



HRM Recruitment and Equality.

What skills are needed? How to improve these two HR areas within Marriott International.



Recruitment: what skills?

- “Communication.
- Confidence.
- Natural curiosity.
- Listening skills.
- Ability to understand positive body language.
- Reliability.
- Big pictures thinking.
- Patience.
- Strong networking and relationship-building skills.
- Empathy.”

(Mcconnell, 2022.)

Recruitment: technical skills.

- “Data-driven mentality: It is important to develop the ability to analyze and use data to your advantage.
- Marketing and sales: Recruitment is all about marketing and selling your company to potential candidates, so thinking and acting like a marketer is needed.
- Ability to use technology: It’s vital for recruiters nowadays to be tech-savvy, which means combining recruitment skills with the ability to effectively use hiring technology tools.”(Mcconnell,2022).

How to improve hospitality recruitment process?

- Offer flexible work schedule: it is predicted that the millennial workforce will change working conditions and benefits expectations for new and existing industries up until the year 2030.
- Give rewards: Traditionally, bonuses are offered as a benefit for higher-level positions as a reward for hitting certain KPIs.
- Prioritize referrals: Consider current employees as a tool for referrals.
- Offer unique job perks: Competition within the hospitality industry is strict, as many hotels might be offering similar compensation and benefits.
- Contact local hospitality programs: Many universities and colleges offer training programs or work placement for hospitality students. (Tables,n.d).

Equality: what skills?

Equality on the other hand is one tricky area of HRM, as failure to implement it might result in legal actions against your business.

Some skills that are needed for this job role are:

- “a commitment to promoting equality, diversity and inclusion.
- excellent written and oral communication skills.
- cultural sensitivity.
- experience of building relationships with key stakeholders and decision makers.
- the ability to build the trust of community groups.
- negotiation and persuasion skills.
- the ability to work as part of a team.
- conflict-resolution skills.
- self-motivation and an ability to use initiative.
- organizational and project-management skills.
- good report-writing ability.
- presentation and training skills.
- flexibility and the ability to work across all levels and meet changing requirements.” (Tables,n.d.)

How to improve equality and recruitment process within Marriott International?

- Promote internal equality trainings for all staff members.
- Develop an engagement of equality officers with recruiters.
- Priorities referrals: investing in employee referrals might be helpful in order to improve the recruitment process. Current employees will help you acquire suitable candidates depending on the job role position, as they have an in-depth knowledge of skills and requirements for that specific position, so they will probably make recruiters save time when selecting appropriate candidates.
- Offer unique job perks: In order to do that, the plan is to hear existing staff point of view, by introducing monthly questionnaires for employees in order to be aware of what types or perks they would like

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