

GP HOSPITALITY PARTNERS

MAGNETIC JOB POSTING TEMPLATE

The Ride or Die Leadership Circle · Tools & Resources Library

THE PROBLEM WITH MOST JOB POSTINGS

Most restaurant job postings read like government forms. Bullet lists of requirements. Vague promises about a great team. The word 'passionate' used six times. They attract the wrong people — or nobody at all.

A magnetic job posting doesn't describe the job. It describes the person. It filters out the wrong applicants before they apply. And it makes the right applicants feel like they finally found a place that gets them.

GREG'S NOTE

The best hire I ever made came from a posting that said: 'We are not looking for someone who needs to be managed. We're looking for someone who manages themselves.' I got twelve applications. Eleven were exactly right. The posting did the filtering before the interview. That's what a magnetic posting does.

THE FIVE PRINCIPLES OF A MAGNETIC JOB POSTING

Apply these to every posting you write — hourly or management.

1. LEAD WITH IDENTITY, NOT REQUIREMENTS

Requirements filter by resume. Identity filters by character. Lead with who you want, not what you need on paper. The requirements come later.

INSTEAD OF THIS

Must have 2 years of experience and a food handler card.

SAY THIS

We're looking for someone who takes pride in the work even when nobody's watching.

2. MAKE THE CULTURE THE JOB DESCRIPTION

Every restaurant claims a great culture. Show them what yours actually looks like. Use specific language, not generic adjectives.

INSTEAD OF THIS

Join our fun and fast-paced team!

SAY THIS

Our culture is built on one idea: Ride or Die. We show up for each other, we hold the standard, and we take care of our guests like family.

3. DESCRIBE THE WRONG PERSON

One line about who you are NOT looking for is worth more than five lines about who you are. It creates self-selection. Bad applicants opt out. Good ones lean in.

INSTEAD OF THIS

(leaving this blank and hoping for the best)

SAY THIS

This role is NOT for someone who needs constant direction or waits to be told what to do.

4. MAKE THE PROMISE REAL

Generic promises mean nothing. Make a specific, credible promise about what the experience of working for you will actually be like.

| INSTEAD OF THIS | SAY THIS |
|--|---|
| <i>Competitive pay and a great work environment.</i> | <i>You will be recognized by name for specific things you do well. Your manager knows your strengths. Your growth here is intentional — not accidental.</i> |

5. END WITH A CHALLENGE, NOT A CTA

Ending with a challenge filters out passive applicants. Anyone who can't write two sentences about themselves is not self-aware enough to be a great hire.

| INSTEAD OF THIS | SAY THIS |
|--|--|
| <i>Apply today! Send your resume to hring@restaurant.com</i> | <i>If you read this and thought 'that's me' — we'd like to meet you. Tell us in two sentences why you belong in this room.</i> |

COMMON PHRASES TO ELIMINATE

Remove these from every posting before it goes live. They are invisible to good candidates and magnetic to the wrong ones.

| ELIMINATE THIS | REPLACE WITH |
|------------------------------|---|
| Must be a team player | You don't wait to be asked — you see what needs to happen and you do it |
| Fast-paced environment | Busy shifts are where you thrive — not where you shut down |
| Passionate about hospitality | You genuinely care whether guests leave happy — not just fed |
| Competitive pay | [\$X/hour] plus tips. We pay fairly because we expect a lot. |
| Opportunity for growth | We promote from within. Your last shift lead was a dishwasher 18 months ago. |
| Join our family | Our team holds a standard. Not everyone lasts — the ones who do wouldn't trade it. |
| Must be reliable | Your team counts on you. Missing a shift here isn't just an inconvenience — it's a letdown to people who showed up for you. |

TEMPLATE 1 — HOURLY POSITIONS

Server · Host · Bartender · Line Cook · Prep · Dishwasher · Busser · Cashier

Instructions: Fill in every [bracketed field]. Do not change the structure. The order matters — identity first, culture second, role third, promise fourth, challenge last.

OPENING LINE — WHO YOU ARE LOOKING FOR

Write one sentence that describes the character of the person you want. Not their experience — their identity.

WHAT WE ARE ABOUT — YOUR CULTURE IN 3-4 SENTENCES

Describe your culture specifically. What do you believe? What do you hold to? What makes your team different? Avoid adjectives like 'fun' and 'passionate' — use specific behaviors and values instead.

THE ROLE — WHAT THEY WILL ACTUALLY DO

Describe the position in plain language. 3-5 sentences max. Focus on the experience of doing the job, not a list of tasks.

WHO THIS IS NOT FOR — ONE LINE

Write one sentence that disqualifies the wrong candidate. Be direct. This is not rude — it is respectful of everyone's time.

WHAT WE OFFER — THE SPECIFIC PROMISE

Pay rate, schedule flexibility, benefits if applicable. Then one specific promise about the experience of working here. Not 'growth opportunities' — something real and provable.

THE CLOSE — YOUR CHALLENGE

End with a challenge. Ask them to tell you something specific in their application. Two sentences max. Make it easy for the right person and impossible for the wrong one.

EXAMPLE — SERVER POSTING (adapt for your brand)

We are looking for someone who takes genuine pride in the experience they create — not just the plates they carry. Our culture is built on the Ride or Die standard: we hold the line for each other, we do the work without being told, and we treat every guest like they chose us specifically — because they did. This isn't a job for everyone. It is a great job for the right person. As a server at [Location], you will own your section, build real relationships with regular guests, and be part of a team that actually functions like one. Busy nights are where you shine. This is not the right fit if you need to be reminded to check on your tables, or if 'it's not my job' is something that crosses your mind. We pay [\$X/hour] plus tips, with [flexible scheduling / consistent shifts]. You will be recognized by name for what you do well, and your manager knows the difference between a hard night and a bad attitude. If you read this and thought 'that's me' — we want to hear from you. Tell us in two sentences: what does hospitality mean to you?

TEMPLATE 2 — MANAGEMENT POSITIONS

General Manager · Assistant Manager · Shift Lead · Kitchen Manager · Bar Manager

Instructions: The management posting follows the same five principles but shifts from 'what you do' to 'how you lead.' The emphasis is on ownership thinking, team development, and results through people — not operational checklists.

OPENING LINE — THE LEADER YOU ARE LOOKING FOR

Describe the leadership identity in one sentence. Not 'experienced manager' — describe how they think and what they believe about leading people.

WHAT WE BELIEVE ABOUT LEADERSHIP — YOUR STANDARD

What does leadership mean at your organization? What is your expectation of a manager? Describe the standard — not the job description. Be specific about the kind of leader you want to grow here.

THE ROLE — WHAT LEADING HERE LOOKS LIKE

Describe the position in terms of impact and responsibility — not just tasks. What will they own? What will they build? What decisions will they make? Avoid bullet-point task lists.

WHO THIS IS NOT FOR — BE DIRECT

Name one or two specific leadership behaviors or mindsets that will not work here. This filters out people who manage by compliance, not culture.

WHAT WE OFFER — COMPENSATION + DEVELOPMENT PROMISE

Salary range, benefits, schedule. Then a specific promise about what their growth and development will look like here. Name something real — a framework, a mentor, a clear path.

THE CLOSE — A LEADERSHIP CHALLENGE

Ask them a leadership question in the application. Something that reveals how they think — not just what they've done. One question, two-paragraph answer max.

EXAMPLE — SHIFT LEAD POSTING (adapt for your brand)

We are looking for a shift lead who understands that their job is to make the team better — not to be the smartest person in the room. At [Location], leadership is not a title. It is a standard of behavior. Our shift leads hold the culture when the owner is not there. They coach before they correct. They see problems before they become guest issues. They build trust with their team by being consistent — not by being liked. As a shift lead, you will run the floor with full ownership of the guest experience and team performance during your shift. You will conduct pre-shift huddles, monitor standards in real time, and develop at least one person on your team toward their next level. This is not the right role if you are more comfortable doing the work than leading the people who do it. If stepping back and letting someone else take credit feels uncomfortable, we are probably not a fit. We offer [\$X] per hour / [\$X] salary, [benefits], and a clear development path. You will work directly with [Manager/Owner name] and be developed through a structured leadership framework — not left to figure it out alone. One question: Tell us about a time you had to hold a standard that was unpopular. What happened, and what did you learn?

PRE-POST CHECKLIST

Run every posting through this before it goes live:

| | |
|--------------------------|--|
| <input type="checkbox"/> | Does the opening line describe who they are, not what they've done? |
| <input type="checkbox"/> | Have I used specific language about my culture — not generic adjectives? |
| <input type="checkbox"/> | Is there one line that disqualifies the wrong candidate? |
| <input type="checkbox"/> | Is the promise specific and provable — not vague and hollow? |
| <input type="checkbox"/> | Does the close ask them to do something that filters passive applicants? |
| <input type="checkbox"/> | Have I removed all generic phrases (team player, fast-paced, competitive pay)? |
| <input type="checkbox"/> | Would the right candidate read this and think 'that's exactly where I want to work'? |
| <input type="checkbox"/> | Would the wrong candidate read this and self-select out? |

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