

Broadcasting the Message and Attracting Great People

Recruiting Methods – Pros and Cons

Source	Pros	Cons
Own Staff (internal job postings)	<ul style="list-style-type: none"> • Individual is known • Helps keep employee • Develops current staff • Person has company knowledge • Low cost and time investment 	<ul style="list-style-type: none"> • Limited choice • No “new blood” from outside of company • Staff need not have all required skills
Former Staff (that you would like to rehire)	<ul style="list-style-type: none"> • Individual is known • Person has company knowledge 	<ul style="list-style-type: none"> • Limited choice • Potential challenges with former employee or team mates
Employee Referrals/ Former Employee Referrals (incentive offered for referrals)	<ul style="list-style-type: none"> • Low cost • All employees are recruiters • Referrals are “pre-screened” by referring employee • Employees typically recommend good people • Applicant has realistic expectations of job and company 	<ul style="list-style-type: none"> • Employee embarrassed/upset if rejected • Limited choice • Could be seen as favouritism • May not add to diverse workforce
Community Newspaper Ads/ Help-Wanted Signs/Banners/ Bumper Stickers	<ul style="list-style-type: none"> • Quick method of reaching wide audience • Enhances company’s brand image 	<ul style="list-style-type: none"> • Shot-gun approach lacks focus • Success depends on visibility • Limited space for information
Job/Career Fairs (sponsored by a community organization; YMCA, Chamber of Commerce)	<ul style="list-style-type: none"> • Time effective way of promoting job to many people • Excellent method of capturing passive job seekers attention • Can conduct on-site interviews • Increase customers • Fair organizer handles marketing 	<ul style="list-style-type: none"> • Can be expensive, time consuming and require pre-planning • Difficult for small players to compete with “major players” • Requires marketing material • Too many fairs can lose job seekers attention
Radio or Television	<ul style="list-style-type: none"> • Quick method of reaching wide audience • Can enhance brand image if done well • Can attract attention of passive seeker if engaging 	<ul style="list-style-type: none"> • Expensive • Requires lots of pre-planning • Shot-gun approach lacks focus

Source	Pros	Cons
Internet Recruiting (your company webpage, online recruitment page - Monster.ca, Workopolis.ca, Hotjobs.ca, industry association, banner space)	<ul style="list-style-type: none"> • Very low cost way of attracting high volume of applicants • Works 24/7 • Instant communication of message • Rapidly becoming one of the preferred methods of job search • Access to global market • Ease of updating/editing job postings • More space for additional information, photos and links to related sites • Ease of applicant being able to apply online 	<ul style="list-style-type: none"> • Massive volume of databases can be overwhelming • Requires candidates to be computer literate • Choosing best site out of thousands of online portals • Recruiters need to be comfortable with technology
Third Party Recruiters (employment agencies, recruitment companies)	<ul style="list-style-type: none"> • Delegate task to a full time HR practitioner • Existing network of contacts • Applicants are pre-screened 	<ul style="list-style-type: none"> • Expensive professional fees • Outdated list of candidates • Pressure on client for quick “fit” • They get paid for making the “match” • May not understand agriculture/food industry
Educational Institutions (High School, Trade Schools, Universities), Career Fairs, Job Boards, Student Employment Center	<ul style="list-style-type: none"> • Target people with specific qualifications • Tap into younger workers • Fulfill seasonal needs • Trial period for long-term employment • Co-op placements • Develop face to face relationship 	<ul style="list-style-type: none"> • Often little previous relevant work experience • Difficult for small players to compete with “major players”
Foreign Workers (recruiting from other countries)	<ul style="list-style-type: none"> • Tap into skills in low supply in your market • Can develop relationships with foreign partners and markets • Adds diverse cultural mix to team 	<ul style="list-style-type: none"> • Long time frame and complexity of process • Foreign credentials may not be recognized locally • English as a second language challenges • Work permit needs to be renewed annually • Possible cultural integration challenges • Many employers obligations (accommodations/medical)
Walk-Ins (plant, facility, retail, market stall)	<ul style="list-style-type: none"> • Available for work • Opportunity for “first impression” • Made the effort to appear in person 	<ul style="list-style-type: none"> • Many may not be ideal candidates • Spur of moment/impulsive application

Other Creative Recruiting Ideas

- Window painting of Help-Wanted message.
- Open House - invite potential applicants to tour your processing plant and consider applying for a job with your company.
- Magnetic hiring signs on company vehicles.
- Flyer distributed with local free weekly newspaper.
- Flyer placed on car windshields.
- Government sponsored skills upgrading programs - contact your local Alberta department of labour or Human Resources Development Canada office and ask about ongoing programs.
- Moonlighters are people that do shift work and are seeking additional income, e.g. oil patch, flight attendants, railway workers, teachers, police officers, fire fighters and nurses.
- Retention bonus is paid to new employees once they have stayed on for a fixed period of time.
- Subsidized housing or provided housing at your farm.
- Aboriginal people are the fastest growth segment in Canada. Within 10 years one out of every five new entrants into the labour market will be Aboriginal.
- Professional association meetings and newsletters are a great place to find specialized talent.
- Women re-entering the workforce - contact local YWCA to post your job ad.
- Military personnel often retire with a pension after 20 years of service and are looking for a career change.
- Volunteer Associations - lots of great people give of their time and talent for worthy causes. Be a volunteer and you could meet some great future employees.
- Community church leaders are well connected and respected. They could provide some referrals on great people to consider. Job posting get placed on church bulletin board or in newsletter.
- With the first of the Baby Boomers turning 60 in 2007, the number of older workers in the labour force is steadily increasing.
- Persons with disabilities often offer an established track record of being reliable, productive and innovative workers.
- Ex-Offenders that are committed to changing their ways, if given a second chance, will be grateful, loyal and hard-working employees.
- Farmers' Market Stall sign.
- Flexible job hours can make your job much more attractive.
- Ethnic market (newcomers) – 19 percent of all working aged Albertans are new immigrants that have been in the country for less than five years. Tap into ethnic associations, newspapers.