



## 6 Tips for Hiring Seasonal Employees

Many businesses cycle through slow and busy periods, and in some cases, bringing in additional employees becomes a necessity. Hiring seasonal staff can help take pressure off year-round workers, and help a company keep up with increasing customer demands. Here are six seasonal hiring tips to consider:

1. **Begin preparing for seasonal hiring well in advance**
2. **Use multiple digital channels to hire seasonal employees**
3. **Consider hiring your customers**
4. **Ask for employee referrals to fill seasonal positions**
5. **Host an on-site job fair**
6. **Connect with past employees for part-time seasonal work**

### **How long should seasonal employment last?**

Depending on the nature of a business, the length of seasonal employment may vary. Businesses in popular vacation destinations may have their "in season" period based on summer vacations in northern beach towns, or during the winter months in the south. Retail businesses may only need extra help for a few short weeks or during peak holiday shopping. This means that a business will need to set different timelines for hiring seasonal employees.

### **Consider full-time positions after the holiday season.**

Seasonal hires fill a short-term need, but these hires could also become a pool of potential talent for future open positions. By the end of the season, your business owners may have a better understanding of which people are best suited for a regular position with your company.

Second, be sure to let seasonal employees know that there may be an opportunity for regular employment. It is advisable not to promise it at the beginning to all employees. You can, however, let the great performers know that they may be considered for a regular role as positions open.

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