

POACHED.COM



MARKETING KIT



Unlike generic job sites, Poached is built for the food + drink industry

Poached is the nation's leading hospitality employment platform, bringing more efficiency and flexibility to your hiring process.

From dishwashers to management and everything in between—Poached gets your jobs in front of a growing network of 1 million hospitality pros with an average of eight years of experience. Connect with better candidates and hire faster on Poached.

**80k
REGISTERED
JOB POSTERS**

**1m
REGISTERED
JOB SEEKERS**

**5m
APPLICATIONS
SUBMITTED**

Poached Markets



Trusted by Top Brands



Affordable Job Postings: Connect with qualified candidates in your area with affordable, 30-day job listings.

National Posts: One post, one price— nationwide visibility.

ATS Connectivity: Increase resumes through third-party applicant tracking systems with automatic follow-up emails and candidate insights

Poached Shifts: Book individual shifts with freelance hospitality workers for last-minute openings and large events — or, post Shifts to try before you hire with no upfront costs.

Poached Locations: Connect team accounts to coordinate hiring processes across multiple locations and managers.

Intuitive Applicant Tracking: Easily review, rate, and share applications with your team to organize your hiring process.

Messaging and Interview Scheduling: Quickly connect with top applicants by messaging and scheduling interviews through your Poached account.

Automated Candidate Matching: Algorithmic email campaigns match your jobs and shifts with skilled and experienced candidates nearby.

Vast Partner Network: Your jobs and shifts are promoted across our partner network, expanding your audience more efficiently.

Social Stats



200k
WORKER APP DOWNLOADS
WITHIN THE FIRST YEAR

8 YEARS
AVERAGE WORKER
EXPERIENCE



15.4k Followers
2m Impressions
57k Accounts
Reached Monthly



19k Followers
1.5m Impressions
352k Accounts
Reached Monthly

Email Marketing

**240k
WEEKLY
NEWSLETTER
SENDS**



Full Newsletter



Newsletter Banner

**44.89%
AVERAGE
OPEN RATE**

**5.25%
AVERAGE
CLICK RATE**

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AUTHENTIC. ELEVATED. ASIAN CUISINE.

NORI **THE SHINBAY** **SIZZLE**

We create handcrafted, artisanal magic.

Good food deserves to be shared. Each of our restaurants at HL Concepts brings the best that Asian cuisine has to offer, and makes it accessible for all to enjoy. Our cutting-edge culinary concepts are developed by serial restaurateur & master chef Hyunsook Lee, who brings his experience, culture and community into each and every dish.

HL Concepts was established in 2013 with a focus on uncompromising quality in a comfortable, yet sophisticated setting. Each of our dining experiences are unique, authentic, and innovative in every sense of the word.

APPLY NOW

GENERAL MANAGER **SUSHI CHEF**

SERVER **KITCHEN**

FOH **BOH**

HL CONCEPTS

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Know your Worth: Best Tip Tracking Apps

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If you're ready to take charge of your finances and start living within a budget there are tip tracking apps that not only help you record your daily tips but offer tools and insights to give you a clear idea of how much you're making monthly so you can budget better.

NORI **THE SHINBAY** **SIZZLE**

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Case Study

Innovative Staffing for a Growing Hospitality Group



ABOUT IRC

Independent Restaurant Concepts, based in Portland, Oregon, is an owner-operated hospitality consultancy. Since 2006, IRC has expanded its portfolio to contract and manage eight brick-and-mortar properties within Portland and the Oregon coast. They also run an off-site catering company and restaurant consulting firm.

THE CHALLENGE

Each of the restaurants operated by IRC has a unique concept with a shared goal of delivering an amazing customer experience. IRC depends on a full staff that meets productivity demands and customer expectations.

The hospitality industry notoriously faces staffing issues, from unpredictable seasonality and rapid turnover rates—to a seemingly constant labor shortage. As an expanding business, IRC needed a better solution to keep its eight restaurants and catering company staffed, increase retention, and fill in as needed to maintain exceptional service.

THE SOLUTION

Needing a more efficient way to hire than generic job boards could offer, IRC turned to Poached for its tools and features that target pain points specific to the hospitality industry.

“One of the things I really like is Poached Shifts,” James Hall, Chief Executive Officer of IRC, shared. “It helps us plug holes when we’re facing staffing challenges, which when running multiple locations is frequent.”

Since the launch of the new Poached Shifts feature, IRC quickly started filling in their immediate staffing needs during the busy seasons at their restaurants and catering company. They then discovered value in using the feature to find more fitting hires for their open roles. By booking specific workers over a series of shifts, they see first-hand how workers do on the job and if they’ll fit within the company culture long term.

THE RESULTS

With Poached, the IRC’s Director of Operations can manage job listings across all locations and hiring managers in one convenient place. The Poached dashboard’s innovative applicant tracking features, messaging, and interview scheduling tools increased the productivity of their hiring process by attracting more qualified applicants and decreasing no-call, no-show interviews.

“Poached is a hiring platform for the restaurant industry, so we save a lot of time and energy because the jobs we post are being promoted to people who either want to be in our business or are already working in our business,” Hall shared. “Using Poached has been a huge benefit.”

The ability to post and fill individual staffing needs through Poached Shift has allowed IRC to staff events within their catering business and combat seasonality in their restaurant locations. They’ve also increased retention rates by using Poached Shifts to network with potential hires and ensure they’re hiring skilled workers that fit within the company culture.

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