospitality

Salary, Skills and Talent Gaps

Demand for skills remains strong across a wide range of hospitality roles, from housekeeping and catering assistants to restaurant managers and waiters.

Salaries for many entry-level roles have risen due to legislative changes, and now cluster around £25k-£27k, while supervisory and management roles have not yet risen in line, and sit between £30k and £45k.

The skills needed for these roles are likely to have changed, as the responsibilities within jobs have been combined or compressed. Skills gaps that led to the perhaps early promotion of employees into managerial roles may have left certain skills and jobs missing from operations teams, disrupting flow. Skills-based hiring can help you add missing skills back into your teams.

The Most In-Demand Positions in Hospitality

When taking a skills-based hiring approach, it's useful to start with **the roles you most need to fill and understand the skills you most need to attract.**

We reviewed data from 865,000 job ads to understand which roles and skills are most in demand in hospitality right now and the salary bands that go with them.

In-Demand Positions

Kitchen porter	£25,396-£27,040
Cook	£25,437-£31,200
Housekeeper	£25,396-£29,543
Barman	£25,396-£27,664
Catering staff	£25,396-£26,208
Party cook	£27,040-£33,280
Head chef	£31,200-£45,000
Sous chef	£28,080-£36,900
Barista	£25,480-£28,288
Front of house staff	£25,396-£27,118
Housekeeping attendant	£25,417-£27,248
Professional server	£25,396-£30,000
F&B waiter	£25,396-£26,166
Commis chef	£25,396-£29,120
Concierge	£25,396-£28,808
Junior assistant chef	£27,456-£36,000
Restaurant manager	£31,000-£45,000
Cafe assistant	£25,396-£26,000
Restaurant supervisor	£26,208-£30,000
Catering manager	£28,475-£40,000
Assistant restaurant manager	£30,000-£40,000
Event assistant	£25,396-£31,200
Porter night	£25,437-£28,345
School catering assistant	£25,396-£29,350
Restaurant industry staff	£25,396-£25,501
Valet	£25,396-£29,030
Breakfast cook	£26,000-£31,200
Event manager	£31,200-£45,000
Kitchen supervisor	£25,875-£29,120
Night manager	£30,000-£40,830

Attitudes and Motivations: What Hospitality Workers Want

The diversity of the hospitality workforce means that worker motivations vary widely. Employers who understand these differences are more likely to attract talent that stays and develops with them. Assessing attitudes and motivations is an important element of a skills-based hiring approach.

Salary vs Progression

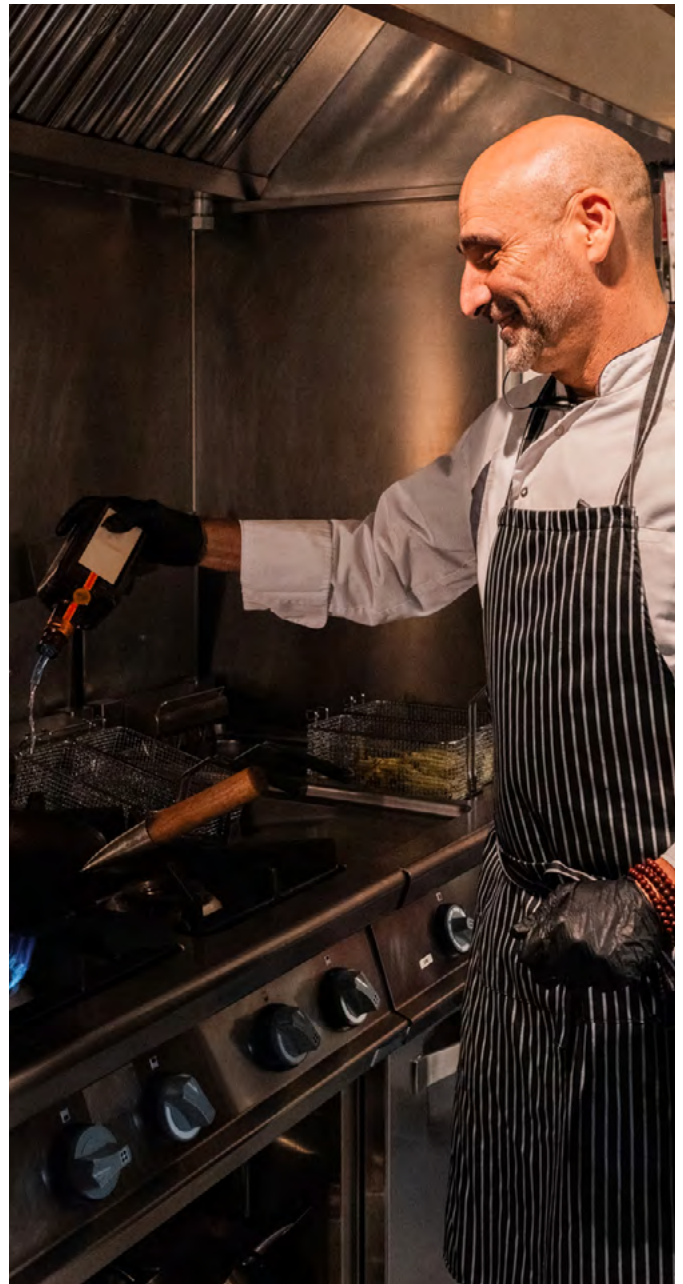
Our research shows that attitudes vary based on the size of the business. Those working in smaller businesses with under 250 employees are especially focused on progression. **21% of workers in smaller businesses say they'd accept a small pay cut for guaranteed career development**, compared with just 6% in larger workforces.

Learning & Development

Education is also a priority for younger workers, with **13% of under 40s listing continued learning as a top goal**, compared with 6% of over 40s. Meanwhile, older workers place more emphasis on expanding their network; 12% of over 40s say this matters, double the rate of younger workers.

Working Patterns

Working hours reflect different life stages too. **Younger workers are more likely to want to increase their hours**, with 16% of under 40s saying this matters to them, compared with 7% of over 40s. On the other hand, **19% of workers over 40 want to reduce their hours**, compared with only 7% of younger workers.



Attracting the Skills You Need Most

When adopting a skills-based hiring approach, you must first understand the skills you most want to hire for. This depends on the requirements of each role, your culture, workforce structure and the customer experience you want to deliver. It's not about reflecting what you have in your workforce already; it's about adding skills in. Importantly, it's about looking deeper than background or experience, to assess attributes and potential.

We asked hospitality employers to share the skills they are most focused on hiring for in 2026, and compared this to the view of employers in the UK workforce overall:

Leadership & people management

Hospitality UK average

39% vs 25%

Customer service & customer centricity

Hospitality UK average

24% vs 13%

Soft skills

Hospitality UK average

26% vs 20%

AI & automation skills

Hospitality UK average

20% vs 25%

Our research shows hospitality employers place most emphasis on the skills that drive team performance, guest satisfaction and leadership. Perhaps unsurprisingly, customer service skills are also valued, along with soft skills such as communication, empathy and teamwork.

Whilst it's not new for hospitality to hire people with these skills, employers are now being more deliberate about assessing and developing them, due to a greater focus on workforce structure and needs.

Cost efficiency is naturally a driver, and skills-based hiring helps lower spend by reducing time to hire, increasing the accuracy of hiring choices and boosting engagement and retention.

A positive, welcoming culture and diverse, equitable workforce are also clear goals, enabled by skills-based hiring. Employers who operate a skills-based hiring model are focused on going beyond filling roles and towards building varied teams that work well together, deliver consistently and enhance the brand experience.



We spoke to **Lorraine Copes, CEO & Founder of Be Inclusive Hospitality**, a Diversity, Equity and Inclusion specialist organisation supporting regional and national hospitality operators to build more inclusive workplaces.

They work with businesses to deliver leadership training, culture audits and advisory services to support both strategic and tactical planning. Lorraine shared her view on the importance of skills-based hiring with us.

“Skills-based hiring is fundamental to the creation of fairer and more inclusive workplaces. Traditional recruitment practices are often clouded with bias; by shifting the focus towards capability, potential, and performance, organisations can access broader and more diverse talent pools. This approach not only supports workforce diversity but also strengthens organisational capability, productivity and long-term performance.”



We also caught up with **Sam Coulstock FIH FIEP, Executive Director** at award-winning hospitality training provider **Umbrella Training**. Through his work with hospitality employers, Sam sees firsthand the connection between skills-based hiring and inclusive workforces. Sam shared his view on the importance of skills-based hiring.

“When we look at what people can do rather than the qualifications they may not have, we open the door to brilliant talent who’ve previously been overlooked. It strengthens fairness, drives innovation, and helps remove the barriers that hold so many back.

If we want to lead on inclusion as employers, we need to rethink outdated job requirements, give candidates the chance to demonstrate their skills in real ways, and invest in learning pathways that help people grow. At Umbrella Training, we’re proud to support organisations on this journey, helping them shift mindsets, build skills-focused strategies, and create hiring practices that truly reflect the world we live and work in.”

Four Key Skills Pillars for Hospitality Hiring

Based on our research and the views of experts in the field, we've created framework and template for you to use as a reference point for your skills-based hiring activity.

Let's start with the four key skills pillars for hospitality hiring.

70% of employers told us that finding candidates with the right skills is a challenge. Here, we explore what is meant by a 'skills-based' hiring approach and share a comprehensive and customisable framework to enable it, along with expert advice to help you.

Begin by considering the four skills areas (or pillars) that are most needed in hospitality. What kind of skills are needed in your roles and teams, and why?

Top skills recruiters are hiring for:



Soft Skills

Communication, empathy, conflict resolution, inclusivity and adaptability. These skills can define the guest experience, how well teams collaborate and the wellbeing and resilience of your employees.



Leadership Skills

Team management, delegation, clear communication and decision-making. Strong leadership skills are essential for building productive and engaged teams, but these skills and behaviours can be useful in almost any role to ensure team cohesion and efficiency.



Creative Skills

Problem-solving, innovation and the ability to think on your feet. These skills help teams respond together to address unexpected challenges, bring new ideas into the business and ultimately increase efficiency and productivity.



Technical Skills

These skills can range from practical knowledge and usage to having a mindset that is open to technological change, such as learning to use AI or new platforms. The ability to learn and use these tools helps operations run efficiently and is now essential for any workforce.

Considering these four pillars can help you define the skills you need to attract and assess in your skills-based hiring approach. You can use these to inform your job ads, your interview approaches and the way you engage and brief hiring managers.

Seven Steps to Move Towards a Skills-Based Hiring Approach

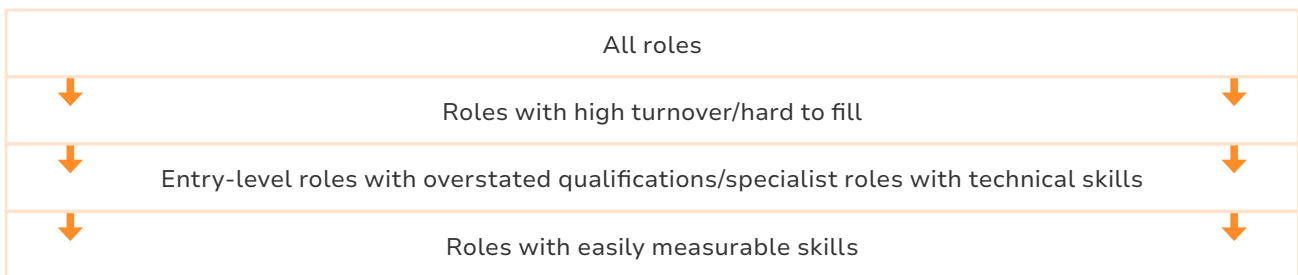
Any change needs to be carefully implemented, especially when you have multiple people involved in a process, such as hiring. Depending on the size and structure of your business, it can take time and attention to embed skills-based hiring as a consistent habit. But consistency is key.

To help you, we've created a framework for bringing a skills-based hiring approach into your business. This can be adapted to suit your needs.

1. Start with pilot roles

When it comes to implementing skills-based hiring, beginning with a small pilot scheme can deliver valuable results. Testing the approach in select roles allows you to gather evidence, refine your strategy, and build organisational confidence. Let's explore how you can get started.

- Identify roles suitable for a pilot scheme, guided by the funnel below:



- Secure agreement from hiring managers to act as partners in the pilot **OR**
- Seek leadership approval to build top-down support

- Define what success looks like (for example, reduced time-to-hire, reduced bias, better retention)

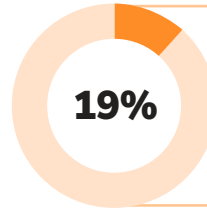
- Document the reasons for your pilot choice so others can see the logic when you scale

Top tip

Start with roles that give you quick wins and visible results to win over sceptics, then continue to track both “hard” and “soft” outcomes.

2. Map a specific skills framework

To recruit effectively for skills, it's essential to identify which ones truly matter. A role-specific skills framework helps distinguish between essentials and nice-to-have, ensuring hiring decisions remain focused and consistent. Here's how you can build a framework for success.

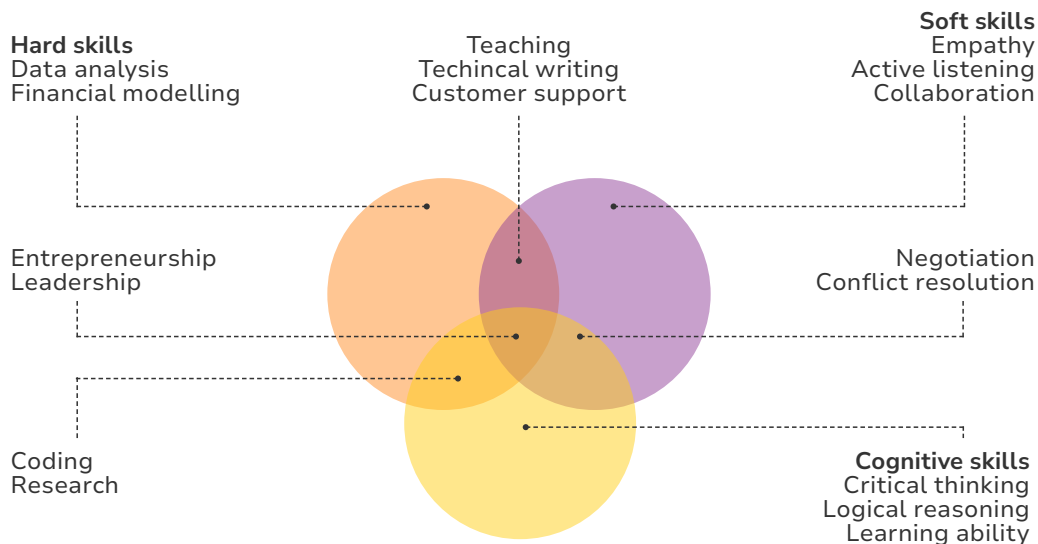


of hospitality employers plan to increase recruitment in 2026

Run a competency analysis:

- Interview job experts/review tasks **AND/OR**
- Conduct workshops with current role holders

Break skills down into categories, for example:



Identify

- Must-have, non-negotiable skills
- Growth skills that can be developed on the job

Decide whether to

- Create a short list of 5-7 skills for focus **OR**
- Build a broader inventory to use for workforce planning

- Share the framework with hiring managers for validation **OR**
- Test it informally by matching it against recent successful hires

3. Design assessment tools and criteria

Assessments are vital for measuring candidates fairly and consistently. Selecting the right mix ensures they stay relevant to the role and industry while giving every applicant a fair opportunity to showcase their strengths. So, how can you ensure your assessments deliver the right results?

- Decide on an assessment method for your chosen skills (the table below includes numerous examples that can help)

Skill type	Assessment methods
Hard skills	Job simulations, work samples, technical tests, practical demonstrations
Soft skills	Situational judgment questions, structured role-play exercises, behavioural interviews, personal assessments
Cognitive skills	Validated online reasoning tests, practical problem-solving tied to role, cognitive ability tests (numerical/verbal/abstract reasoning)

Create scoring rubrics and decide whether to use

- Numeric scales (e.g., 1-5) OR
- Descriptive categories (e.g., “basic,” “intermediate,” “expert”)

Decide whether assessments will happen

- Early in screening to filter applicants OR
- Later in the process to confirm finalists

41% of recruiters are prioritising soft skills, making them the most sought-after capability in hiring



4. Structured interviews and evaluations

Interviews are often the most subjective stage of hiring. Standardising questions and linking them directly to skills helps create a more consistent and equitable process for candidates and hiring teams alike. Let's look at the steps you can take to make this a reality.

- Use structured interviews and ask candidates the same question **OR**
- Add a structured section in your existing interview process as a first step

Depending on if you're hiring for potential or experience, choose between

- Scenario-based questions (e.g. "What would you do if...") **OR**
- Behavioural-based questions (e.g. "Tell me about a time when...")

Depending on your biggest risk area, train interviewers on

- Reducing bias **OR**
- Scoring consistently

Decide whether interviews will be conducted

- By a panel (more perspectives) **OR**
- One-to-one with multiple assessors (less intimidating for candidates)

Capture interview results

- In a central system **OR**
- On standardised scorecards to ensure consistency

87% of candidates in hospitality are less likely to accept an offer from a company with poor hiring processes



5. Integrate with your current hiring process

Skills-based hiring doesn't require an overhaul of existing recruitment practices. Instead, it's about rebalancing the focus. By shifting attention towards proven skills, you can make hiring fairer and better aligned to role requirements. Let's consider how to embed a skills-based approach into your current processes.

Rewrite job descriptions

- Remove unnecessary degree requirements **OR**
- Reframe them as "preferred" rather than "essential"

Include skills demonstrations

- Early in the application process (e.g. short tests) **OR**
- At the shortlist stage to reduce candidate drop-off

- Shared candidate skill profiles with hiring managers **OR**
- Embed them into your applicant review dashboards

- Track key process data like time-to-hire, candidate satisfaction or interview to-offer-ratios

- Ask for candidate feedback post-process

Top tip

Don't try to replace your entire process at once.
Add one or two "skills-first" steps to what you currently do.



6. Monitor results and **iterate**

To demonstrate the value of skills-based hiring, it's important to measure the results against traditional benchmarks. Tracking indicators such as quality, retention, and efficiency provides the evidence needed to refine, scale and sustain the approach.

Measure quality of hire

- Conduct performance reviews after 3-6 months **AND/OR**
- Measure hiring manager satisfaction ratings

Track retention

- Compare non-degreed hires vs. degree-based hires **OR**
- Monitor turnover rates in pilot roles

- Measure efficiency with metrics like time-to-hire

Track diversity by looking at

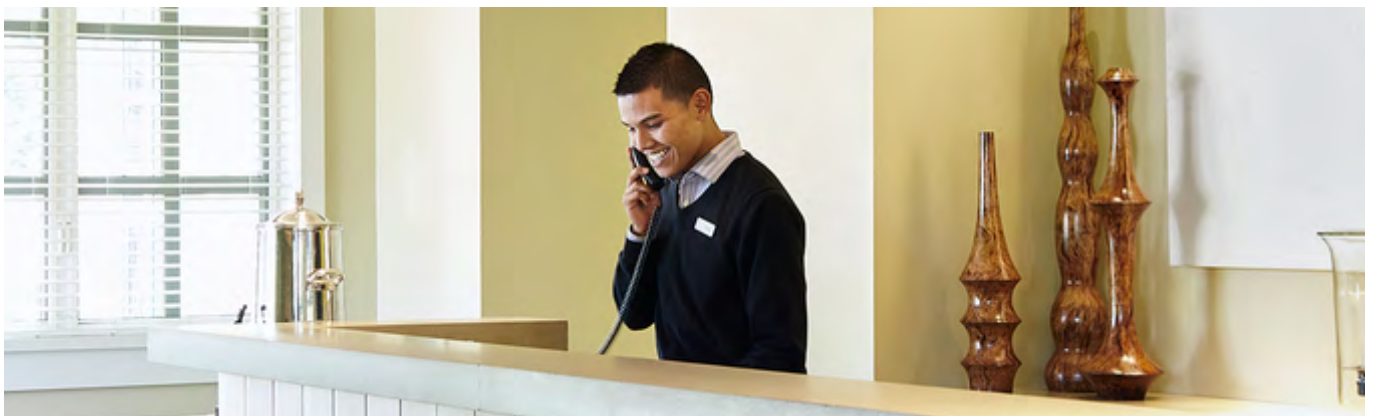
- Demographic diversity **AND/OR**
- Diversity of professional backgrounds (non-traditional pathways)

Gather feedback

- Utilise short surveys with new hires **AND/OR**
- Conduct structured interviews with hiring managers

Top tip

Measure candidate experience and hiring efficiency to help boost your employer brand



7. Scale and sustain

Once a pilot has proved successful, careful expansion is key. Scaling skills-based hiring means embedding it into culture, systems and talent pathways so that it becomes the new norm. Let's explore how to move from pilot to practice at scale.

- Share pilot results as a case study internally **AND/OR**
- Present them as a business case to leadership

- Building capability by training HR teams across all functions

Align hiring with development

- Create internal skills pathways for promotion **AND/OR**
- Link skills data to learning and development systems

- Review skills frameworks regularly



Employer Viewpoints

We talked to *Erika Colone, Head of Talent at the Ivy Collection* and *Gary King, Director at Collins King* to hear their views, approaches and advice on skills-based hiring in hospitality.

When every hire counts, and costs are closely managed, how are hospitality employers approaching skills-based hiring? And how are their actions impacting their recruitment success?



Erika Colone
Head of Talent
The Ivy Collection

What does skills-based hiring mean to you, especially in a hospitality setting?

For us, skills-based hiring means looking beyond just education, titles and years of experience. It's about being open-minded and proactive in our talent acquisition approach. We focus on the soft skills, personalities and passion people have for the industry – things like teamwork, emotional intelligence and the ability to think creatively. In hospitality, these skills are crucial for delivering great guest experiences.

How is skills-based hiring important for The Ivy Collection?

It sits at the core of our talent acquisition strategy. It helps us build diverse teams that bring unique perspectives and strengthen our company culture. Importantly, it also opens the door for people from all backgrounds to join the industry, regardless of their formal qualifications, which is so important given the talent shortages that hospitality faces.



Which challenges do you aim to solve through a skills-based hiring model?

The priority for us is building happy, high-performing teams. Skills-based hiring allows us to find the right blend of personalities and skillsets across front-of-house, back-of-house, and support roles. It's critical for our culture at The Ivy Collection, where people come first.

How have you embedded skills-based hiring into your recruitment processes?

It's been a gradual process over the last 4-5 years, and we've adapted our approach across our growing portfolio of brands. A key part has been providing quarterly training and mentoring for our hiring managers – from senior leaders to junior supervisors – on how to effectively assess soft skills and potential, rather than just experience.

We upskill them on best practices for interviewing, assessing, and making skills-based hiring decisions, and cover things like being more emotionally intelligent when interviewing younger candidates who may not have extensive experience.

When you're hiring, which skills or behaviours do you look for?

For entry-level roles, the focus is on attitude and passion for the industry. We're looking for the right mindset – like being a team player, having emotional intelligence, and prioritising great customer service.

For management roles, it's more about leadership skills, listening, humility and an ability to put people first. We've moved away from managers being solely focused on profits and sales. Now the focus is on creating happy, engaged teams, as we see that's the foundation for commercial success.



What impact has skills-based hiring had on performance, retention or progression?

We monitor the data very closely, looking at candidate attraction, conversion rates and internal progression. What we've seen is that by focusing on the right skills and attitudes, we're able to build teams that are much more engaged.

This then has a direct impact on retention, as people feel supported to grow their careers with us. It's about giving people the right training and opportunities to achieve their potential.

Has skills-based hiring impacted diversity and inclusion within The Ivy Collection in any noticeable way?

The diversity of our workforce is a real strength. By focusing on skills, we're able to give opportunities to people from all backgrounds, and we're really proud that our leadership teams are better balanced in terms of gender representation, for example. It's not about quotas, but about creating an environment where the best talent can rise to the top, regardless of who they are or their background.

Can you share a real example of where hiring for skills and potential made a clear difference to an individual or a team?

There are so many I could share! One that stands out is one of our General Managers in London. He started as a team member, and through his passion, people skills and willingness to learn, he's become a highly respected GM. The opportunities came because of his soft skills, not his CV.

We also work closely with the charity Only A Pavement Away, to open up paths to employment for those who have experienced homelessness. One of our Senior Chefs came to us through this partnership. He's now one of our top performers in the back-of-house team. Again, this is an example of seeing attitude and potential, and valuing that more than experience or background.

What advice would you offer to employers wanting to increase their focus on skills-based hiring?

- 1. Be creative and open-minded** – don't be afraid to try new ideas and approaches. The worst that can happen is they don't work, and you learn from it.
- 2. Ensure consistency in your processes** – have the right systems and training in place to support your hiring managers in making skills-based decisions.
- 3. The most important thing is to believe in the power of this approach** and have the passion to drive it forward.



Gary King
Director
Collins King

Gary, what are your thoughts on the importance of skills-based hiring in the hospitality industry?

It's absolutely crucial. There's an ongoing skills shortage in hospitality, and the industry just isn't being sold or promoted enough at the school and college level, so we're not attracting enough new talent. Taking a skills-based hiring approach means we can look beyond just experience and qualifications, and focus on the right attitude, aptitude and ambition. It means we can open the door to more people to enter the industry and benefit from the fantastic opportunities it offers.

Can you expand on what you mean by “attitude, aptitude and ambition” when it comes to skills-based hiring?

When I'm assessing candidates, I'm looking for that genuine passion and interest in hospitality. Do they have the right mindset and approach to do well in this busy, people-focused industry? Technical skills can be trained and experience can be gained, but soft skills like resilience, teamwork and customer service need to be evident from the start. That's what I look for.



And it's not just about entry-level roles, either. Even for more experienced hires, I look for that ambition and drive to keep developing and making a real difference to the business. You can only spot that with an interview process that focuses on culture and skills, not just experience.

How would the hospitality industry as a whole benefit from a more skills and culture-based hiring approach?

I really believe a shift towards skills-based hiring could be a gamechanger for the hospitality industry.

Right now, we're fishing in a shrinking pool of candidates because the industry just isn't seen as an attractive option, especially for younger people. But if employers focus on assessing core attitude, aptitude and ambition, rather than just direct experience, it opens up a whole new way for talent to come in.

We'd be able to attract more diverse candidates, bring in fresh perspectives, and build teams that are truly aligned with the company culture. That's going to lead to higher engagement, better retention, and ultimately, more successful businesses.

It's also a way for hospitality to really position itself as an industry of opportunity. With the right support and development, those candidates with the right mindset can thrive and progress, even without extensive prior experience. That's a powerful message to send, especially to younger generations.



Are you seeing more employers adopting a skills-based hiring approach?

It really depends on the size and structure of the business. The smaller, more independent operators tend to be more flexible and open to looking at the whole person. They understand the importance of culture-add and skills, alongside experience.

The bigger, more corporate hospitality groups can be more rigid, focused mainly on qualifications and direct experience. They can miss out on great talent as a result.

Having said that, I do think the situation in the industry since the pandemic has forced employers to re-evaluate their hiring practices and recognise the value of that broader skills assessment.

How do you suggest employers implement a skills-based hiring approach?

A few key things I'd suggest: The key is looking at the whole person, not just what's on paper.

- 1. Prioritise face-to-face interviews** where possible. You really need that in-person interaction to get a sense of the whole person, not just what's on their CV.
- 2. Make sure you're selling your company and culture to the candidate**, not just assessing what they can do for you. Get them excited about the opportunities and growth potential. That way they'll get a good sense of how it would feel to work for you, and you'll be able to assess whether they'll thrive in your culture too.
- 3. Pay close attention to how candidates approach the whole hiring process** – their punctuality, preparation and attitude. That can tell you a lot about whether they'll be a good hire for your business, and whether they have that commitment and passion for it.

Top Tips to Maximise Your Skills Based Hiring Approach

1. Use Job Ads to Spotlight the Skills You Need

Reworking your job ads around skills as well as experience helps attract a wider, more diverse pool of candidates. It also signals that you value certain skills, capabilities and potential alongside experience. Above all, if you make it clear which skills you are looking for, you'll attract applications from candidates who align to them.

2. Use Technology to Spot Transferable Skills

Hospitality attracts people from a whole range of sectors including retail, care, events and other service-driven sectors. Technology and AI can help identify transferable skills hidden in CVs, reduce bias and highlight candidates who might otherwise be overlooked.

3. Build Clear Skills Profiles for Each Role

Skills profiles outline the capabilities needed to succeed. They separate what's essential from what can be trained, helping hiring managers make consistent decisions and supporting internal mobility.

4. Train Managers to Interview for Skills

Behavioural and scenario-based questions reveal far more about how someone will perform than simply looking at their list of previous roles. Managers who interview for skills can spot the candidates with potential and culture-add within their offering and are more likely to build cohesive and high performing teams.

5. Assess Skills Objectively

Short, practical assessments such as role-plays or simple technical tasks can help level the playing field and reveal strengths that don't show up on a CV. Offering a range of types of test or tasks allows people to choose the method that best suits their communication style.

6. Link Skills to Progression Pathways

In hospitality, progression opportunities are a real differentiator and hold high appeal for candidates. Mapping skills to career paths helps employees understand how they can grow with you and why they should stay.

7. Communicate Skills Internally and Externally

Using the same skills language across job ads, interviews, onboarding, training, and performance reviews reinforces a skills-first culture and strengthens your employer brand.

In the third and final report in our Salary, Skills and Benefits series we look in detail at the benefits that really influence hospitality hiring, engagement and retention.

Caterer.com - the hospitality industry's hiring partner

Caterer.com makes finding the right hospitality talent simple!

Create and post a job ad in just a few clicks – and achieve maximum reach for your jobs. Our intelligent technology helps you find the best candidates for all hospitality jobs – as quickly as possible.

At the same time, we use our extensive network of industry partners to spotlight your roles to relevant hospitality candidates.

We bring the hospitality community together and host live sessions to learn from each other. We share these insights with you so you can enhance your hospitality hiring strategy.

And best of all: We support you with outstanding service from day one – and accompany you at every step.

- Innovative technology to reach & 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 such as The Institute of Hospitality, Springboard, HR in Hospitality, HIT Scotland, Hospitality Titans, Catering Scotland, Choose Hospitality and we deliver our jobs feed directly into some of 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 & support to help you elevate your brand

Hiring Solutions

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

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:

- Extend your candidate reach into new and diverse talent pools
- Deliver a tangible impact on your DE&I strategy
- 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.

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

CV Database

Take control of your hiring and find the ideal person quickly by using our CV Database to search over 5 million profiles. Using our intuitive search and filters, you can easily find and contact the most relevant people for your jobs.

- 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.
- Save your searches and receive an email as soon as matching candidates register or update their profile.

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