

IN-SITE

INSIGHT FOR OWNERS & CAPTAINS FROM JMS INTELLIGENCE

APRIL 2018 - CREW RECRUITMENT



**SOCIAL MEDIA CAN BE
BETTER FOR YOUR
RECRUITMENT THAN
CREW AGENCIES**

ITS NOT ALL BAD FOR SOCIAL...BUT..





70%

More than 70% of Captains we speak to have either considered or are using Social Media to recruit crew for their yachts!

SAM THOMPSON
DIRECTOR, JMS CREW



WHAT IS SOCIAL FEEDING YOU?

BY SAM THOMPSON

More than 70% of captains we speak to have either considered or are using Social Media networks to recruit crew for their yachts.

And why wouldn't you?

It's free, most Captains build up great networks of candidates on their own social groups and there is a raft of talent and experience to be picked up from various Crew Groups and Apps now available on the market.

"It was great," one Captain (let's call him John!) told the JMS Crew team recently. "I can see their profiles, the yachts they've worked on, references and even where they are in relation to our yacht's position at any point in time. That's perfect when you have a last minute unexpected place to fill."

Sounds great.

But it sort of begged the question, why was Captain John now standing in our offices talking to our Recruitment specialists?

"You can't rely on the information," was his answer.

Captain John had used social media on three occasions. Once to recruit a day worker and twice for permanent positions. The day worker turned out alright. "He did what was needed and then we said goodbye. The other two turned out to be a disaster."

The problem Captain John came across, is a familiar one for many Captains.

"I run a busy charter yacht. The Owner uses it a lot and we are normally fully booked with charters all summer season, many of those charters with repeat clients. When any of our hospitality

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crew don't fit into the mindset of how we work we normally have to say our goodbyes but anytime that happens there is an important knock-on effect on the rest of the crew, on our ability to maintain our high level of service and in how much time I have to spend dealing with that crew member's departure and finding a suitable replacement. Crew churn is not something any Captain wants and most of us would prefer to take every conceivable step to avoid it.

"Recruiting on social media is fine in terms of finding candidates. The problem comes in the time that needs to be spent on verifying their certificates and experience and following up on their references.



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”And you need to be a bit of psychologist...I know from friends in the recruitment business that there are questions you can ask and things you can look out for that help in finding the right profile and character to fit your team. But frankly, I multi-task enough without having to take on even more on my plate.”

And that, it turned out, was why Captain John was in our offices.

”If you want day workers – go for it, Social Media is ace. If you want full-time, dedicated and properly profiled candidates who fit your existing team and who can bring something extra to the yacht...don't do it.

”Frankly I think you have two options - either find the time to go off and study recruitment techniques and psychology (and be prepared to get it wrong for a while) or get yourself a properly accredited and experienced Crew Recruitment specialist to do it for you.

”When you take my salary and the time I need to dedicate to doing all that myself, not to mention the mistakes I make through inexperience, it's a no-brainer for any Owner to realise how much cheaper and more effective it is to use an agency that checks the certificates, verifies the references, interviews and screens candidates and then only proposes the ones that match!”

And how does any Captain go about finding a reputable Crew Recruitment agency?

”Well you don't just go online and work with the one whose site looks the best! Ask around your own network for recommendations. Look for agencies that are certified with the MLC 2006 and have been in business for a while and then go talk to them. Personally, I look for agencies with agents that have both on-board experience and proper recruitment expertise.”

Which was why he was standing in our office.

As it turned out we were able to help Captain John secure the crew he needed.

But whether you chose to work with my team at JMS Crew or one of the other reputable agencies, my advice is by all means take advantage of all that social media groups have to offer...but if you are serious about avoiding the cost and disruption of churn then the services and support of a reputable agency will always pay for itself.

”Motor Yacht Khalilah is a very happy customer of JMS on both the management and crew recruitment side of things. Sam manages to always deliver the goods with a combination of thorough research, professionalism and good humour. Well done JMS , Keep up the good work!”

**Captain Harry Noonan
M/Y KHALILAH**

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For more on JMS Crew [click here](#)

For more on the steps we take to ensure you only get to see premium candidates pre-filtered for your needs contact JMS Crew: help@jmscrew.com



FAST READ

4 TIPS TO RECRUITING WITH SOCIAL OR AN AGENCY

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- ✓ **When you need someone in a hurry**, Social Media can be very useful for finding day-workers where the risks are reduced (although most reputable crew agencies can help you just as fast)
 - ✓ **For full-time or long-term recruitment** a reputable agency will save you having to wade through all possible candidates just to get to those that match the character, profile and demands of your yacht
 - ✓ **In selecting which agency to work with**, having a great looking website is no guarantee of quality or service. Ask your peers and colleagues for personal recommendations on agencies they have already worked with, for your own protection seek out agencies that are MLC 2006 accredited and have been in business for some time and look for agencies who employ recruitment consultants who have been at sea and have professional recruitment experience and training.
 - ✓ **Personal interaction** - work with those you feel comfortable with and those you feel are focused on helping you in the long-term.