

## OTHER RECRUITMENT STRATEGIES

There are a number of organizations who are in regular contact with job seekers and could send potential candidates your way. Consider contacting organizations such as:

- Employment service delivery organizations who assist job seekers, such as the Department of Post-secondary Education Training and Labour
- Alumni groups at universities and colleges
- Post-secondary institutions offering programs related to your industry
- Settlement agencies offering services to newcomers.

## EMPLOYMENT AGENCIES

Employment or placement agencies recruit and match potential employees with employers for a fee. If you are strapped for time and want to hand the process over to someone outside of your organization, this could be the solution for you. They work with both employers and job seekers so they may already have qualified candidates in their database.

## IMMIGRATION AND REPATRIATION

- Employers can participate in National and international job fairs
- Access to virtual career fairs
- Referrals of pre-screened candidates through these promotional channels to their Human Resources team.

For more information visit: [www.welcomenb.ca](http://www.welcomenb.ca)

**For more information contact:**



**Call us toll free  
1-855-412-3330**

**or visit us online at:**

**[www.careersthatwork.ca](http://www.careersthatwork.ca)**

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## Recruitment Strategies

## \*FREE JOB ADVERTISING SITES:

### **NB Jobs ([www.NBjobs.ca](http://www.NBjobs.ca))**

The new nbjobs.ca was designed to provide New Brunswickers with all job opportunities in one convenient location. Our site aggregates the most recent job postings from hundreds of job boards and makes them available to job seekers willing to work in New Brunswick. In order for your job ad to be visible on NBJobs, you simply need to post your ad on one of the following sites:

Job Bank, Career Beacon, Alongside.com, LinkedIn, Jobboom, Monster.ca, or Workopolis

### **Job Bank ([www.jobbank.gc.ca](http://www.jobbank.gc.ca))**

The Job Bank is free for Employers and there is no limit to the amount of job advertisements you can post. You must first create an account, and register the organization. Detailed instructions for the job bank can be found at: <https://www.jobbank.gc.ca/support-eng.do?type=er>

### **Kijiji ([www.kijiji.ca](http://www.kijiji.ca))**

Kijiji is a free online classified site. Posting job ads on kijiji is completely free and creating an account is very simple. Free ads are visible in chronological order so anytime an ad is posted it pushes all other ads further back. There is also an option to pay to boost ads to maintain the ad in a top of page position which is very affordable.

### **Indeed ([www.indeed.ca](http://www.indeed.ca))**

Creating an account on Indeed is very simple and requires only a couple of pieces of information to get started. There are both paid and free options for employers to post ads to Indeed. Free job postings on Indeed will fall further back in the search results as they become older.

## \*PAID JOB ADVERTISING

### **Indeed ([www.indeed.ca](http://www.indeed.ca))**

Unlike the free option, paid job postings on Indeed are prominently displayed at the top and bottom of each page. Advertising on Indeed is exclusively pay per click. Every time someone clicks on your posting, you are charged for that viewing. You can set budgets daily or monthly and Indeed will ensure that your job is live every day your job is open. These budgets recur until you close the job or set an end date for the posting. Another option is the lifetime budget, you set an amount as your stopping point (the most you would like to spend on the position. When you reach your job budget, the listing is removed from the search results.

### **Career Beacon ([www.careerbeacon.com](http://www.careerbeacon.com))**

Career Beacon offers paid advertised job postings, and prices can vary depending on the number of postings. They offer a number of packages and prices decrease as the number of ads you wish to purchase increases. They also offer Unlimited posting contracts which are negotiated based on the number of estimated postings for the year.

## \*SOCIAL MEDIA

### **Facebook, Twitter**

Social media is an excellent and free way to spread the news of your vacancies. Promoting your ads through free platforms such as Facebook and Twitter can be an easy way for your message to reach the masses. Create an ad on facebook, post it to any local news chaser or community events pages, tag people who might be interested, and encourage people to share. Anyone who is following you or likes your page will be notified of your position and have the opportunity to share the news as well. You could even be creative and offer a reward chosen at random to all current staff who share the post. The further your reach, the more candidates you will have to choose from.

### **LinkedIn**

LinkedIn is another social networking site designed specifically for the business community. The site is free to join, however there are premium services through LinkedIn that come with a cost. In order to post job ads you will need a premium account. A premium plan for hiring specialists, known as Recruiter Lite, is available for a monthly fee. (LinkedIn also offers a full-strength package for recruiters, sold separately by its Talent Solutions division.)

*\* This is not an all inclusive list and is just some of the many options available to you.*