

The Modern Hiring Guide for Seasonal Staffing

How to Conquer Hourly Hiring Challenges
during the Busiest Time of the Year



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The stressors of seasonal hiring

If you haven't started hiring seasonal workers for the winter holidays, you may already be behind. The end-of-the-year season is one of the busiest (and most stressful) times for hourly workers and recruiters. Openings abound for roles like logisticians, warehouse workers, and store associates, and most companies start hiring for these roles as early as August.

According to the U.S. Bureau of Labor Statistics, November and December are the peak seasons for retail jobs. In 2022, the National Retail Federation reported 196.7 million Americans shopped in stores and online during Thanksgiving weekend, and the greater winter holiday season saw an increase in sales of 5.3%, compared to 2021.¹ Businesses that support these consumer trends consistently need workers to ring up purchases, stock warehouses, and deliver orders to customers around the world.

During the holiday season, consumers' expectations are higher than normal when it comes to fast delivery and superior customer service. And hourly workers demand the same attention and consideration when they apply for a job. But as businesses compete for the same talent pool, hiring for seasonal roles is becoming a bigger conundrum that hiring teams must grapple with every year.

If your company relies on seasonal workers to survive times of increased activity, you may feel the annual effects of this steep competition for talent. To keep up with or, even better, surpass your competitors in acquiring the best hourly workers, you can no longer rely on hiring practices of the past that require continual investment and upkeep.

In this guide, we'll review recruiters' top seasonal hiring challenges, and offer insights and recommendations on how to build a hiring system that can be replicated and activated for the busiest times of the year.