



Is this an insomniacs dream job?

The use of Social Media as a recruitment tool has paid off for a hotel in Finland seeking a Northern Lights watcher.

The Arctic Snow Hotel in Finland announced on its Facebook page it was seeking someone to monitor the spectacular natural occurring light show of the Aurora Borealis, otherwise known as the Northern Lights.

Key requirements for the seasonal role include speaking English and being able to stay awake through the night so as to alert people staying at the hotel when the Northern Lights are visible.

The response was so overwhelming that in an update on its Facebook page, the hotel said it had received so many enquiries for the role that it was impossible to reply to all of them, but thanked candidates for their interest.

It seems that the more unusual a job is the more interest it generates. It also proves that plenty of candidates are looking for job satisfaction above the salary on offer, recent research by CV-Library found that 81.9% of Brits would take a pay cut if it meant landing their dream job.

Of course once the season is over and you have to return home it would be a real talking point when you say “my last job was as an Aurora Borealis spotter”, we think it could *light-up* your CV! Especially if you did such a good job that they give you *glowing* references!! And yes the irony in the title of this article *is* deliberate!