

# Labour market tightens

## Claire Heaney

ONGOING labour shortages mean small businesses will struggle to attract and keep the right people.

And Recruiting consultancy Profler Recruitment has also warned that operators who are busy juggling the demands of running their business need to find time to motivate and inspire existing staff.

Profler director Lynne Payne said while business owners started the year with renewed enthusiasm their achievements were often limited due to lack of skilled staff and time.

“Small business owners are often required to be a jack-of-all-trades — the financial controller, human resources manager, payroll coordinator, business development manager, marketing manager and publicist,” she said.

“Wearing different hats often slows down the speed in which small business owners can deliver their goods or services to the market.”

Ms Payne said because small businesses often could not afford to pay for full-time specialist staff they should consider employing temporary staff.

“Engaging a contractor is an excel-

lent solution and it can help you sleep at night knowing action will be taken, leaving you free to work on the business and not in the business,” she said.

Ms Payne said employers needed to provide constructive feedback to staff.

“Maybe your HR policies and procedures need to be overhauled and implemented,” she said.

Ms Payne suggested a small business might look at employing a human resources expert on a short-term basis to manage difficult employees, document job descriptions, implement a performance review or

ensure the business complied with Occupational Health and Safety requirements.

She said another good use of a contractor would be the appointment of a marketing consultant on a short-term basis.

The consultant may be able to look at the business and develop a strategic marketing plan which would identify areas to grow the business.

She said opportunities to be exploited could be attendance at trade fairs, advertising campaigns, loyalty programs, developing a web-based presence or revamping your corporate identity, logo and look.

“Roles can be allocated to other staff members to give everyone a job in promoting the business in a fun and creative way,” she said.

Ms Payne said there were many advantages in employing contract staff.

“They are incredibly flexible because after years of experience they have seen it all,” she said.

She said contractors could bring new skills to existing staff.

She said at times the temporary staff had gone on to take full-time jobs with the companies they had been working with.