



Employer Outreach and Engagement Lead

Full-time, Hybrid (2 - 3 days per week onsite)

Vancouver, BC

About Us

The Immigrant Employment Council of BC (IEC-BC) is a dynamic not-for-profit that helps BC employers recognize the collective value immigrants bring to the workforce, positively impacting our society and economy. As a growing organization, our programs break down barriers that keep BC businesses from making full use of the diverse skills and experience immigrants bring to the workplace and communities.

About the Role

We are seeking an exceptional individual to join us as the Employer Outreach and Engagement Lead at the Immigrant Employment Council of BC. In this vital role, you'll become a crucial link between our organization and employers, playing a pivotal part in establishing and nurturing strong relationships. Your primary responsibility will revolve around actively engaging with and managing employer relationships, ensuring their objectives are in harmony with our mission. Additionally, you will have the gratifying task of facilitating the seamless integration of employers into our programs and initiatives, fostering collaboration that brings about mutual benefit.

Salary: \$58,000-\$60,000 per annum plus a competitive benefits package

Location: Vancouver, BC

Key Responsibilities

Employer Outreach and Engagement

- Proactively reach out to potential employer partners through various channels, including email, phone calls, and networking events.
- Present the benefits of partnering with our organization, including access to skilled talent pools and potential incentives or support programs.
- Serve as a primary point of contact for employer partners, managing ongoing communications, and addressing any issues or concerns.
- Collaborate across internal business units to ensure alignment of employer engagement efforts with organizational objectives.

Strategic Partnership Development and Management

- Identify and cultivate relationships with businesses, industry associations, and other organizations to create employment opportunities for immigrant talent.
- Develop a comprehensive strategy for engaging with employers to understand their hiring needs and align them with our organization's goals.
- Lead negotiations and oversee partnership terms, actively contributing to recruitment, training, and retention initiatives.
- Monitor the success of partnerships through key performance indicators (KPIs) such as employer engagement levels, immigrant employment outcomes and employer satisfaction.

Program Integration Support

- Serve as the communication link between employers and our program teams, ensuring a shared

- understanding of job opportunities, skill requirements, and solutions.
- Collaborate with our learning and development team to support employers to implement immigrant inclusive hiring and training practices.
- Assist in developing customized strategies to attract and retain immigrant talent for partner employers.

Reporting and Data Analysis

- Maintain detailed records of your employer interactions, partnership agreements, and outcomes achieved through our programs.
- Regularly generate reports that highlight employer engagement activities, performance metrics, and emerging trends.
- Collaborate with the data team to gather insights to refine and optimize our employer engagement strategies.

Event Participation

- Identify and actively participate in in-person and virtual employer-related activities, such as events and employer spotlights, to showcase our programs and facilitate connections.
- Represent our organization at relevant industry events and conferences, to promote IEC-BC's employer engagement programs and initiatives.
- Must be flexible to participate in occasional early morning, evening, or weekend events.

Market Research and Trends Analysis

- Stay informed about industry trends, labor market dynamics, and emerging job opportunities to inform employer engagement strategies.
- Conduct market research to identify new sectors or industries for potential partnership development.

Qualifications

- Bachelor's degree in Business Administration, Marketing, Human Resources, or a related field.
- Demonstrated experience in employer engagement, business development, or related roles, preferably within the workforce development or diversity and inclusion field.
- Established local business network.
- Exceptional interpersonal and networking skills, with the ability to build rapport and establish trust with a diverse range of stakeholders.
- Excellent communication skills, both verbal and written, with the ability to articulate complex ideas clearly and persuasively.
- Proficiency in negotiating and managing partnerships and multi-stakeholder collaborations.
- Strategic thinking and problem-solving abilities, with a focus on identifying opportunities and developing effective solutions.
- Demonstrated project management skills, including the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Analytical skills to assess the impact of employer engagement efforts.
- Proficiency in Microsoft Office Suite and CRM software (e.g., Dynamics, Salesforce) for tracking and managing employer relationships.
- Knowledge of recruitment processes, and diversity and inclusion best practices in an asset.

How to Apply

If you are passionate about promoting diversity and inclusion in the workplace and thrive in a fast-paced, challenging work environment, this could be the position for you. To be a part of an innovative and purpose-driven team that is building a prosperous and inclusive future for British Columbia, please submit your resume and cover letter, by **Friday, May 24, 2024**, to recruitment@iecbc.ca and quote "Employer Outreach and Engagement Lead", in the subject line.

We kindly ask for no phone calls. Due to the high number of applications received, only candidates who are selected for an interview will be contacted.