

Creative
Recruitment





WHO AM I?

Nicola Cook

Head of Marketing, Rudding Park Harrogate
Comittee Member, Hotel Marketing Association



It would be great to connect.
Find me on LinkedIn



RUDDING PARK

— HARROGATE —

At a Glance





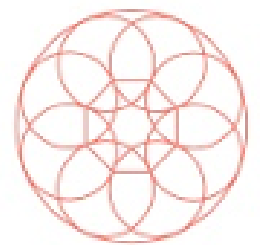
INDEPENDENT
HOTEL MARKETING

Helen Laing DipM MCIM

Hospitality Marketing Consultant

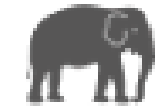
www.independent-hotel-marketing.co.uk

Space. Filled





WOOLACOMBE BAY
HOTEL
★★★★



THE ELEPHANT
HOTEL



AUCHEN
CASTLE



THE SHIP
INN




WIDBROOK
GRANGE




FORSS HOUSE
HOTEL

QUIZ TIME!

 **Woolacombe Bay Hotel** posted a job. Published by Helen Laing · 31 January ·

Our cherished team of housekeepers and porters have a passion for perfection and fastidious attention to detail. They are responsible for the 'wow' moment that revives even the weariest travelers when they check-in, and are always willing to lend a hand!

Join us as a General Assistant and you'll be the backbone of things. Outgoing and friendly, you'll help guests get settled in and lend a hand with anything the housekeeping team needs. Without you, we just wouldn't be able t... [See more](#)








WOOLACOMBE BAY HOTEL
General Assistant Apply Now
Woolacombe · Part-time · £11/hour

0 Job applications Boost a Post

Only you can see this job. Renew it to let people apply.

8 3 shares

Like Comment Share

 Comment as Woolacombe Bay Hotel    

It got HARDER



WOOLACOMBE BAY

HOTEL

★ ★ ★ ★

 Keep it simple

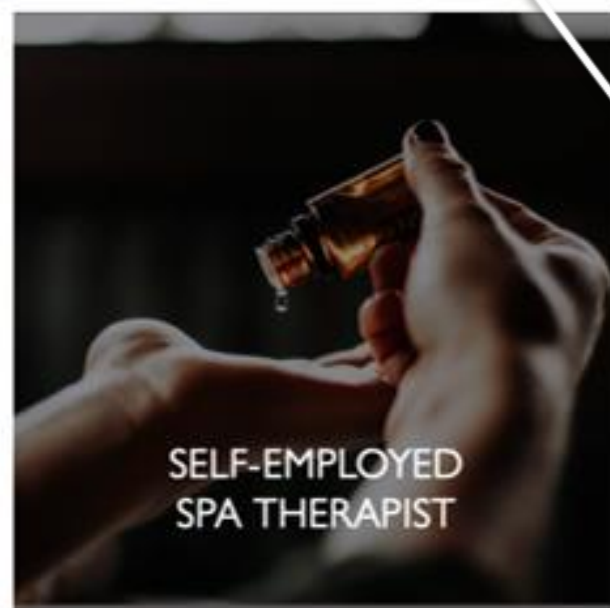
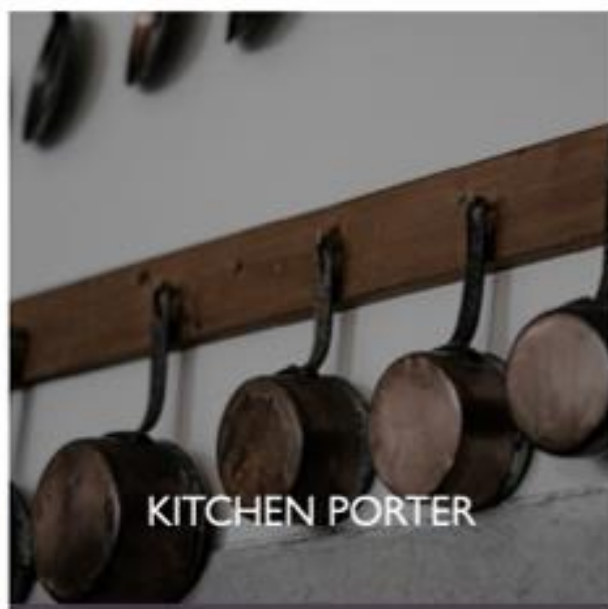
 Easy online application

 Streamlined recruitment process

 Build up your own database

 Creative WIIFM (What's In It For Me?) campaigns

Keep it simple



 Easy online application



APPLY NOW

to join the WBH Family...

Please complete the form below, and we will be in touch.
If you prefer to send your CV, please email it to enquiries@woolcombe-bay-hotel.co.uk

First Name: *

Surname: *

Email: *

Mobile Number: *

What role(s) would you like to apply for? *

Tell us a little bit about yourself! What interests you about the role you are applying for? *

Please send me vacancy updates by email

Captcha

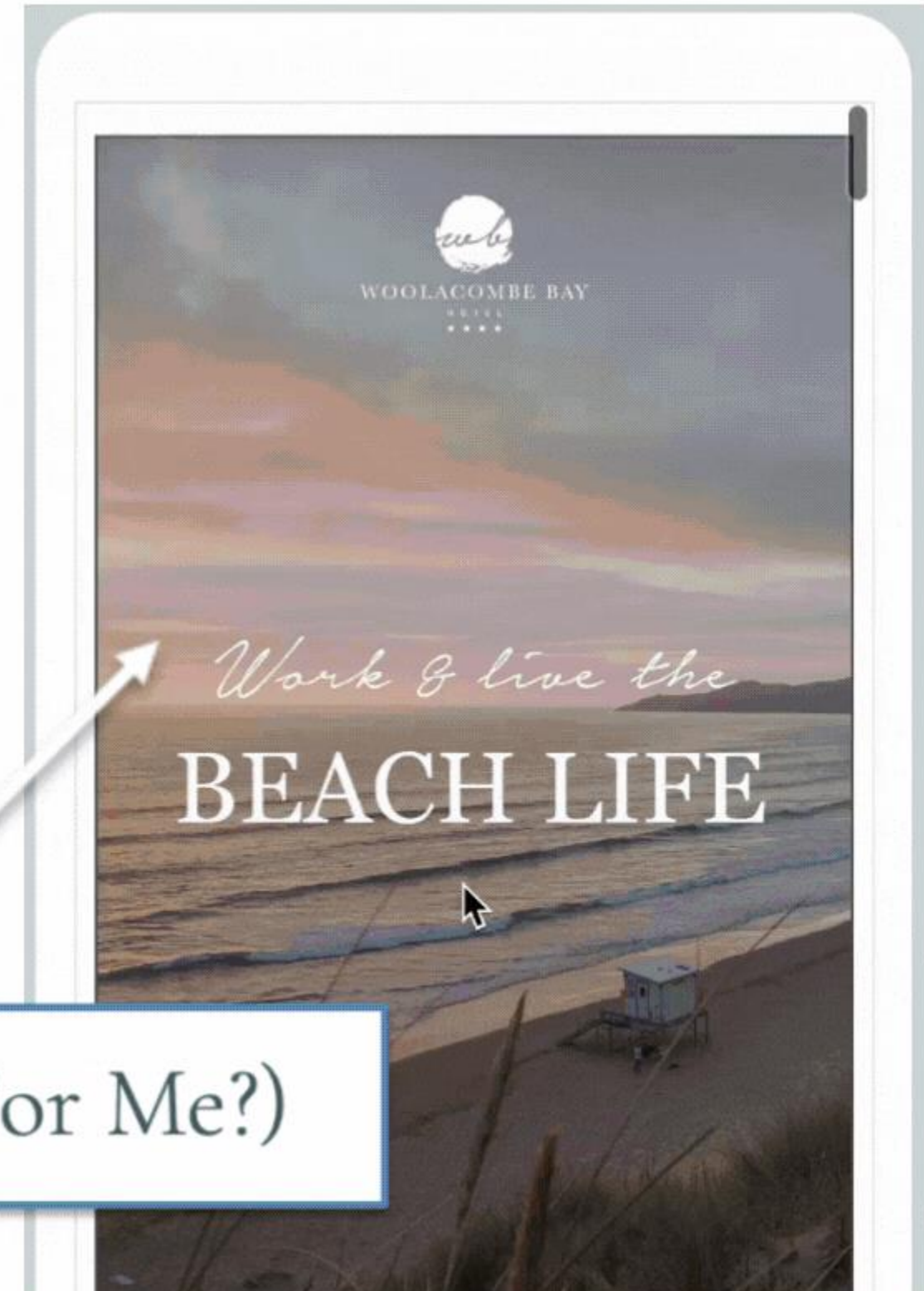
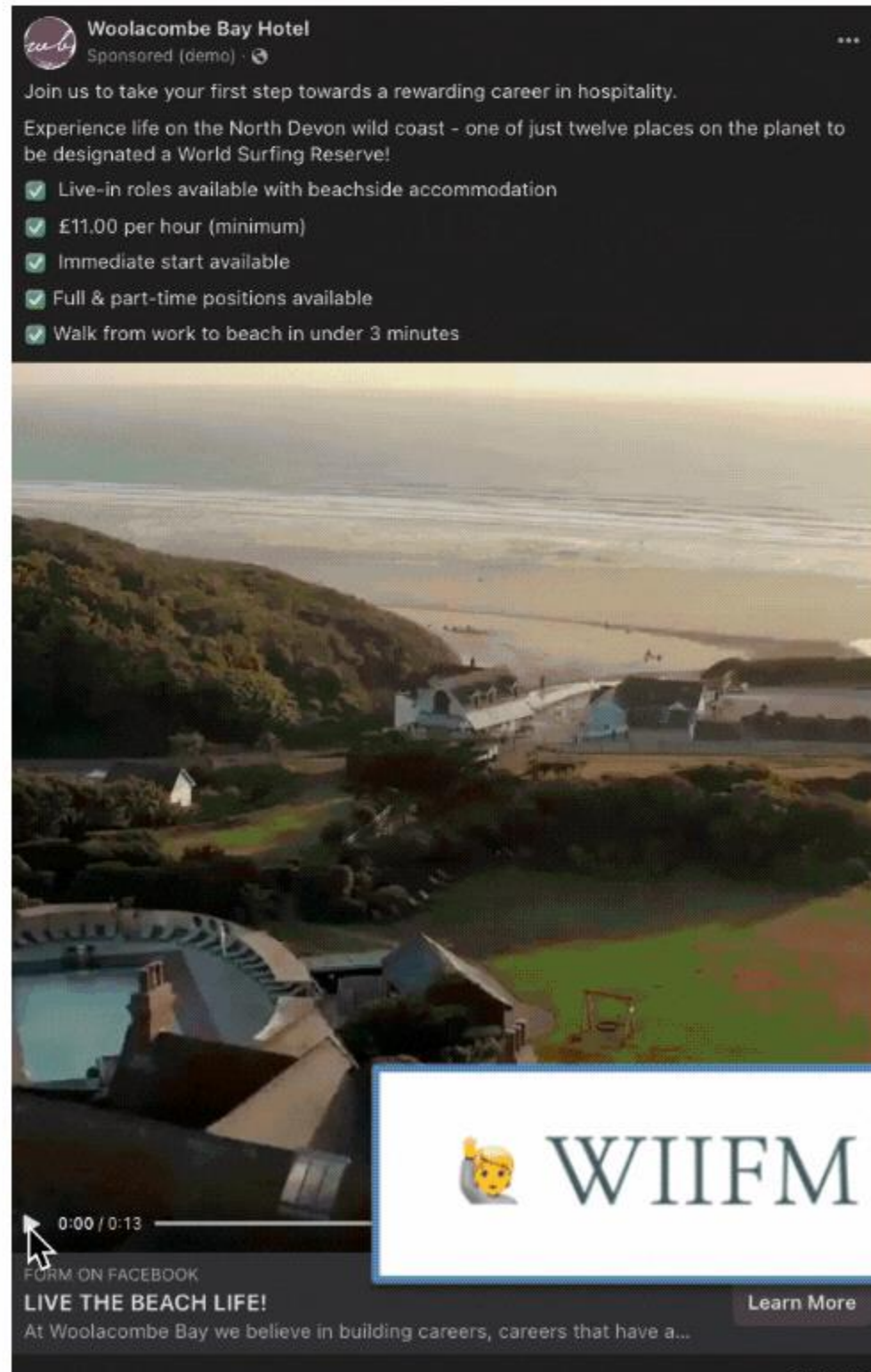
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APPLY NOW

 Streamlined recruitment process

🧐 Build up your own database



🧐 WIIFM (What's In It For Me?)

ONE

Piece of Content

THIRTY

Applications

TEN

Interviews

THREE

New Recruits



Robert (Robbie) Vargau

Head Housekeeper

(newly promoted, March 2022)



ROBERT VARGAU

Head Housekeeper

Robert joined the WBH Family in 2019, starting as a Hotel Porter. In 2022 he was promoted to the role of Head Housekeeper, and currently manages a lovely team of 19 colleagues.



How long have you worked in hospitality?

I have working in hospitality all my working life - for over 13 years! I love it. I began in Brasov which is a city in Transylvania, Romania. I worked in a hotel there for 10 years before coming to North Devon to work at the Woolacombe Bay Hotel! My friends recommended it. I have worked here for just over three years now. I was a Hotel Porter for three years, and I was promoted to Head Housekeeper just this year.

What does your role - head housekeeper - involve?

My role is very varied! I manage a team of 19 (20 in summer). It's a team of Porters and Housekeepers. I am responsible for ensuring that we maintain exceptionally high standards across the two departments, and I work with maintenance to manage any issues. I also look after the budget for the department, manage the staff accommodation, and order uniforms for lots of the other departments.

I pay close attention to TripAdvisor - checking reviews every day in the summer! I want to be able to give my team good feedback and address any improvements quickly.

Additionally, one of my favourite parts of the role is thinking about ways we can make stays even more special - whether that's rose petals for an engagement, easter chocolates, or Mother's Day roses. I help to plan refurbishments and source furniture/furnishings for those, too.

When I was promoted from Porter to Head Housekeeper the biggest change was a mental one. Being a Porter can be physically demanding, but this is mentally demanding. I am exhausted after a good day's work!

What are your hopes for your new role?

I am really very happy to have been promoted from Porter to Head Housekeeper. As a Manager, I want to be approachable and to have a good relationship with my colleagues, so we can work through problems together and enjoy our work together. I really want to hear complaints, suggestions, and ideas. At the end of each week, I have a chat with the team, to share great news and improvements.

What does your typical day involve?

It usually starts with scheduling. I need to see how many rooms we need to change and allocate these to the team. Then there is usually some paperwork and ordering to do. There will often be some meetings - either with team members or other departments. Then it's onto room and public area checks, to ensure we are doing everything to the highest standard. As I see guests in the halls I always say 'hello' and have a chat. I am not a shy person! I want to check guests are happy with their stay.



ONE

Piece of Content

As a new department manager, do you have any new plans?

I am busy helping to plan changes that we will make this coming winter - to some of our bedrooms and to the loft suite. Otherwise, I have been sourcing replacement bathrobes - to make sure they are nice and soft - and picking the perfect pillows!

Why do you like working here at the hotel?

I like the traditional style and charm of the hotel. For me, this is a very special place. When you step inside the gates, there is peaceful space for everybody to relax and enjoy themselves.

But if you want to know why I really love this place? It's the people. They have always been warm-hearted and kind to me. That goes for the guests and my colleagues. I always feel listened to and valued. I have a good visual memory, so I remember lots of guests, and they remember me too, when I am out and about in Woolacombe! That feels nice.

The work I do is incredibly rewarding.

Which is your favourite bedroom?

I have three favourites: The Loft, The Retreat and The Swallows. But really, I like them all. Especially the newly refurbished bedrooms on the second floor.

What is the biggest challenge in your role?

Finding great team members. The hospitality industry is struggling at the moment, and we have taken lots of steps to ensure that this is a special place to work. I have very high standards and find that the best team members are people who really want to do the job. They feel passionate about perfection and proud when they have made a bedroom perfect for a guest.

What do you love about living in Woolacombe?

I live in the staff accommodation. I have lived there since I started at the hotel - over three years ago. I am originally from a city, but I always loved visiting the coast, so to be able to live and work by the sea is truly special. It's so peaceful here! It takes me just 5 minutes to walk to work or the beach - I am hoping to get a kayak to go out on the sea.



HOTEL CAREERS

Live & work by the beach

So much more than a 'just-for-now-job', join our WBH Team for brilliant career opportunities, a fun working environment, and amazing perks:

- Discounted room rates and complimentary stays
- Beachside accommodation available for some roles
- Brunch provided at the hotel
- Free staff parking, close to the beach
- Discounts on food, drinks, spa & gym
- Uniform provided
- Paid holiday days

All roles start from £11.00 per hour


CURRENT VACANCIES

Social Media

Woolacombe Bay Hotel is at Woolacombe Bay Hotel.
Published by Instagram · 9 May · Woolacombe · 🌐

ROBERT VARGAU

Head Housekeeper - Robert joined the WBH Family in 2019, starting as a Hotel Porter. In 2022 he was promoted to the role of Head Housekeeper, and currently manages a dynamic team of 19 colleagues.
We asked him: What does your role involve?... See more



2,511 People reached 1,261 Engagements [Boost post](#)

👍❤️ 133 29 comments 1 share

Like Comment Share

Most relevant ▾

Comment as Woolacombe Bay Hotel

Jane Carnie
Many congratulations, Robert. You SO deserve this 🎉

Love Reply Hide 6w

[View 13 more comments](#)



woolacombebayhotel · Following
Woolacombe Bay Hotel

d3bb71 Credit to your hotel. Lovely, friendly helpful young man. Nothing is too much trouble for him. We arrived with you last year and he escorted us to our beach retreat apartment. Had a fantastic holiday, booked again with you this year. ❤️

7w 1 like Reply

natscurtis Congratulations on the promotion Robert. You an asset to WBH, always serving with a smile on your face. See you in July.

6w 1 like Reply

frederic_salvanet Congratulations

7w 1 like Reply

hartdean ltd Lovely chap, very helpful and professional 🙌

7w 1 like Reply

steelstar Great guy, a real asset to your hotel. Met him several times on our visits to @woolacombebayhotel

7w 3 likes Reply

[View replies \(1\)](#)

👍💬📍

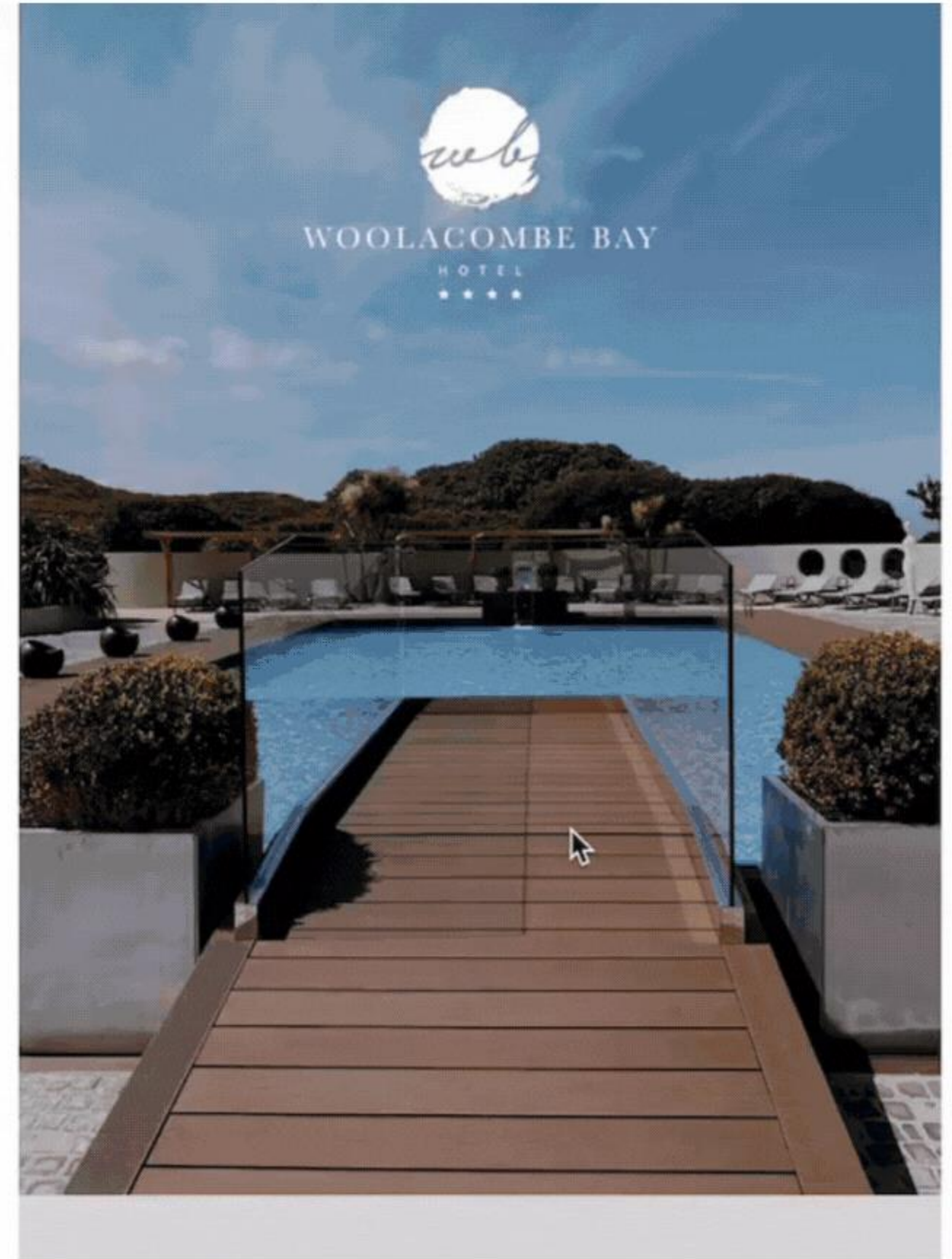
Liked by **sonderwest** and **96 others**

MAY 9

😊 Add a comment... [Pos](#)

Email Campaign

(guest database)





Hi Helen,

Thank you for signing-up for job alerts from us!

I wanted to email you personally about three new opportunities that have just come up in my department - Housekeeping.

- **Room Attendant - £11.00p/h**
- **Housekeeping Porter - £11.00p/h**
- **General Assistant - £11.00p/h**

The job roles vary, with some featuring more contact with the guests, and others are a bit more 'behind the scenes'. It's okay if you're not sure which role would be your best fit, we can talk about it! If you're interested, you can start anytime. Plus, full and part-time hours are available - simply [reply to this email](#) or [apply online](#) and we can talk about the roles.

It doesn't matter whether you have lots of experience, or are just starting out, I'll give you full training.

Live & Work by the Beach

If you are looking for a totally new adventure, you can stay with us in the staff accommodation. It's just a few minutes' walk from the hotel - so right by the beach! I manage this, and I can answer any questions you have. This most important one is how much does it cost? That's pretty simple. We can offer you somewhere to live for just £10 per day, which includes all bills apart from phone and WiFi.

Whether you live in the staff accommodation or not, you'll get:

- ✔ Complimentary stays
- 🍳 Brunch provided at the hotel
- 🚗 Free staff parking, close to the beach
- ★ Discounts on food, drinks, spa & gym
- 💰 £11.00 per hour starting wage
- 😊 Opportunities to progress & sharpen up your CV

My Story

I'm Robert, I'm from Brasov which is a city in Transylvania, Romania. I joined the WBH Family in 2019, on a friend's recommendation. I started out as Housekeeping Porter and was promoted to Head Housekeeper this year. If you join our happy housekeeping team, I'll be your manager :)

Email Campaign

(careers database)

I love living by the coast, but most of all I love the people here; they have always been warm-hearted and kind. That goes for the guests and my colleagues. I always feel listened to and valued. I couldn't recommend the hotel strongly enough - come and join us!

Hope to hear from you soon!

Robert



Robert Vargau
Head Housekeeper

robert@woolacombe-bay-hotel.co.uk

[More about me](#)



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What

NEXT?



Johnny Pop

F&B Manager



Ange Black

Spa Manager



Joanna Robb

Guest Relations Manager



JOIN THE WBH FAMILY

Sign up for job alerts







Result

- £180 spent since February 2023
- 36 leads (email addresses)
- 432 landing page clicks (video ads)
- £0.38 per result

Over 700 leads in our database



IN NEED OF A LITTLE 'R n R'?

If you focus on **R**etention,
maybe the pressure to
Recruit will lessen!



THINK DIFFERENTLY

Light bulb moment!

Parallels between hospitality & theatre - is there an opportunity for a fresh approach?



IT COULD BE A WIN WIN!

- develop the team (34% of our team are Gen-Z)
- support a local charity
- obtain PR coverage
- increase marketing reach



LET THE SHOW COMMENCE!

We were looking for clear outcomes from the workshop:

- Gain confidence
- Improve communication
- Effective use of voice
- Learn to manage/banish nerves
- How to hold an audience

THE REVIEWS CAME IN!

“ As the workshop was in the theatre and removed from work, this helped me engage fully with the activities with an open mind and see another perspective. I took away reassurance and confidence which I can incorporate into my job. I will continue to make a conscious effort to always maintain a positive persona. Just being more body aware & doing the voice training was useful. I was a bit nervous but was fine when we got going. I am really glad I did it! ”

BOUTIQUE HOTELIER

Rudding Park sends Gen Z workforce to theatre workshops to improve their confidence

© BEST PRACTICE | HOTEL MANAGEMENT | BY EMILY DORRIS | JANUARY 20, 2022

FACEBOOK TWITTER LINKEDIN



Harrogate Advertiser

Groundbreaking skills share venture unveiled in Harrogate between hospitality sector and theatre

An award-winning luxury hotel is linking up with Harrogate Theatre to launch a pioneering new initiative to boost Gen Z skills in the hospitality sector.

YOUR Harrogate

Local Radio Station

100% Forward

Rudding Park teams up with Harrogate Theatre to boost confidence of young employees





YOUTH THEATRE

A group of individuals

- Full of confidence
- Natural born performers
- Looking to fund their future!



RESULTS

- Employee Engagement
- Developed skills of the team
- Access to Harrogate Theatre database
- Added value for our Members/Holiday Home Owners - discounts on performances
- Supported local charity at £250 investment



THE GREEN ROOM

“ A room in a theatre or studio in which performers can relax when they are not performing ”

Formerly known as the Rudding Park Staff Canteen!



TAKEAWAYS

- Think differently
- Think cost effective
- Think local



Thank

You

