

Job Fair

CHECKLIST



WHY attend a job fair? Hosting or attending a job fair helps you stand out as an employer.

WHAT is a job fair? An opportunity to meet face to face with candidates seeking employment.

HOW? Use this checklist as a guide for preparation. Customize checklist to your organization.

Information + Collateral

- LAPTOP OR TABLET** — loop a “sizzle reel,” highlight video or photos of your spa
- ONE-PAGE HANDOUT** of why to work at your spa (template in toolkit)
 - Company culture
 - Compensation
 - Professional development
- TESTIMONIALS** from current employees
 - One-page takeaway
 - Mounted on poster board and displayed on table
 - In a slide presentation scrolling on your tablet
- HANDOUT OR CARD** stating how to apply for your organization as an easy take away
- DESCRIPTIONS** of any jobs or internships you may have available at the time

Display Goal: draw attention to your table and engage face to face in addition to providing attendees with a visual representative of your brand.

- TABLE COVERING**
 - Table cloth showcasing brand colors
 - Flowers or alternatives for color and visual appeal
- DISPLAY MATERIALS** such as frames etc., matching and in good working order
- GIVEAWAYS FOR CANDIDATES** — brand related or practical items
- TREATS/SNACKS**
- PRODUCTS** used in your facility either as a sample or on display
- SCENTED ITEM** to draw attention such as a candle (if allowed), essential oil diffuser
- TABLE/CHAIRS** for lengthy discussions

WHO attends? A manager, a current employee, HR associate. Including someone in the role you are trying to attract would be beneficial for candidates to engage with.

- BUSINESS CARDS** or collateral listing contact information, social media handles, making it easy for potential candidates to connect with representative or company after job fair (see examples).
- DRESS PROFESSIONALLY AND INLINE WITH COMPANY CULTURE**
- NAME TAGS OR LANYARDS** identifying name and position
- COMFORTABLE FOOTWEAR**



**THE SPA AT THE WOODSTOCK INN AND RESORT
14 THE GREEN, WOODSTOCK, VT 05091 | (802) 457-6697**

Describe your facility or business.

We have ten treatment rooms for massage. Two can be used for couples, three contain showers for body treatments, and three can be used for facials and waxing. Our spacious treatment rooms are unique with large windows, offering natural light. Our salon offers nail treatments, hair up dos and makeup. Additionally, we have a retail space, which includes products used in our services, as well as a variety of local items.

Guests of the Spa have access to amenities, including a eucalyptus steam room, dry cedar sauna and whirlpool. The sauna and whirlpool are in an outdoor courtyard. In the summer, we have an outdoor saltwater pool for guests to use as well. Our great room and private relaxation lounges have recently been updated with all new furniture and décor.

What is unique about your business?

Our 10,000 sq. ft. Spa is attached to the Woodstock Inn & Resort. We are proud to be a LEED certified building, which means our building was built environmentally green. We use only products which are free of parabens, petrochemicals, synthetic ingredients & fragrances and using only natural preservatives (usually vitamin A & E). Our accreditations include Forbes 4 Star, Preferred Hotel, and Resort Hotel Association.

How long in operation?

Since September 1, 2010

How many staff members in the business and/or Spa?

- 37 Massage Therapists
- 8 Aestheticians
- 11 locker room hosts
- 5 front desk concierges
- 3 managers
- Additional on call/seasonal staff

Who is your target clientele?

50% hotel guests, 50% locals and visitors

What is the average number of appointments in a week?

350

The following is an example of a Job Fair information sheet. Information may vary, based on your spa.

Are you a seasonal business? Describe as applicable.

No. While we are busy year-round, our busiest times are summer and winter. Slower season is March and April.

When conducting an interview, what qualities are you are looking for in a potential candidate? Do you require a hands-on interview? If so, how long of a massage do candidates need to give? Based on your experience give advice to the students on how to successfully interview.

A candidate's personality and willingness to work with a team are very important to us. Experience is less important. We will hire people directly out of school if they seem to be the right fit. We require our therapists to have certification from a 600 hour course.

A successful interview could include arriving early and dressing professionally yet comfortably enough to perform the hands-on massage. Bring your resume and a list of questions for us as you are interviewing us as much as we are interviewing you. We always appreciate when interviewees are honest about their strengths and more importantly their weaknesses. Willingness to learn our protocols and take time for training is very valuable.

We require a hands-on massage as part of the interview process. For the massage interview portion, we'd expect you to have a good intake at the beginning, i.e. areas of focus, health concerns, etc. Check in about comfort of head rest, bolster, temperature and pressure. Good draping techniques, consistent pressure and discerning whether the recipient is willing to engage in conversation are things we look for as well.

“Soft Skills” required to be successful:

Success is most likely if you are flexible—able to work with a live scheduling system where appointments, room assignments, start time or type of service may change. During high demand times, you may be asked to add additional hours or shifts. Keeping a clean workspace, being organized and preparing for your whole day will set you up for success and help you to stay on time. Time management is extremely important for you, the guest and our entire team.

As a part of our caring team you would need a positive attitude and a willingness to help others. We help each other by covering shifts, setting up rooms, assisting with treatment set up, and communicating effectively with one another.

As a professional, your guest will be looking for you to be confident, ethical and to customize the treatment to their specific needs. Problem solving and good listening skills are very important, this includes non-verbal communication as well.

For the success of the Spa, it is necessary to be dependable and reliable for your appointments and guest needs. You will need a willingness to learn the systems and protocols for our treatments to create an enjoyable work atmosphere and a wonderful guest experience.

Responsibilities of an employee, what are the professional qualities and general expectations:

Expectations will vary depending on the position that you are applying for. Refer to specific job descriptions for the requirements and expectations.

The following is an example of a Job Fair information sheet. Information may vary, based on your spa.

Explain your compensation plan. This includes “standing time” pay, commissions and gratuities. Be as specific as possible with numbers. What is the average pay per year for a massage therapist in your facility? Do you have independent contractors, employees or both? Explain compensation for both as applicable. Do you have any “perks” that you offer employees (beside training that will be discussed next). You may want to wait until the interview process to explain this, but it is up to the company. The salary, commission, benefits and employee perks will vary based on the spa.

Compensation for massage employees are as follows:

- 17% commission
- 17% gratuity (there is potential for additional gratuity)
- \$10/hr normal hourly pay
- \$10.78/hr for training/meetings

Based on this, these are examples of some of our treatments:

- 60 Minute Deep Tissue Massage on a weekday (\$168 cost), you would earn \$67.12
- 60 Minute Deep Tissue Massage on a weekend (\$173 cost), you would earn \$68.82
- 60 Minute Relaxation Massage on a weekday (\$155 cost), you would earn \$62.70
- 60 Minute Relaxation Massage on a weekend (\$162 cost), you would earn \$65.08

You are encouraged to clock in 30 minutes before your shift begins to set up for your day and stay clocked in up to 30 minutes after your shift has ended to clean and stock your room(s).

Below is the average salary for a massage therapist who works a specific number of hours per week: (these are based on our previous treatment model)

- 18 hours/week—\$42,583
- 7 hours/week—\$15,464
- 4 hours/week—\$9,043

The spa has a strict 24-hour cancelation policy. If a guest does not show up for their appointment or cancels within the 24 hours, the Provider will be paid the commission for that treatment.

Now for the wonderful perks for our resort employees:

- Skiing: Free lift ticket, discounted rental equipment (M–F)
- Golfing: Free golf, discounted rental equipment (M–F)
- Nordic Center & CC skiing: Free passes, discounted rental equipment (M–F, 50% off on weekends)
- Athletic club: Complimentary access to group classes, indoor pool, whirlpool, sauna, steam room, free weights and work out equipment
- Spa: Discounted treatments and retail (40% off for spa employees!)
- Restaurants: 20% discounts at resort restaurants
- Gift Shop: 20% discount off retail
- Hotel Room discounts for yourself, friends and family in our lovely resort. In addition, the Resort Hotel Association allows you discounted hotels and spa treatments at various locations throughout the country.
- We have a great complimentary staff cafeteria

The following is an example of a Job Fair information sheet. Information may vary, based on your spa.

Perks specific to the Spa:

- You receive 10% for retail commissions
- Your nametag and uniform top are provided for you
- Linens, and all products used in the treatments are provided
- The spa pays for laundry—our providers are not required to wash or fold laundry
- The spa makes all reservations and balances each shift equally among staff—there is no seniority.
- Employee Assistance program
- Paid for clean up and set up
- Friends and Family can receive discounted services (25% off during non-peak times)
- We do not have a non compete for our Providers. They are welcome to work elsewhere as well
- 401 K after a year of employment, even for part time staff
- You will be paid the commission if a guest cancels within 24 hours

Different pay structures offered in the business of massage:

Currently, we are not offering different pay structures. This will vary for each spa.

Do you have a training program for new hires? If yes, explain in detail the time and what they would expect to gain from it. Do you have them perform any body work on staff prior to working with the clients for the first time? Be specific.

Yes, we have a great training program. Day 1 is about 6 hours. You will learn where everything is and the basics about working at the spa. After that are 3 additional days: 6 hours each day of hands-on training. Each provider must see-feel-do for each service. You see how it is performed, you receive it, then you perform the service. After working for a few months, you will receive additional training, specifically body treatments.

The resort includes a Woodstock Welcome training day, which includes a history of the town, the Inn and surrounding area. There is also a new employee orientation training day, includes a tour of each of the resort outlets and you are treated to a nice lunch at one of our restaurants.

What makes you an attractive employer? Sell your facility to the students.

We have a great team that truly cares about each other. The atmosphere is of a big family among all staff. Everyone takes time to help each other out, whether it's setting up for a last-minute appointment or covering a shift. We like to celebrate birthdays and making budget each month at the spa with delicious food for the team.

We receive a lot of feedback from employees that they are grateful to work at The Spa at the Woodstock Inn. The team comments on the organization of supplies and that they know what it is expected when they come to work. They are pleased to have windows and high-quality, all-natural products and linens used in every treatment room.

We take pride in making each shift equal for each person. Our front desk staff cares about the provider as well as the guest when scheduling appointments. A lot of our providers have repeat guests, as half of our business is local. Many of our resort guests return for spa treatments throughout the year as well.