

HIRING AT THE REGIONAL LEVEL

- I. Referrals
 - Share information with our internal teams. Encourage people to spread the word. Appreciate people who take the trouble to find you someone.
 - Pay referral bonus on time. Share information regarding referral bonus.
 - Ask staff to put it up on their social media posts, whatsapp groups.
 - Approach ex-employees who have left on a good note.
- II. Malls
 - Regularly give your cards away to anyone you find interesting in sales. More importantly try to get the number of the person you are approaching rather than only give your card away.
 - Speak to senior members. Ask for advice on hiring, request for recommendations, keep a conversation flowing.
 - Visit malls or shopping areas where you do not have your stores. Meet a new crowd of people.
 - Do malls have a notice board? Parking area, whatsapp group? How can you spread the word?
- III. WhatsApp
 - Share on 'status'
 - Share on groups - internal and external - job groups, local groups,
 - Share with key persons. Develop a small database who you can approach.
- IV. Online
 - (i) LinkedIn
 - Share a job opening as a 'post' on your feed.
 - Update your profile to a purple ring 'hiring' status
 - Update and post on LinkedIn at least once a month - new stores opening in your region, team building activities, appreciation post of an employee, reshare Hidesign LinkedIn page posts, etc.
 - Utilize 1 free 'job' post that every profile has. Use it for something important or multiple openings of the same designation.
 - (ii) Naukri
 - (iii) Indeed
 - (iv) Internshala
 - (v) others
- V. Campus Recruitment
 - Identify 2 colleges of the following categories for each of your important cities. Get the contact number of the placement head. Share a diary, keep in touch, make friends. Aviation School | Hospitality | Fashion | Minority Institutions | B'Com / B'A Colleges