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being human services

"Be Better...Do Better"

TIP SHEET #2

RECRUITMENT AND JOB SOURCING

Refer to Summary of Resources
Tip Sheet #12 for a listing of
information sources.

diversity

An Employer Advantage

Alberta 

Tip Sheet 2: Recruitment and Job Sourcing

True diversity isn't about checking a box. It is about recruiting a workforce that includes individuals with different world views, ethnicities, religions, backgrounds, abilities, and ages. A diverse and inclusive workforce doesn't just happen. As an employer, you need to reach a diverse group of people when recruiting and your strategy needs to put people first. Your recruiting efforts should focus on their talents, not their age, culture, race or gender. Companies should consider conducting an audit of their current recruitment processes to see where bottlenecks and barriers exist when it comes to attracting diverse talent. In this tip sheet, you will find information that will help you cast a wider net and tap into Alberta's skilled immigrants.

1 Build your brand as an "Employer of Choice":

- Your business can be an employer of choice internally by establishing a business culture that is positive and supportive of all employees and externally through messaging in your marketing materials and online presence.

2 Consider your image in your marketing and literature:

- Include diverse images and a statement about your commitment to diversity.
- Profile stories of employees from diverse and ethnic backgrounds on your website and in your communications materials.
- Consider referencing diversity resources and/or career information that provides specific interview tips for Newcomers. For interview suggestions, refer to the Interviewing and Selecting Tip Sheet .



3 Use your website effectively:

- Immigrants often look for online resources to prepare for working in Canada and your website is one of the most accessible resources for information about your company.
- Ensure your website communicates the cultural competence of your workplace through use of appropriate language, diverse images, and resources.
- Consider providing links to other sites, like local tourism, to promote your area as a great place to work and play.

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Monster shared, "62% of job seekers would turn down a job offer if they feel a company did not value an inclusive and diverse workplace culture."

4 Develop a relationship with immigrant services agencies:

- Many Newcomers to Canada seek out immigration services, specifically those providing job search assistance, employment counselling, and workplace orientation.
- In Medicine Hat, contact Being Human Services and Saamis Immigration Services for more local resources.

5 Language or Bridge Training Programs:

- Develop a relationship with agencies that deliver language training or bridging programs, that assist skilled immigrants in acquiring their license or certificate in their profession or trade.
- Consider establishing a formal partnership with universities and colleges that train in your industry.

6 Advertise in immigrant/ethnic media and publications:

- Many immigrants read media reflective of their ethnic origins.
- Advertising through online and offline media that speak "their language" ensures you are reaching a broad cross-cultural section of candidates.

7 Subscribe to professional and trade associations:

- Industry related professional and trade associations can often provide information on applicants with the skills you may be looking for.
- Many associations circulate newsletters or magazines to members that you may be able to subscribe or contribute to.



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8 Harness your existing workforce for culture:

- Use the contacts of your culturally diverse team as a good source of prospective candidates.
- If you don't have one already, consider starting a formal employee referral program with incentives for employees who refer qualified friends or candidates.

9 Participate in career fairs and job fairs:

- Career fairs are an excellent way to provide information to a large audience in a relaxed environment.
- Remember to include key items such as a display, application forms, business cards, and your marketing communications materials.

Did you know?

- Immigrants make up a quarter of Canada's workforce.
- Immigration is expected to account for 100% of labour force growth in the coming years. And yet, immigrant underemployment remains an issue.
- In a survey of 6,400+ skilled immigrants to Canada, WES research found that less than half (47.2%) were working in the same sector as they were pre-migration.



10 Other considerations:

- Hiring candidates with no prior experience or skills in a specific industry is not an uncommon practice by employers. Short-term work opportunities, work experience, and apprenticeship programs allow employers to assess candidates' suitability, competency, transferable skills, and ability to learn. As an alternative to permanent employment, consider one of these options to determine if the candidate is a good fit for your organization.

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11 Effective recruiting and advertising for employers:

- **Online** - is still considered the best, most cost-effective way to post current job openings and has the potential to reach thousands of people from all over the world. There are many job boards that are both generic and industry specific. Some are free, while others may cost the employers fees to advertise.
- **Company Website** - is one of the best sources of information on your company. Your application process should be clear with all contact information up-to-date.
- **Government of Canada Job Bank** - the job bank is Canada's national employment service, and the leading source of jobs and labour market information in the country.
- **Advertise in immigrant/ethnic media and publications** - this ensures you are reaching a broad cross-section of people.
- **Networking** - consider social and professional functions like your local Chamber of Commerce, Boards of Trades, industry association functions, sports club members, church/temple/mosque functions, etc.
- **Job and Career Fairs** - are an excellent way to provide information to a large audience in a relaxed environment. Be sure to include key items such as a display, application forms, business cards, and your marketing communications materials.
- **Private Employment Agencies** - find job seekers that fit the qualifications that you are searching for. Fees paid by the employer are usually the equivalent to a percentage of the successful candidate's annual income.

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11 Effective advertising for employers cont'd:

- **Professional Trade Associations** - can provide information on applicants with the skills you may be looking for. Many associations circulate newsletters and/or magazines to members.
- **Universities, Colleges, and other training centres** - make connections with institutions to develop targeted strategies to attract highly trained and educated Newcomers.
- **Local Immigrant Settlement Agency** - develop a relationship with agencies who work directly with immigrants new to your community.
- **Language or Bridge Training Programs** - develop a relationship with agencies that deliver English as a Second Language training or bridging programs that assist skilled immigrants get their license or certificate in their profession or trade.
- **Encourage placement of visible minority interns and co-operative students** - you could establish formal partnerships with universities and colleges that train in your industry.
- **Develop and cultivate relationships with immigrant resource centres or volunteer groups dedicated to the needs of immigrants** - these organizations work very closely with large numbers of potential workers.
- **Develop your literature and marketing materials to be reflective and inviting to immigrants** - include diverse images and include a statement about your commitment to diversity.
- **Become known as an "Employer of Choice" for both your industry and for skilled immigrants** - this can be achieved internally by establishing a business culture that is positive and supportive of all employees and externally through messaging in your marketing materials and internet presence.





For more tips and strategies to improve diversity in your workplace, check out our other Tip Sheets:

1. Job Descriptions
2. Recruitment and Job Sourcing
3. Assessing Skills and Competencies
4. Interviewing and Selection
5. Orientation
6. Onboarding
7. Creating a Welcoming and Inclusive Work Environment
8. Training and Development
9. Communication
10. Employee Retention
11. Common Terms and Definitions
12. Summary of Resources

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