



# MAKE *it here*

Toolkit for Tourism &  
Hospitality Businesses



TOURISM  
NORTHERN  
IRELAND



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# Introduction

- This Toolkit
- Background & Objectives
- Research findings
- Approach
- **Make It Here** platform
- Benefits for Employers

# This Toolkit

The aim of this toolkit is to make it easy for Tourism & Hospitality employers and partners to be part of the **Make it Here** campaign.

The campaign launched back in March 2023 and has proved very successful with over 91,000 visits to our microsite to-date. This dedicated toolkit helped Tourism & Hospitality employers get involved and has now been updated with new assets and insights.

## THIS TOOLKIT INCLUDES

- Explanation of the **Make it Here** Platform
- Target audience and key messages
- Examples of campaign creative
- Information on the [Makeyourcareer.co.uk](https://www.makeyourcareer.co.uk) website
- Media plan
- How to join in
- Downloadable assets for Tourism & Hospitality businesses to use in their own activity.
- Explanation of campaign developments including website updates and new campaign creative
- New customisable creative assets

# Background & Objectives

The Tourism & Hospitality sectors have faced significant skills shortages in recent years, especially in the wake of Covid-19.

We understand from you, our industry, that recruiting and retaining good people is one of the biggest challenges we face. Post COVID-19 businesses are experiencing a tight labour market resulting in the need to adapt and strengthen the sector's employment offer to attract and retain and win the battle for talent.

In 2022, Tourism Northern Ireland carried out robust, nationally representative research among current employers, employees, former employees and students to fully understand the challenge.

This research revealed that many people do not even consider a career in Tourism & Hospitality because of deeply engraved negative perceptions.

We discovered that the top 3 most important aspects of job for the public are:

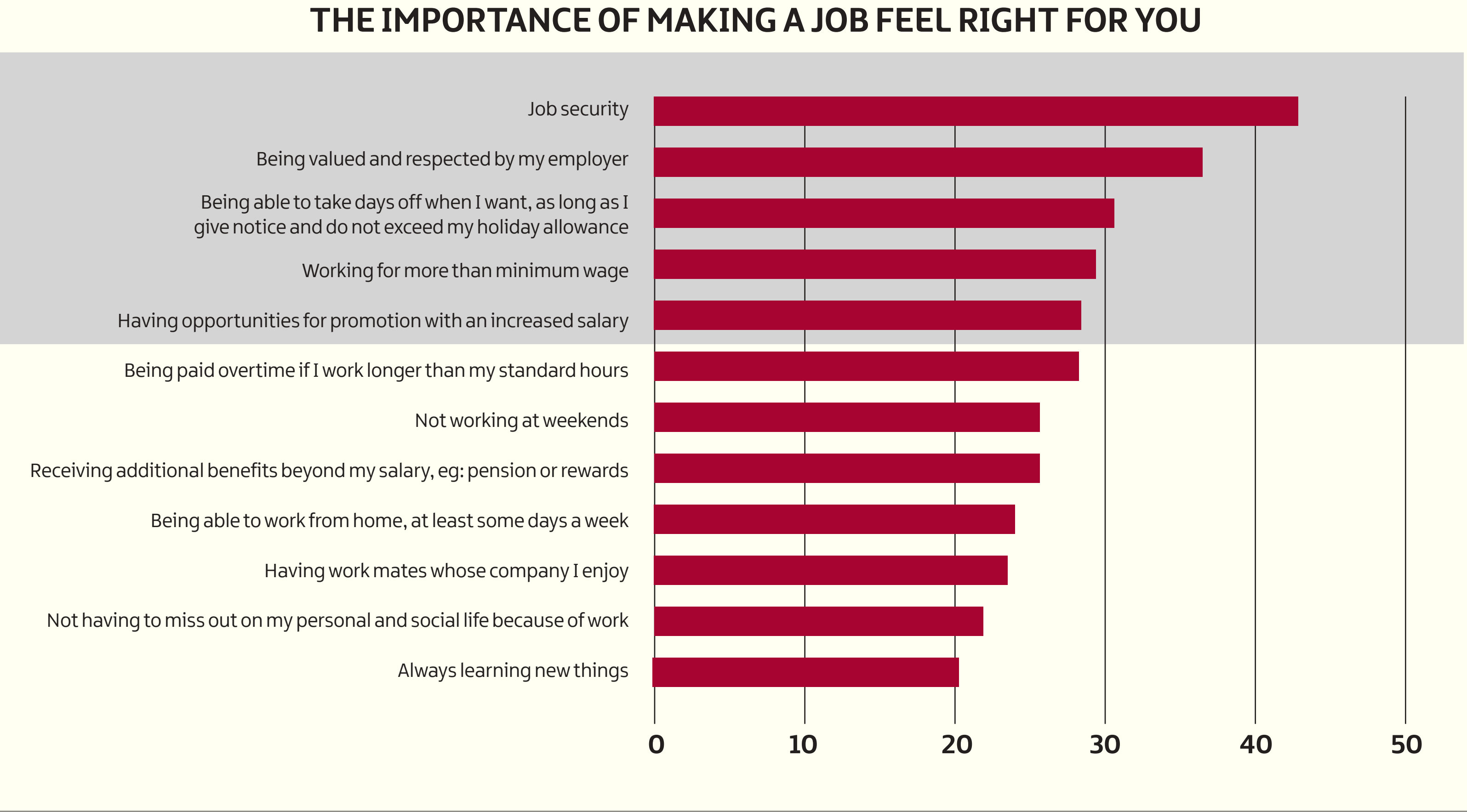
1. Job security.
2. Being valued and respected by my employer.
3. Being able to take days off when I want, as long as I give notice to my employer and don't exceed my holiday allowance.

However, only half or less as many people believe these job aspects would be found in the Tourism & Hospitality sectors. Also, 46.1% of current Hospitality employees and 11.2% of Tourism employees would not like to still be working in their respective sector in 5 years' time.

The next few pages of this document show some of the key research takeaways. Full research report can be found at: [www.tourismni.com/recruitretain](http://www.tourismni.com/recruitretain)

# The most important aspects of work for the public

This graph shows how important certain aspects of work are for a job to ‘feel right’. The top 5 most important aspects are framed.



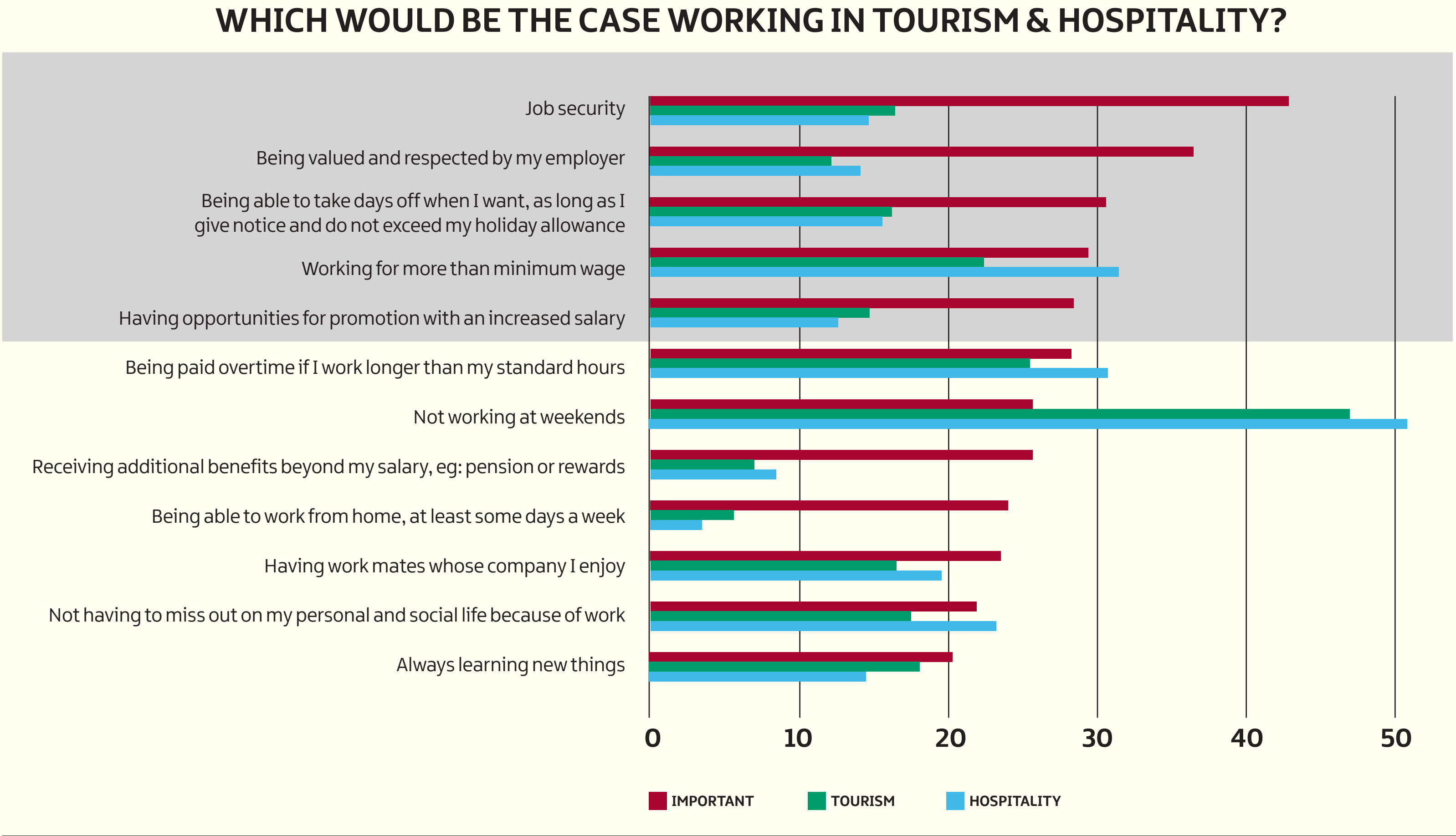
Q: How important would each of the following be in making a job feel right for you?  
Please pick your top 5. Base: 629



# The public assume that the majority of important aspects are mostly absent from Tourism & Hospitality

This graph shows to what extent the public believes each of these aspects would be the case in **tourism (green)** and **hospitality (blue)**.

For ‘(Not) working at weekends’ the green and blue bars indicate the number of people who believe they **would** have to work at weekends.



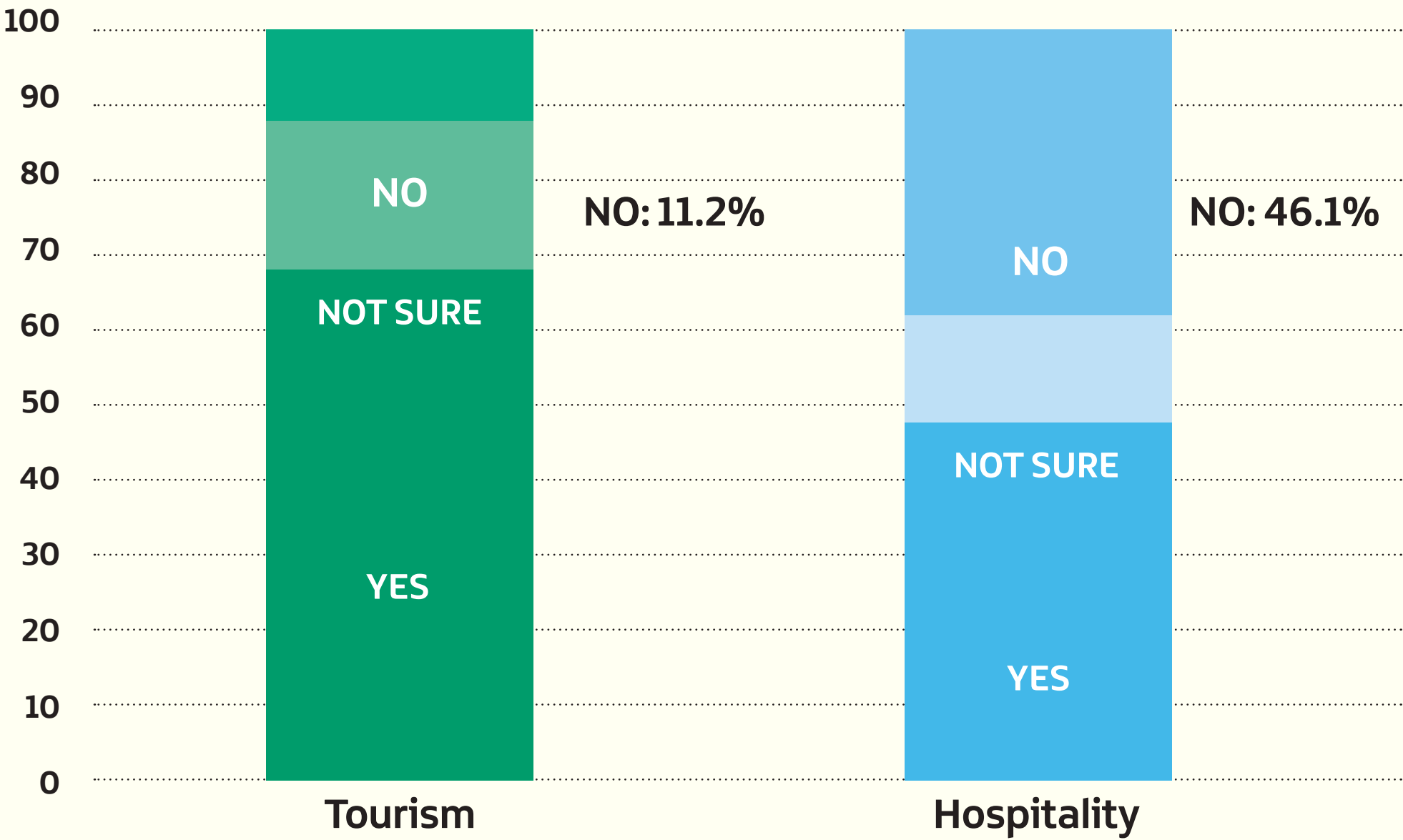
Q: How important would each of the following be in making a job feel right for you?  
Please pick your top 5. Base: 629

# Retention is a bigger issue in Hospitality than Tourism

This graph shows that 11.2% of tourism employees would not like to be still working in the industry in 5 years time, while 46.1% of hospitality would not like to still be working there.

Although this is to be expected as the age profile of people working in hospitality is younger, it still reveals that retention is a bigger issue for hospitality than for tourism.

LIKE TO BE WORKING IN TOURISM & HOSPITALITY IN 5 YEARS' TIME



Q: Would you like to still be working in Tourism & Hospitality in 5 years time?  
Base: 319



# Top *negatives* from employees - Tourism

1. Having to miss out on personal and social life because of work

36%

“ I missed so many things, there’s so many photos I’m not in because I was working.”

Employee

2. Staff being paid minimum wage or a very low wage

31%

“ Zero-hour contracts are a plague on society.”

Employee

3. An absence of proper training

27%

“ If you’re good at what you do, they don’t want to move you up.”

Employee

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Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274

# Top *negatives* from employees - Hospitality

1. Having to work evenings

50%

“She (Hospitality sector) takes you by the arm in public then gets you home and batters you.”

Employee

2. Staff being paid minimum wage or a very low wage

44%

“You can’t build a workforce and a team on £9.60 an hour.”

Employee

3. Having to work weekends

43%

“Entry-level hospitality is one of the least hospitable jobs you’ll find!”

Employee

“I haven’t had a Saturday to myself for 4 years.”

Employee

---

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274



# Top positives from employees - Tourism

1. Helping people have an enjoyable experience **50%**

“ I love meeting all the other different people. You’re not seeing the same people, You’re meeting different people all the time. I should have done it a long time ago.”

Employee

2. Interacting with customers **46%**

“ Tourism is really about opening yourself up to people and opening yourself up to new experiences, trying new things and learning new things. And you learn a bit more about yourself.”

Employee

3. Meeting new people **42%**

“ I love talking to people about the town, about the history and stuff. There’s so much history, so much culture, and people just don’t know about it. We’ve a lot to be proud of.”

Employee

---

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274

# Top positives from employees - Hospitality

1. Not needing a degree or qualification

47%

“I just fell into it. You know, you’re a student, you need the cash, and it didn’t matter working weekends and things.”

Employee

2. Interacting with customers

44%

“It’s a good team, I love the people I work with. You’re all in it together and you support each other. And the social side is good too, they’re a good bunch.”

Employee

3. Helping people have an enjoyable experience

38%

“I loved working in hospitality. I loved being around people. It was a job I grew up in and loved from day one.”

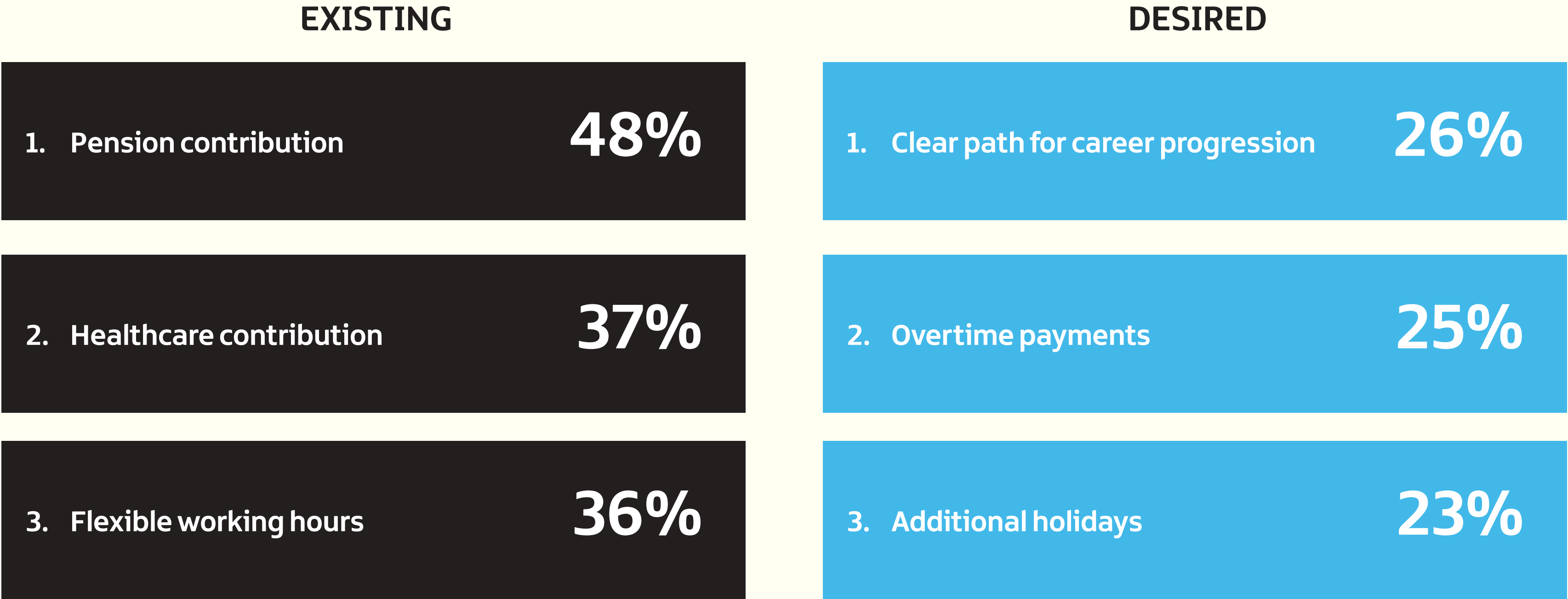
Employee

---

Q: To what extent do you feel that each of these is a negative feature of working in Tourism & Hospitality? Base: 274



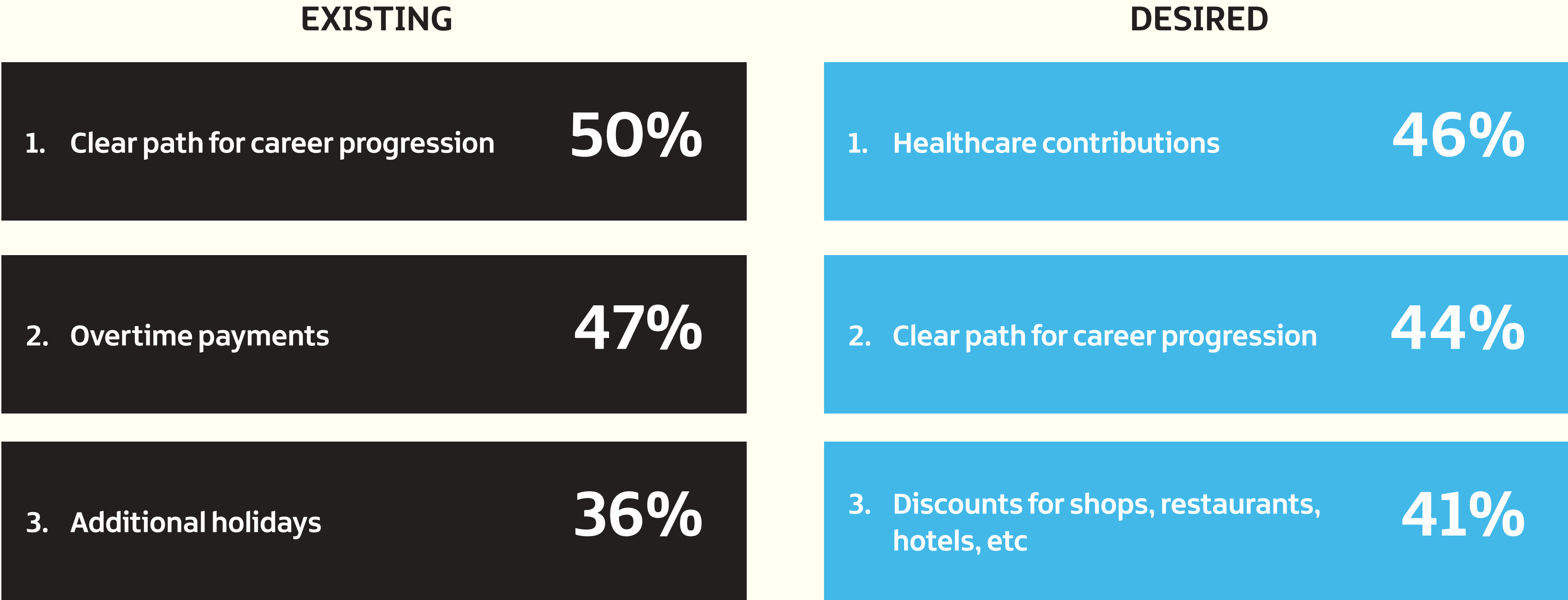
# Existing & desired benefits identified by employees - Tourism



Q: From this list of things employers could do to improve employee satisfaction, which does your employer provide currently? Base: 275

Q: Which of these would you like to see your employer introduce? Base: 275

# Existing & desired benefits identified by employees - Hospitality



Q: From this list of things employers could do to improve employee satisfaction, which does your employer provide currently? Base: 275

Q: Which of these would you like to see your employer introduce? Base: 275

Note: 'Clear path for career progression' appears as an existing but also desired benefit, indicating that although some employees feel like their employer provides this, it is not done to the extent that they would like.

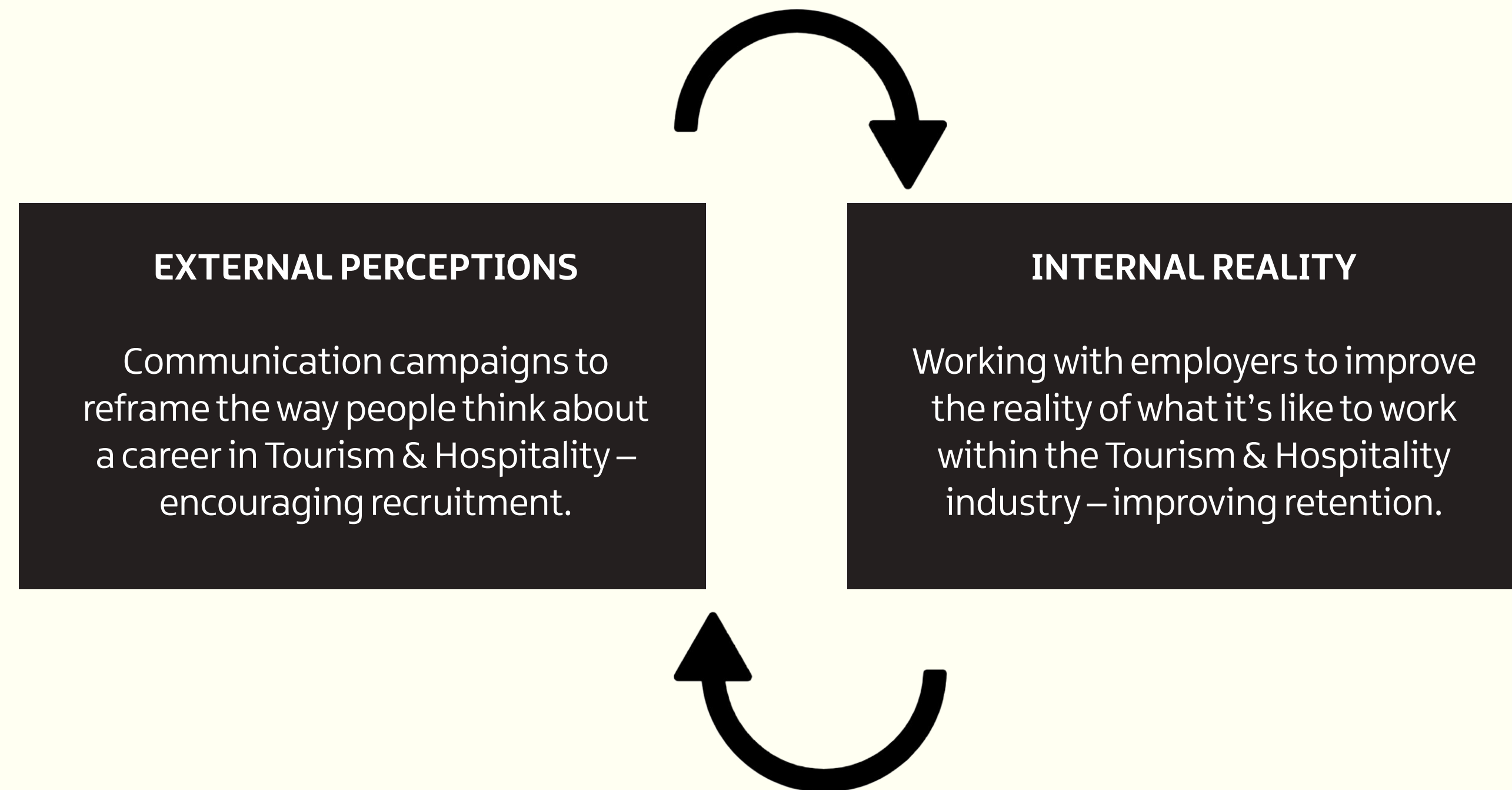


# Approach

Based on these research findings, we needed to change public perceptions and improve current employee experiences.

The objective of the **Make it Here** campaign is to make people consider a career in Tourism & Hospitality by highlighting the usually overlooked positive aspects of the industry.

## A 2 PRONGED APPROACH WAS DEVELOPED TO TACKLE THESE ISSUES:



# MAKE *it here*

The Tourism & Hospitality industry is full of the same type of people - people who make your day.

Some make five-star cuisine, others make mouth-watering cocktails, some make history come to life and others make sure the books are balanced at the end of the month.

But, whatever your role and whatever your goal, in Tourism & Hospitality you can make someone's day here – and make your career here too!



# Benefits for Employers

This creative platform will help shift perceptions of what it's like to work in the Tourism & Hospitality industry, encouraging more people to consider starting a career in this fantastic sector.

This will benefit employers as it should result in an increase in the number of overall applications for roles but also the quality of applicants overall. After all, we don't just want more people applying, we want the right people applying.

We also want to hang on to these people. This campaign will support the retention of staff within the industry by reaffirming to them the great benefits of working in Tourism & Hospitality, such as structured training, pay progression and flexible hours.

It is important to note that real change in perceptions and behaviour takes time and that the aim of **Make It Here** is to improve long-term recruitment and retention in the industry.



# Campaign Overview

- Target Audiences and Key Messages
- Creative Examples
- [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)
- Partner Recruitment Sites
- Digital-first User Journey



# Target Audiences and Key Messages

TARGET	<div>CAREER SWITCHERS</div> <div>Currently in a different industry but are looking for a change in their life. They are a people person and want a career they will enjoy and can be passionate about. This is our priority target audience.</div>	<div>PART-TIME / SEASONAL</div> <div>Looking for temporary or part-time work rather than a full-time career. Typically students in hospitality or retirees for tourism. They value work-life balance and flexible hours most of all.</div>	<div>ENTRY LEVEL</div> <div>Finishing second or third level education and looking to start their career. They are looking for a career, not just a job, and are hungry for progression opportunities.</div>
CREATIVE PLATFORM	<div><div>MAKE it here</div><div>With a career in Tourism &amp; Hospitality you can make someone's day, while doing what you love for a living.</div></div>		
BARRIER	<div>Not on the radar or seen as a desirable industry to work in.</div>	<div>Perceived to have long and inflexible hours</div>	<div>Seen as a job, not a career.</div>
KEY MESSAGE	<div>Purposeful and sociable career (making someone's day)</div>	<div>Flexible working hours</div>	<div>Career progression opportunities</div>

# Creative Examples

These are storyboard examples of digital ads our targets will see. Each box is a frame that will appear one after the other. The aim of these ads is to highlight the most important benefit to each of our target audiences e.g. Ads for our Part-time audience say 'Make your own hours' which emphasises flexible working hours.

## CAREER SWITCHERS

### TOURISM DIGITAL STORYBOARD



**MAKE**  
*the change*

**MAKE**  
*their trip*

**MAKE**  
*your career*

**Make it here**  
in tourism and hospitality.



Career changers welcome at  
**MakeYourCareer.co.uk**

# Creative Examples

## PART TIME

### HOSPITALITY DIGITAL STORYBOARD



**MAKE**  
*your own hours*

**MAKE**  
*their trip*

**MAKE**  
*new friends*

Make it here  
in tourism and hospitality.



Jobs that suit you are at  
[MakeYourCareer.co.uk](https://www.makemycareer.co.uk)

### TOURISM DIGITAL STORYBOARD



**MAKE**  
*your own hours*

**MAKE**  
*their trip*

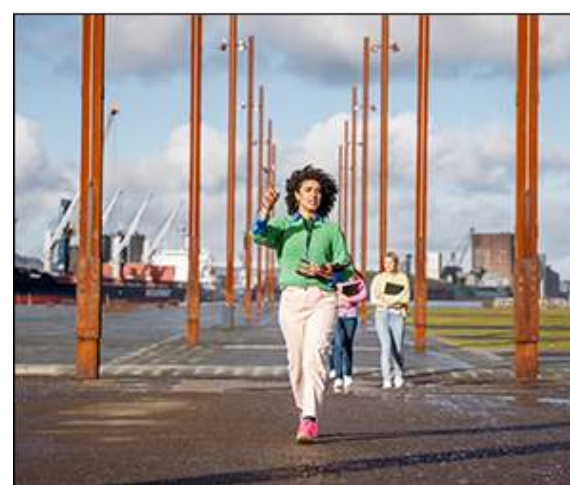
**MAKE**  
*new friends*

Make it here  
in tourism and hospitality.



Jobs that suit you are at  
[MakeYourCareer.co.uk](https://www.makemycareer.co.uk)

## ENTRY LEVEL



**MAKE**  
*your name*

**MAKE**  
*your career*

**MAKE**  
*new friends*

Make it here  
in tourism and hospitality.



Progress in your career at  
[MakeYourCareer.co.uk](https://www.makemycareer.co.uk)



# Creative Examples

## CAREER SWITCHERS

### HOSPITALITY OUTDOOR



**MAKE** *the change*  
**MAKE** *their night*  
**MAKE** *your career*

**Make it here**  
in tourism and hospitality.



Career changers welcome at [MakeYourCareer.co.uk](https://MakeYourCareer.co.uk)

### TOURISM OUTDOOR



**MAKE** *the change*  
**MAKE** *their trip*  
**MAKE** *your career*

**Make it here**  
in tourism and hospitality.



Career changers welcome at [MakeYourCareer.co.uk](https://MakeYourCareer.co.uk)



# Creative Examples

## PART TIME

### HOSPITALITY OUTDOOR



**MAKE** *your own hours*  
**MAKE** *their trip*  
**MAKE** *new friends*

**Make it here**  
in tourism and hospitality.



Jobs that suit you are at [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

### TOURISM OUTDOOR



**MAKE** *your own hours*  
**MAKE** *their trip*  
**MAKE** *their day*

**Make it here**  
in tourism and hospitality.



Jobs that suit you are at [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)

# Creative Examples

## ENTRY LEVEL



**MAKE** *your career*

**MAKE** *new friends*

**MAKE** *your name*

**Make it here**  
in tourism and hospitality.



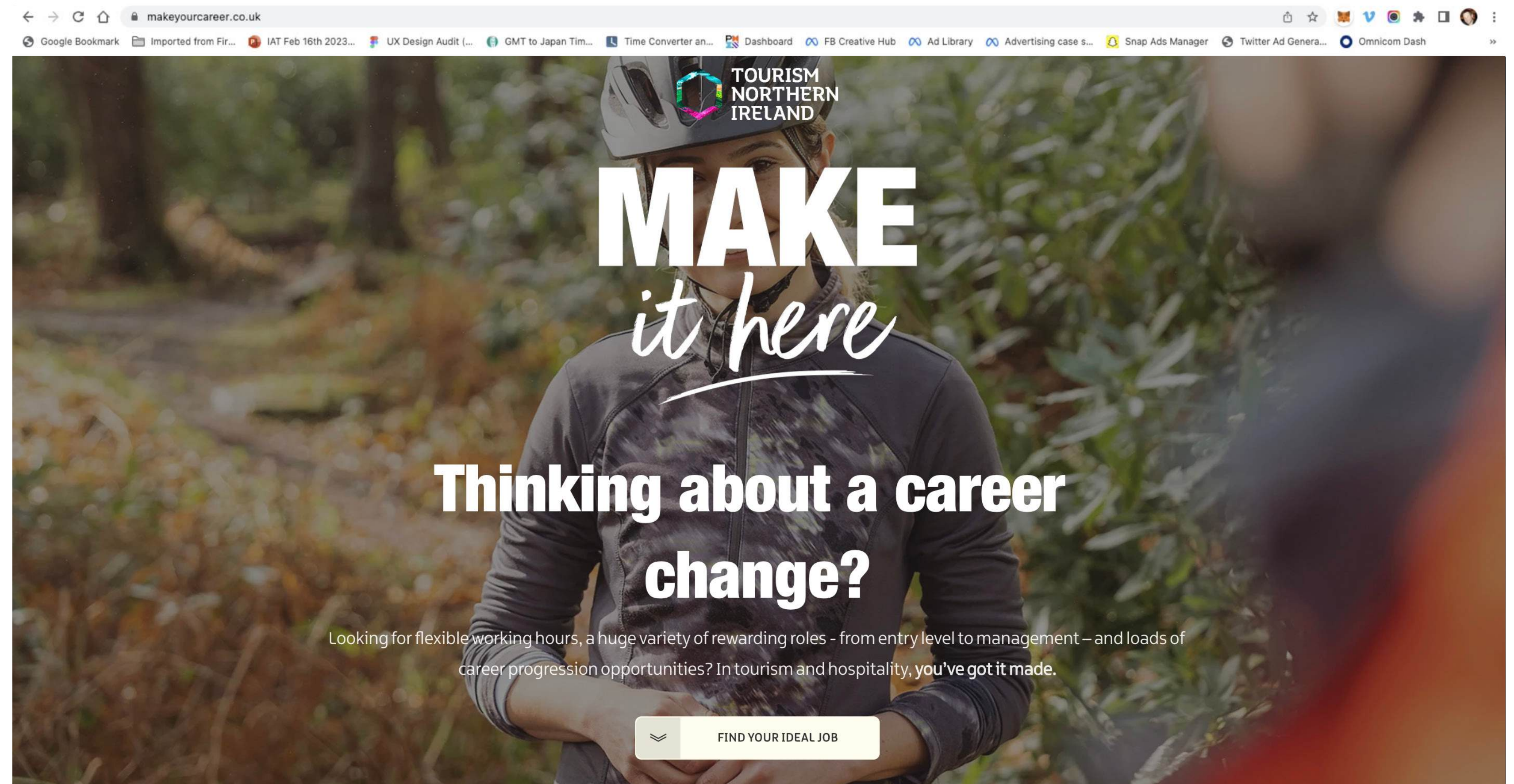
Progress in your career [MakeYourCareer.co.uk](https://www.MakeYourCareer.co.uk)



# Website

Our dedicated careers website, [makeyourcareer.co.uk](https://makeyourcareer.co.uk), is packed with inspiration, information and opportunities for anyone considering an exciting, rewarding career in Tourism & Hospitality. The site has proven very successful with over 91,000 visits since the campaign launch.

From information on trade apprenticeships, accredited qualifications, and employer profiles to inspiring video showcases and supports and opportunities for employers, you'll find everything you need to help get you started and progress in the world of Tourism & Hospitality. What's more, we have gathered links to all the most relevant job sites, and regularly highlight some of the most attractive positions currently available.





# Partner Recruitment Sites

Our web page will direct people towards dedicated recruitment websites which each contain full job vacancy ads.

**NIJOBS.COM**

**indeed**

**Totaljobs**

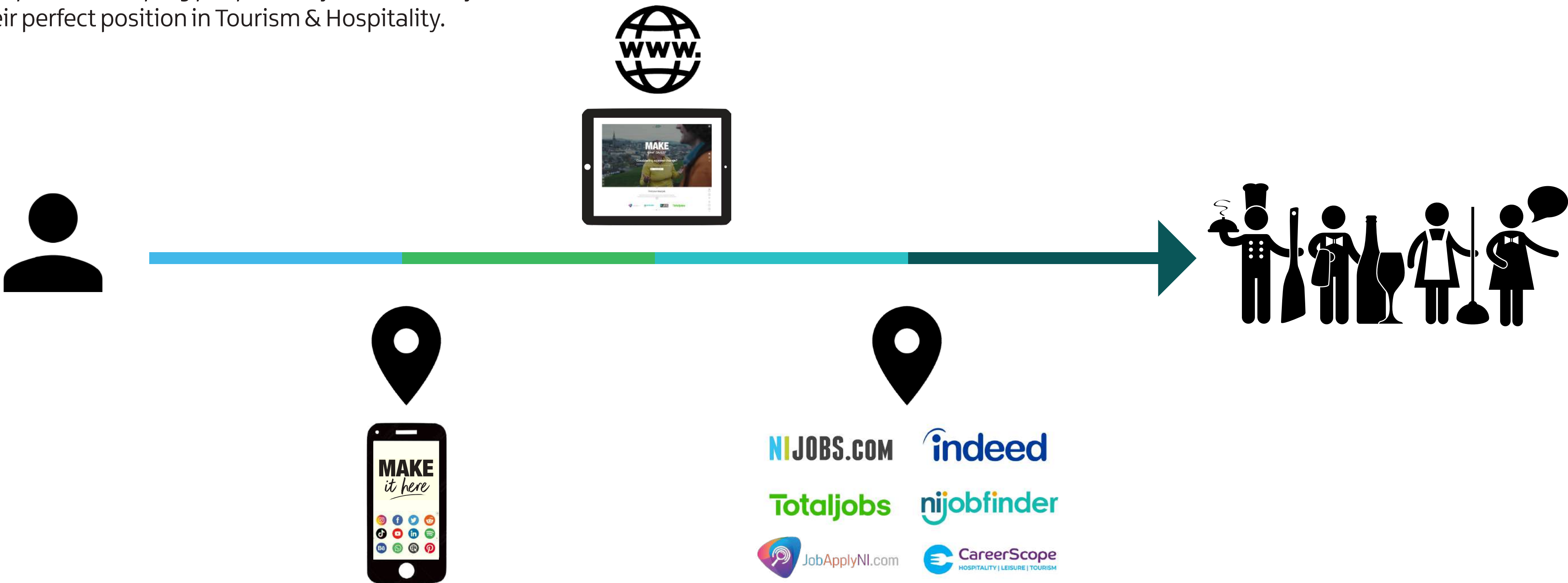
**nijobfinder**

 **JobApplyNI.com**

 **CareerScope**  
HOSPITALITY | LEISURE | TOURISM

# Digital-first User Journey

**Make It Here** is built around a digital-first user journey which offers a seamless mobile and desktop user experience helping people easily find their way to their perfect position in Tourism & Hospitality.





# *Joining in*

- What You Can Do
- Campaign Assets
- Social Post Examples

# What You Can Do

Tourism NI is investing significantly in a campaign to showcase how a career in Tourism & Hospitality can work for a range of audiences. There will be increased media and PR activity on careers in Tourism & Hospitality. Make the most of this investment by being part of the campaign.

## 1. **MAKE** *it here*

Use the **Make It Here** campaign assets on social posts, web pages and posters. We have developed a wide range of new photography for you to use for advertising vacancies. These cover, bars, front of houses, restaurants, visitor experiences, events and even coach drivers. The assets are free to use and can be downloaded [here](#)

## 2.

**Upload your job vacancy ads** to any of our partner recruitment sites or advertise on your own channels like your website or social media channels

## 3. **#**

Use **#MakeYourCareer** on any social media comms to amplify the campaign

## 4.

Access wider Tourism NI Recruit and Retain practical supports such as our People Health Check and much more. [www.tourismni.com/recruitretain](http://www.tourismni.com/recruitretain)

## 5.

**Let us know your stories** – do you have fantastic employees that fit our target audiences? What are you doing differently in your business to attract, retain and challenge perceptions of working in Tourism & Hospitality? Share your stories at [www.tourismni.com/makeithere](http://www.tourismni.com/makeithere)

# Campaign Assets

As part of the **Make It Here** campaign, a range of assets will be available for use by employers alongside your own activity.

These assets can be downloaded and shared on social media, put on posters, added to a job template, used in your email signature, added to your website, or more.

Download [here](#)

We're part of  
**MAKE**  
*it here*

We're  
**MAKING**  
**IT HERE**  
*Join us.*

We're  
**MAKING IT**  
*here. Join us.*

Proud Supporters of  
**MAKE**  
*it here*

**MAKE**  
*it here with us*

*Now*  
**RECRUITING**

*We have*  
**VACANCIES**

*Join our*  
**TEAM**



# Campaign Assets

You can use our unique images of people in Tourism & Hospitality to create your own recruitment ads and posts on your social media feeds and company website and at trade events and recruitment fairs.

Images of the following roles are available to download [here](#)

- Bartender
- Chef & Kitchen
- Barista
- Hotel Manager
- Waiter/Waitress
- Front of House
- Housekeeper
- Coach Driver
- Visitor Experience Manager
- Event Manager
- Digital Marketer
- Tour Guide
- Outdoors Experience Guide





# Social Post Examples

## Create Effective Recruitment Social Posts

Our research into the world of Tourism & Hospitality has identified key messages and attributes for different sectors, audiences and candidates.

You should look to reference these in your social posts to help make your posts more engaging and compelling for prospective candidates. The three examples here will help show you how.

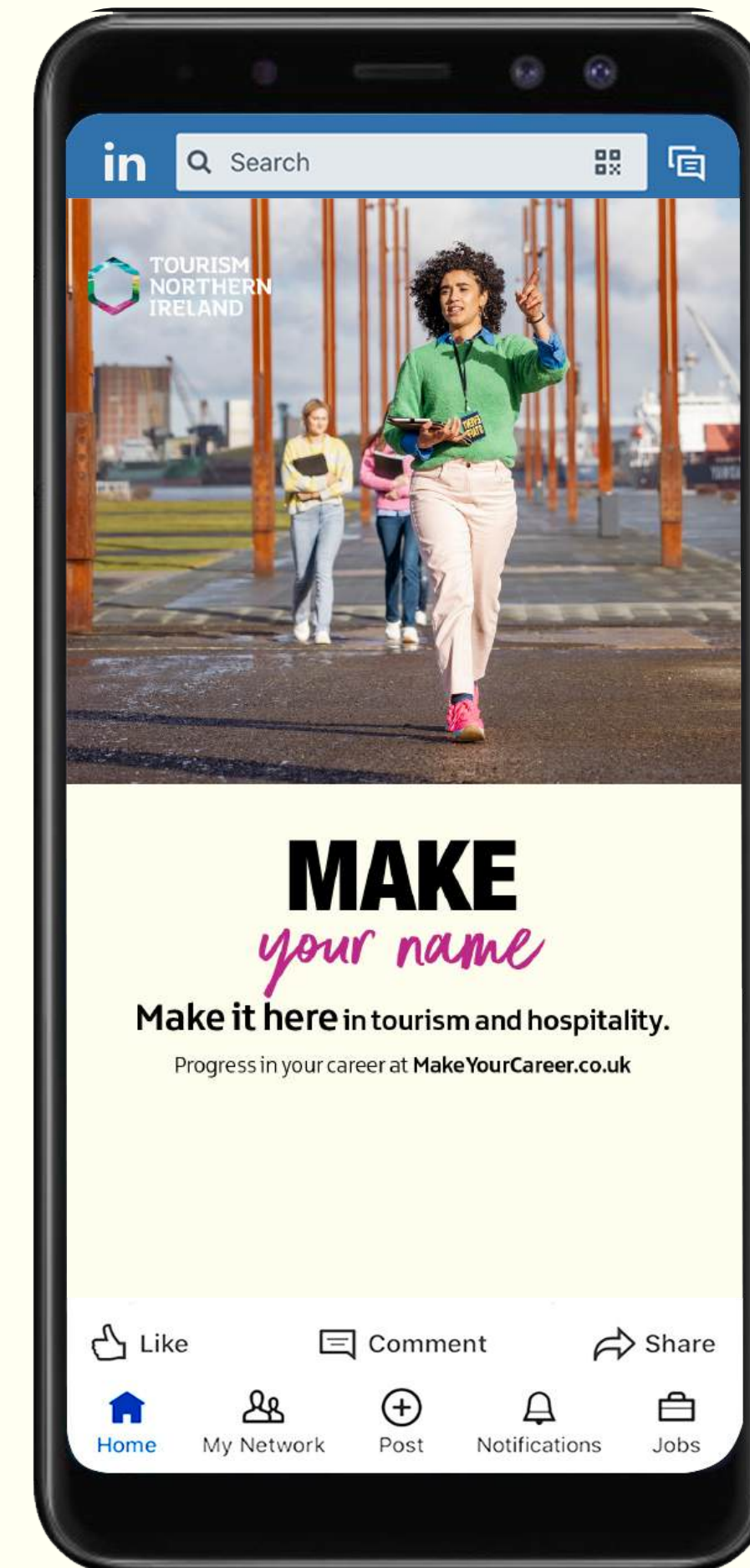
### CAREER SWITCHERS



### PART-TIME



### ENTRY LEVEL



# Supports & Resources

- Employer Supports & Resources
- Campaign Contacts



# Employer Supports & Resources

The following websites provide useful supports, resources and advice to help employers better recruit and retain staff.

Check out the range of Tourism & Hospitality courses at your local Further & Higher Educational college. You may want to offer your current team further training and development opportunities.



[tourismni.com/recruitretain](https://tourismni.com/recruitretain)

Here you can find:

- Research and insights
- People health check
- HR guidance
- Latest news
- Employment law
- Wider tourism support & opportunity to build your business



[hospitalityulster.org](https://hospitalityulster.org)

Here you can find:

- Training and development
- Job description examples
- Staff recruitment pack



[nitourismalliance.com](https://nitourismalliance.com)

Here you can find:

- Information on upcoming events
- Industry publications
- Advice

# MyTourismNI: E-Learning for People & Skills Development

One of the largest challenges facing the Hospitality and Tourism industry is the recruitment and retention of staff.

The People & Skills courses on MyTourismNI provides free online training to help Tourism & Hospitality businesses tackle these challenges.

Find out more at [mytourismni.com](https://mytourismni.com)



**Brilliant Basics - Attract**  
People

**Brilliant Basics - Attract**  
Discover how to do the necessary basics in respect of attracting, recruiting, and retaining people.



**Brilliant Basics - Recruit**  
People

**Brilliant Basics - Recruit**  
Covers the essentials of advertising vacancies, interview process, and on-boarding new team members.



**People Insights**  
People

**People Insights**  
Gain insights into what we can do differently to attract & retain staff and increase the appeal of working in Hospitality and Tourism sector

# Further & Higher College

Northern Ireland's six regional Further Education Colleges offer a range of apprenticeships designed to meet the changing trends in our sector and enable you to recruit and retain good people.

**Did you know that Apprenticeships are not just for young people?**  
All-Age Apprenticeships are now available for all, increasing employers' ability to support training in the workspace.

## Apprenticeships on offer include

- Hospitality Management
- Tourism Management
- Event Management
- Culinary Arts
- Professional Cookery
- Front of House & Hospitality
- Supervision & Leadership

## How does an Apprenticeship work?

- Apprentice works with an employer for 4 days per week to gain practical skills and experience
- 1 day per week studying at a local college with no cost to employer or employee

## Benefits of Apprenticeships

- Tackle staff turnover
- Sustainably deals with staff shortages
- 80% of companies who invest in apprenticeships report an increase in staff retention and morale

## What to do next

Contact your local College Apprenticeship Team by email:

### BELFAST MET

BBSinfo@belfastmet.ac.uk

### NRC

admissions@nrc.ac.uk

### NWRC

annette.odoherty@nwrc.ac.uk

### SERC

pmercerc@serc.ac.uk

### SRC

apprenticeships@src.ac.uk

### SWC

Simon.Wiggins@swc.ac.uk



BBSinfo@belfastmet.ac.uk



Simon.Wiggins@swc.ac.uk



annette.odoherty@nwrc.ac.uk



# Campaign Contacts

If you require any more information,  
please contact us at  
[industry.development@tourismni.com](mailto:industry.development@tourismni.com)



*Thank you*