



# TIP SHEET 2

## WHERE TO POST A JOB VACANCY

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According to the 2011 National Household Survey, British Columbia is home to the second largest foreign-born population in Canada, with one in five residents having immigrated. The BC workforce is also evolving with its makeup starting to reflect the diversity of the province. Employers can remain competitive in this changing landscape by tapping into a rich pool of skills and new perspectives. In this Tip Sheet, you'll find information that will help you cast a wider net and tap into the talent of BC's skilled immigrants.

## 1 Build your brand (internally and externally) 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 Be reflective and inviting to immigrants in your marketing materials and literature:

- Include diverse images and a statement about your commitment to diversity.
- Profile the stories of employees from diverse ethnic backgrounds on your website and in your communications collateral materials.
- Consider referencing diversity resources and/or career information that provides interview tips for immigrants.

## 3 Effectively use your website:

- Immigrants often look for resources online to prepare for working in Canada and your website is one of the most accessible resources 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 BC as a great place to live, work and play.

## 4 Develop a relationship with immigrant service agencies in your community:

- Many newcomers to Canada seek out immigrant service agencies, specifically those providing job search assistance, employment counselling, and workplace orientation.

## 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 formal partnerships with universities and colleges that train in your industry.

## 6 Expand your outreach:

- Many employers look for new employees through their local media and online. To reach a diverse pool of applicants, these traditional advertising routes should be considered as just part of your strategy in targeting talented immigrants. Other sources to consider are professional immigrant networks, job fairs and agencies that provide services to immigrants who can offer further opportunities to reach international applicants, know and present the information in a logical order and avoid jumping around.

**7 Advertise postings 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-section of people.

**8 Harness your existing workforce for cultural diversity and ask for referrals:**

- The contacts of a culturally diverse team can provide 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/candidates.

**9 Participate in Career 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.

**10 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 and/or magazines to members that you may be able to subscribe or contribute

**Recent immigrants are:**

- **Younger – 50% in the prime working age of 25-44 compared to 35% of Canadian born**
- **More educated – 40% have a University degree (Bachelor degree or higher) compared to 18% of Canadian born**
- **Professionally qualified – 65% have professional qualifications compared to 51% of Canadian born**

*National Household Survey, 2011*

**Resources:**

For a listing of ethnic media in BC [click here](#).

**Previous Tip Sheets:**

Tip Sheet 1: How to Create Barrier-Free Job Descriptions

**Upcoming Tip Sheets:**

Tip Sheet 3: How to Conduct a Culturally-Sensitive Job Interview

Tip Sheet 4: How to Assess Skills and Negotiate Competencies

Tip Sheet 5: How to Create a Culturally Inclusive Work Environment

“Employing a culturally diverse workforce is no longer just the ‘right thing to do.’ In today’s economy, it makes good business sense: employers who open their doors to international talent can gain competitive advantage over those who do not.”

*Conference Board of Canada  
Immigrant Friendly Businesses - Effective Strategies  
for Attracting, Retaining and Integrating Immigrants  
in Canadian Workplaces, 2009*

There’s more... IEC-BC provides an extensive online library of employer tools and resources. The IEC-BC Employer Tools and Resources Library is a collection of materials developed, in part or entirely, by partners or key organizations throughout Canada. If you’re ready to dig deeper into attracting immigrant talent click the button below.

[View Library](#)

