



LOOKING TO HIRE?

British Columbia's economy is fast growing and, as a result, employers are having an increasingly difficult time filling vacancies. Talented immigrants are well-trained, bring new skills to the workplace, speak a variety of languages and are eager to make a meaningful contribution to their new country.

Now, more than ever, is the time for your business to "team up" with talented immigrants!

TEAM  **UP**

Connecting your business with BC talent

ABOUT THIS SERIES

These information cards are designed to increase employer awareness with regards to talented immigrants and the role they can play in filling vacancies.

The cards highlight labour data in some key industries while providing general guidelines on hiring best practices.



HOW WE CAN HELP

We can assist employers in various ways:

- support with your recruiting strategy
- connect you with skilled French-speaking immigrants
- help identify possible financial assistance programs

If this sounds like the kind of help you could benefit from, please call 604-732-3534 or visit www.sdecb.com for more information.

You can also become an ambassador and share your immigrant hiring success story!

This material was produced by the Société de développement économique de la Colombie-Britannique in partnership with Immigrant Employment Council of British Columbia.

Funding provided by Immigration, Refugees and Citizenship Canada.



IMMIGRANT
EMPLOYMENT
COUNCIL OF BC **IEC**BC

Connecting Employers
to Immigrant Talent



Immigration, Réfugiés
et Citoyenneté Canada

Immigration, Refugees
and Citizenship Canada

TEAM UP

Connecting your business with BC talent

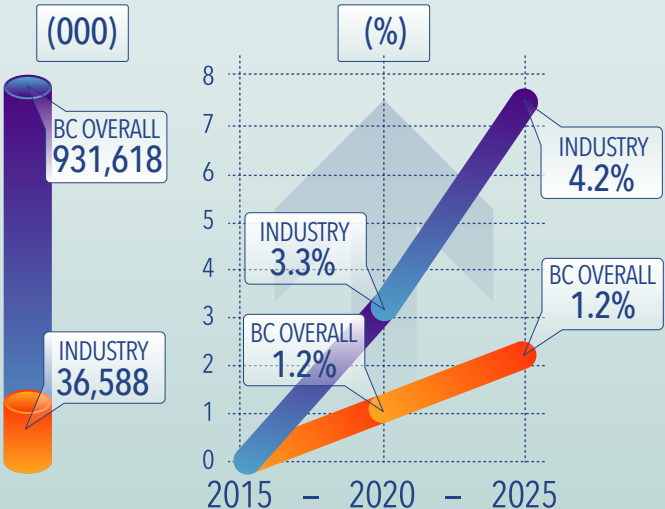


INDUSTRY OUTLOOK

NURSING & RESIDENTIAL CARE

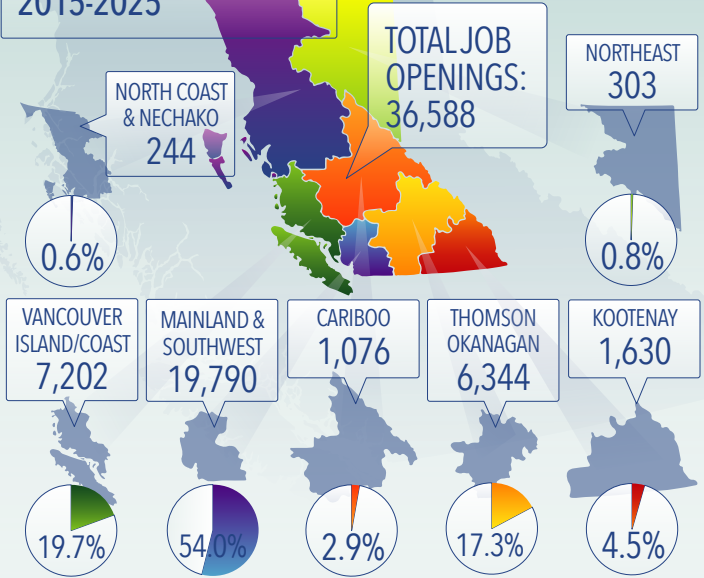
This information card presents an overview of job market projections for a particular industry so that employers can better position themselves to meet workforce challenges.

JOB GROWTH BC OVERALL VS. INDUSTRY 2015-2025

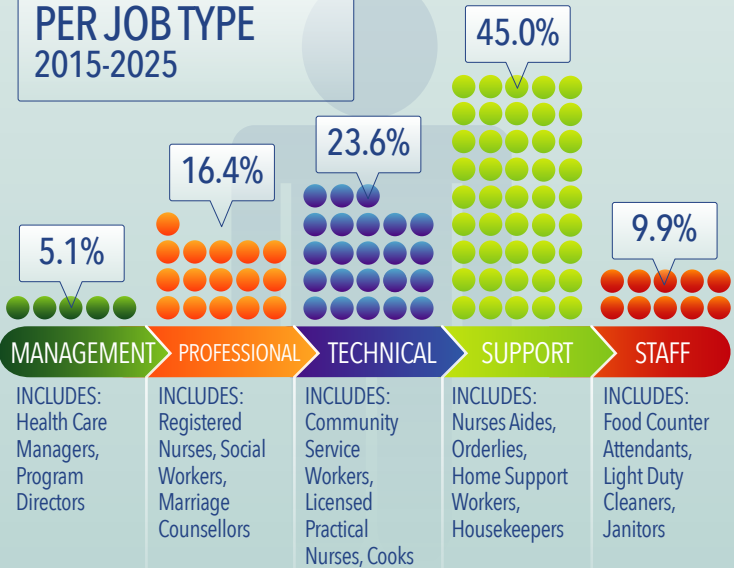


NURSING & RESIDENTIAL CARE

JOB GROWTH PER REGION 2015-2025



JOB GROWTH PER JOB TYPE 2015-2025



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Connecting your business with BC talent

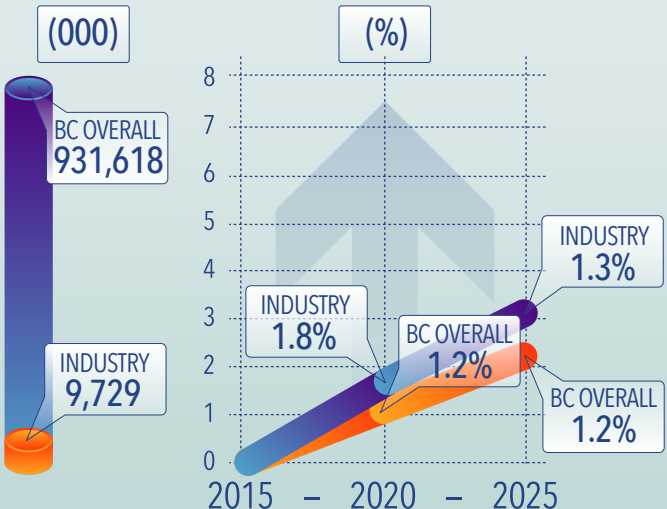


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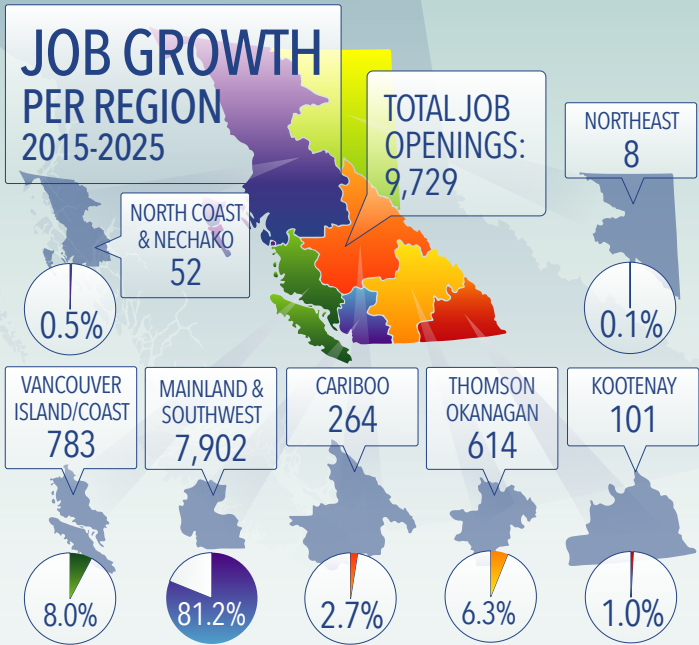
TELECOM

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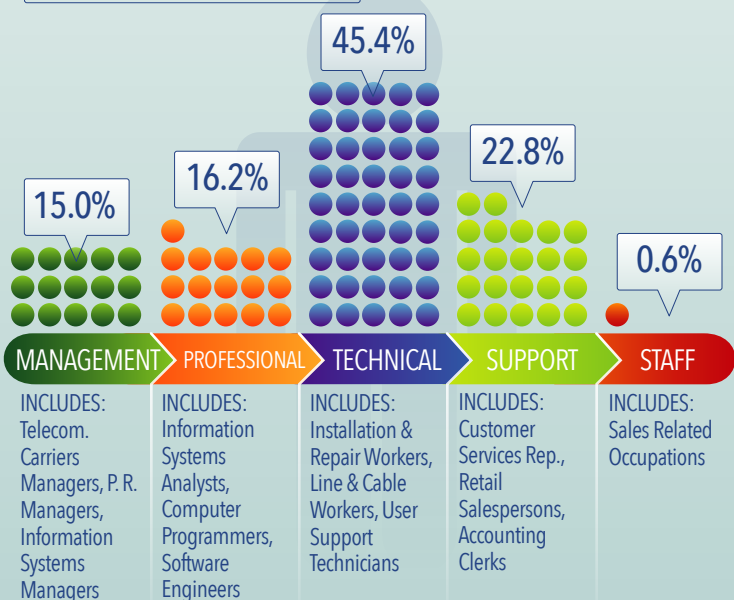
JOB GROWTH BC OVERALL VS. INDUSTRY 2015-2025



JOB GROWTH PER REGION 2015-2025



JOB GROWTH PER JOB TYPE 2015-2025



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Connecting your business with BC talent

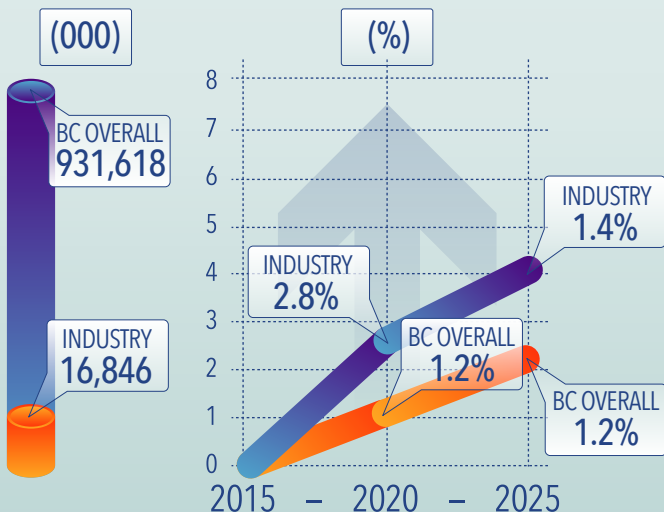


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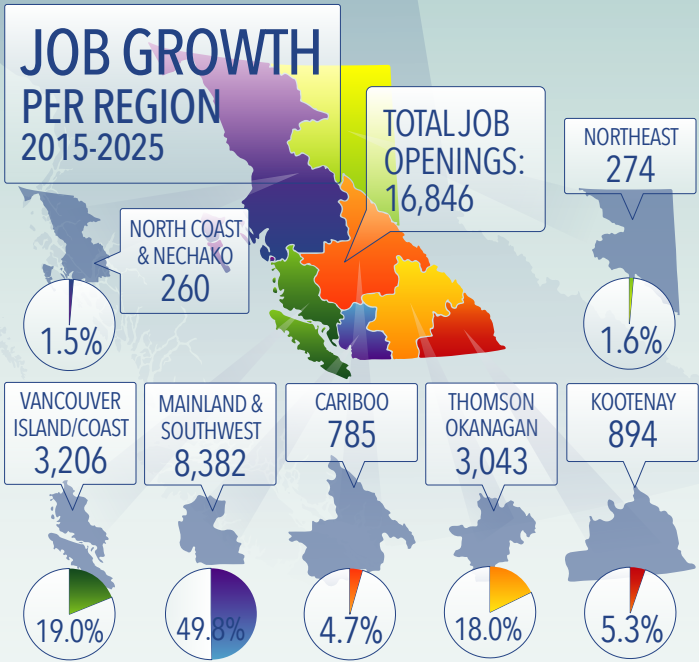
ACCOMMODATION SERVICES

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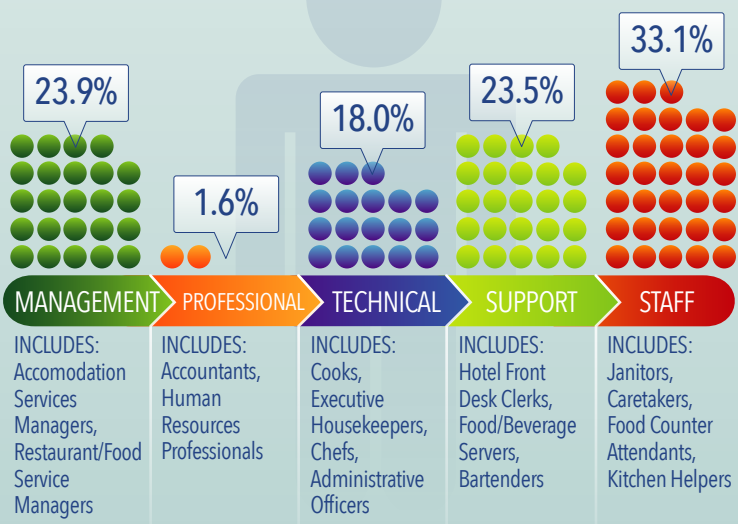
JOB GROWTH BC OVERALL VS. INDUSTRY 2015-2025



JOB GROWTH PER REGION 2015-2025



JOB GROWTH PER JOB TYPE 2015-2025



TEAM UP

Connecting your business with BC talent

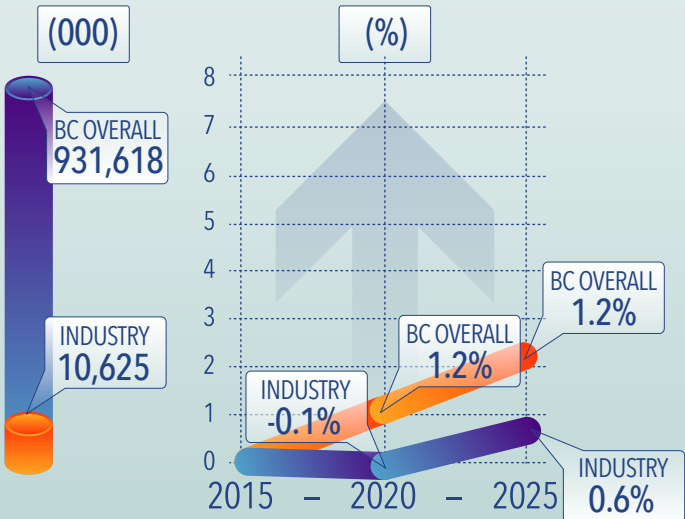


INDUSTRY OUTLOOK

FOOD & BEVERAGE PRODUCTION

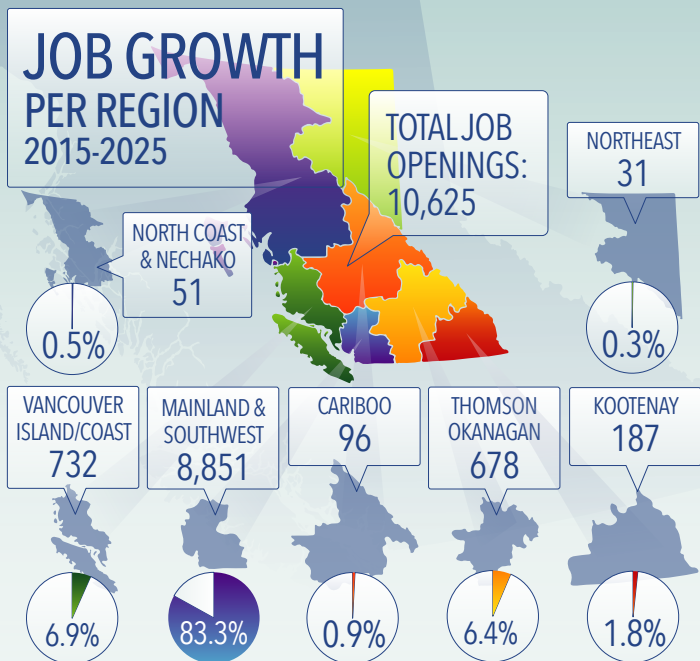
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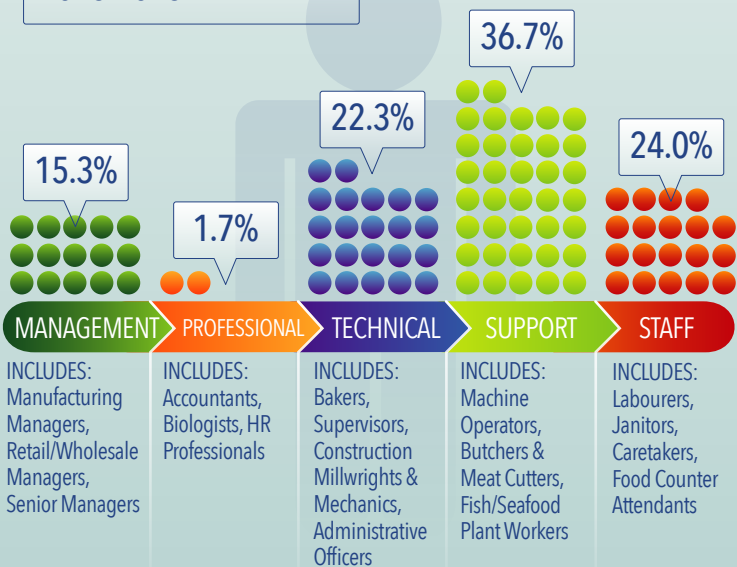


FOOD & BEVERAGE PRODUCTION

JOB GROWTH PER REGION 2015-2025



JOB GROWTH PER JOB TYPE 2015-2025



TEAM UP

Connecting your business with BC talent

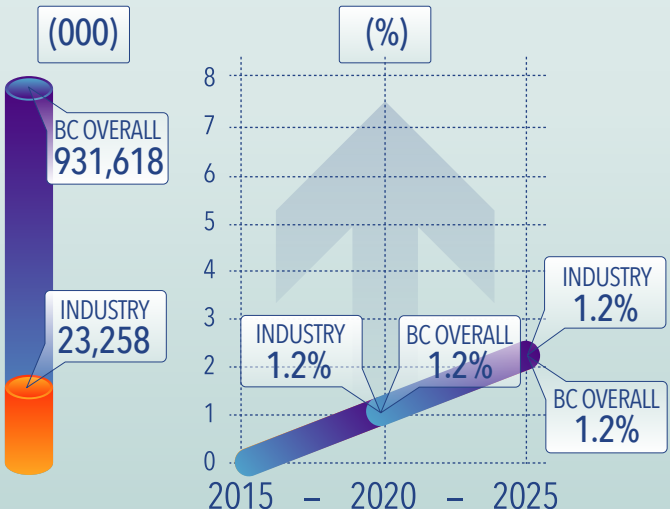


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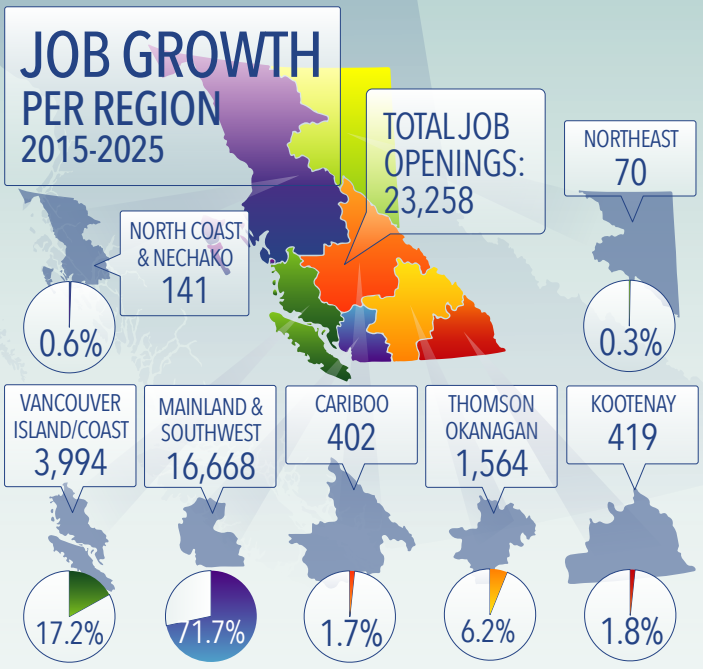
FINANCE

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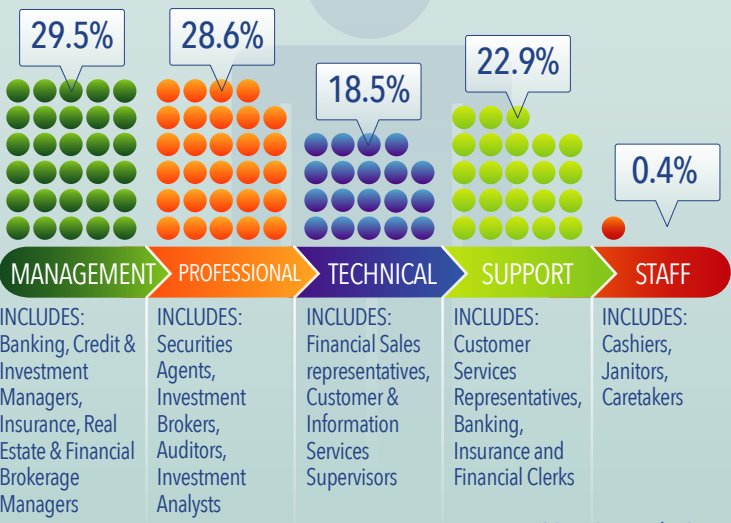
JOB GROWTH BC OVERALL VS. INDUSTRY 2015-2025



JOB GROWTH PER REGION 2015-2025



JOB GROWTH PER JOB TYPE 2015-2025



INCLUDES:
Banking, Credit & Investment Managers, Insurance, Real Estate & Financial Brokerage Managers

INCLUDES:
Securities Agents, Investment Brokers, Auditors, Investment Analysts

INCLUDES:
Financial Sales representatives, Customer & Information Services Supervisors

INCLUDES:
Customer Services Representatives, Banking, Insurance and Financial Clerks

INCLUDES:
Cashiers, Janitors, Caretakers

TEAM UP

Connecting your business with BC talent

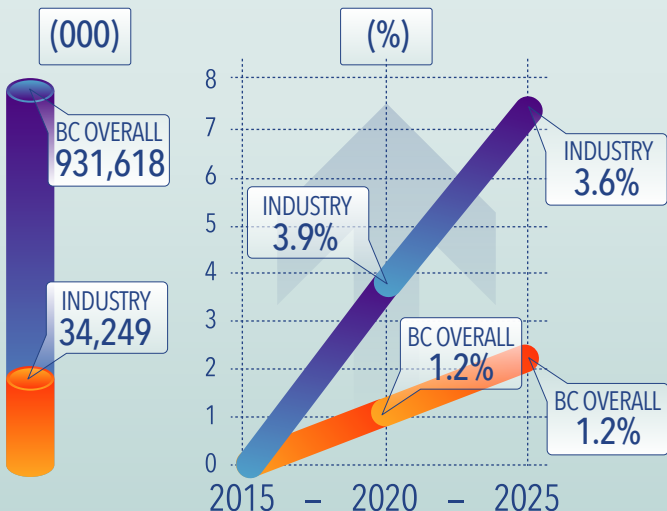


INDUSTRY OUTLOOK

COMPUTER SYSTEMS DESIGN

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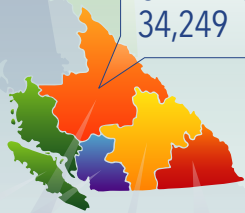
JOB GROWTH BC OVERALL VS. INDUSTRY 2015-2025



COMPUTER SYSTEMS DESIGN

JOB GROWTH PER REGION 2015-2025

TOTAL JOB OPENINGS: 34,249



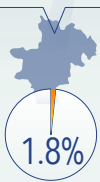
VANCOUVER ISLAND/COAST
5,251

MAINLAND & SOUTHWEST
28,277

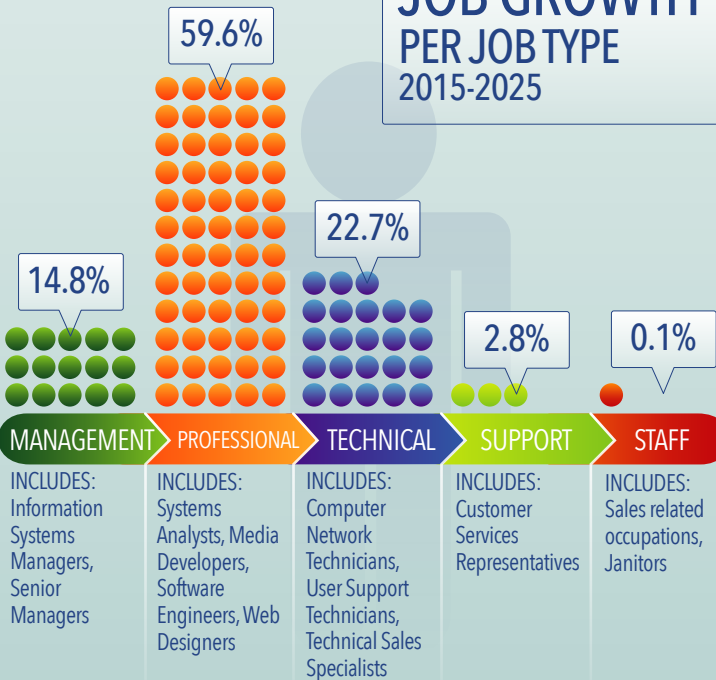
CARIBOO
60

THOMSON OKANAGAN
631

KOOTENAY
29



JOB GROWTH PER JOB TYPE 2015-2025



DATA SOURCE: WorkBC

TEAM UP

Connecting your business with BC talent

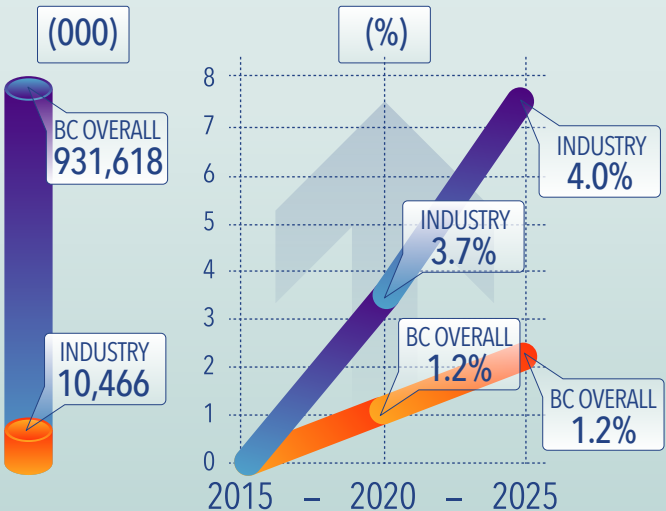


INDUSTRY OUTLOOK

MOTION PICTURES & VIDEO

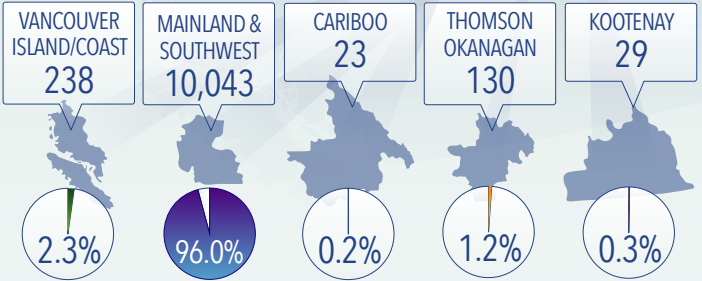
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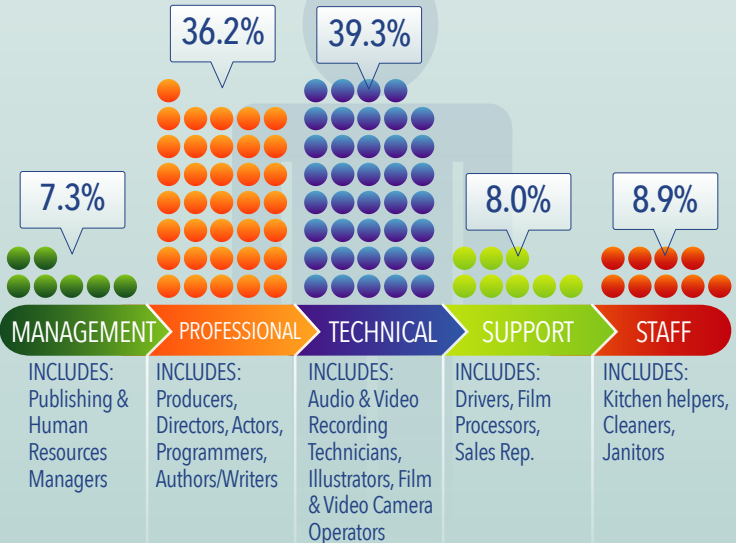


JOB GROWTH PER REGION 2015-2025

TOTAL JOB
OPENINGS:
10,466



JOB GROWTH PER JOB TYPE 2015-2025



DATA SOURCE: WorkBC

TEAM UP

Connecting your business with BC talent



HOWTO ...

GROW YOUR BUSINESS WITH TALENTED IMMIGRANTS

This information card highlights immigrants data, the skills talented immigrants bring to the work place as well as the many ways they can help grow your business.

BENEFITS OF DIVERSITY

Businesses with a diverse work place are:

35%
More likely to outperform

45%
More likely to have expanded market share

70%
More likely to capture a new market

1 They attract the best talent: businesses with a diverse workforce are more attractive to talented immigrants

2 They understand the market better: talented immigrants can provide valuable feedback on new consumer trends

3 They are more innovative: talented immigrants often introduce new perspectives and techniques

WHY DO DIVERSE BUSINESSES PERFORM BETTER?



HOWTO ... GROW YOUR BUSINESS

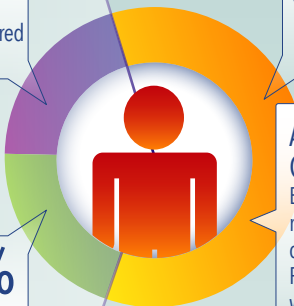
PROFILE OF IMMIGRANTS

CANADA - PER CLASS OF ADMISSION
2016

20%
Family-sponsored
immigrants

60%
Economic
immigrants

20%
Refugees

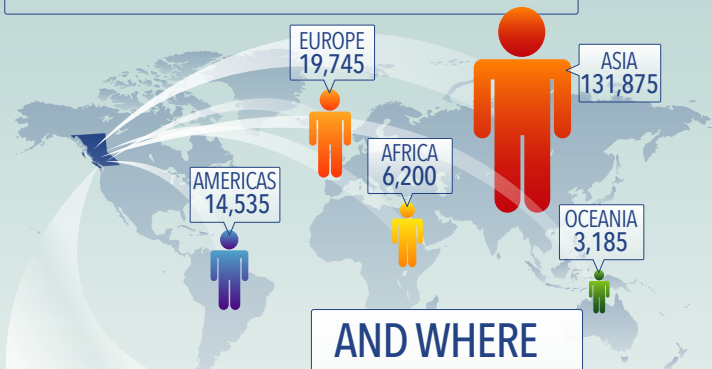


A POOL OF GREAT CANDIDATES

Economic immigrants are mainly comprised of two classes of talented immigrants: Provincial nominees and Skilled workers.

WHERE ARE THEY FROM?

BC IMMIGRANTS BY PLACE OF ORIGINS
2011-2016



AND WHERE DO THEY GO?

SETTLEMENT CITIES OF BC IMMIGRANTS
2011-2016

Vancouver: 142,530	
Victoria: 7,690	
Mission: 5,880	
Kelowna: 2,995	
Elsewhere in BC: 16,455	



TEAM UP

Connecting your business with BC talent



HOWTO ...

CONNECT WITH TALENTED IMMIGRANTS

This information card provides tips to businesses who wish to connect with, hire and retain talented individuals.

WINNING STRATEGIES

Keep these strategies in mind as part of your efforts to connect with talented immigrants:

1

Encourage placement of visible minority interns & coop students

2

Cultivate relationships with immigrant resource centres or community organizations

3

Make your literature & marketing materials reflective of immigrants

4

Sponsor cultural community events

TIME NEEDED



MONEY NEEDED



INFO SOURCE: IECBC



HOW TO ... CONNECT WITH TALENTED IMMIGRANTS

GETTING STARTED

Prior to recruiting, businesses should undertake the following steps:

ANALYZE THE WORK FORCE (SKILLS GAP & CULTURAL DIVERSITY)

ASSESS CULTURAL READINESS OF WORKPLACE

DEVELOP A PLAN TO BUILD A CULTURALLY DIVERSE WORKPLACE

DEVELOP CULTURAL DIVERSITY POLICIES AND GUIDELINES

1

2

3

4

Once the workplace has been assessed and readied, recruiting can begin.

ADVERTISING THE JOB

IDENTIFY THE TALENT POOL

EVALUATE & REVIEW THE ESSENTIAL JOB DUTIES & SKILLS NEEDED

REVIEW AND REVISE THE JOB ADVERTISING

IDENTIFY THE RELEVANT ADVERTISING MEDIA

1

2

3

4

YOU MAY WANT TO CONSIDER THESE WHEN REVIEWING JOB POSTINGS

- Review all the key communication skills required
- Identify the frequency of key communications
- Identify the usefulness of another language
- Use plain language to write the posting

YOU MAY WANT TO CONSIDER THESE POTENTIALLY EFFECTIVE ADVERTISING CHANNELS

Also worth considering:

- Immigrant/Ethnic media and publications
- Networking (Chambers of Commerce, Board of Trade, etc.)
- Private employment agencies (ie. Headhunters)
- Professional and trade associations
- Local immigrant settlement agencies
- Language training programs
- Community associations (including SDECB)



Internet (Job boards, etc.)



Company Website



Personal contacts of current immigrant employees



Job fairs

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Connecting your business with BC talent



HOWTO ...

HIRE TALENTED IMMIGRANTS

This information card provides tips to businesses who wish to connect with, hire and retain talented individuals.

WINNING STRATEGIES

Keep these strategies in mind as part of your efforts to hire talented immigrants:

1



USE SCENARIO-BASED QUESTIONS

WHY? These types of questions provide an accurate and immediate assessment on how the candidate would perform.

2



CLARIFY PREVIOUS EXPERIENCE

WHY? Candidates may modify their resumes to fit the advice they received from friends/acquaintances or found online.

3



ASSESS OVERQUALIFIED APPLICANTS

WHY? Candidates may apply for lower level jobs as they think it will enable them to find employment faster.

INFO SOURCE: IECBC

SCREENING APPLICANTS

Once advertising has been completed, applicants need to be screened to ensure an optimal match.

SET UP
SCREENING
STRATEGY

ASSESS
CANDIDATES'
EXPERIENCE

ASSESS
CANDIDATES'
EDUCATION &
CREDENTIALS

ASSESS
LANGUAGE
PROFICIENCY



SET UP SCREENING STRATEGY



When screening resumes:

- Focus on content, not the style of the resume
- Don't expect perfect English
- If a certain level of academic achievement is essential, have a credential assessment service evaluate the foreign credentials
- If the overall resume is strong, use a screening interview to verify missing/ambiguous information

ASSESS CANDIDATES' EXPERIENCE



- Review the essential (must have) and non-essential (nice to have) skills that you identified during the job description/posting process
- Look for related work experience, instead of Canadian work experience
- Remember that, while hiring someone who has done a similar job is great, there are also benefits to bringing in someone who can learn the job and has additional skills (such as international experience)

ASSESS CANDIDATES' EDUCATION & CREDENTIALS



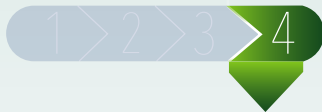
ASSESSING EDUCATION:

First determine if an academic credential is necessary to the performance of the work. If it is not, look for past accomplishments that indicate knowledge and use of the skills you are looking for. If academic credentials are required, seek an official assessment from recognized assessment organizations (ICES or WES).

ASSESSING PROFESSIONAL CREDENTIALS:

First determine if the occupation is regulated (as set by the BC government) or not. If the occupation is regulated, the candidate will need to receive a license, certification or membership from the professional organization or regulating body. Regulated occupations include doctors, lawyers and plumbers.

ASSESS LANGUAGE PROFICIENCY



- Recognize that typos or grammatical errors do not mean that a person can't communicate effectively
- Recognize that unfamiliar accents are often difficult to understand initially, and that familiarity will increase understanding
- Determine the level of language proficiency that is necessary for the various tasks associated with the job
- Obtain a language proficiency score when needed

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HOW TO ...

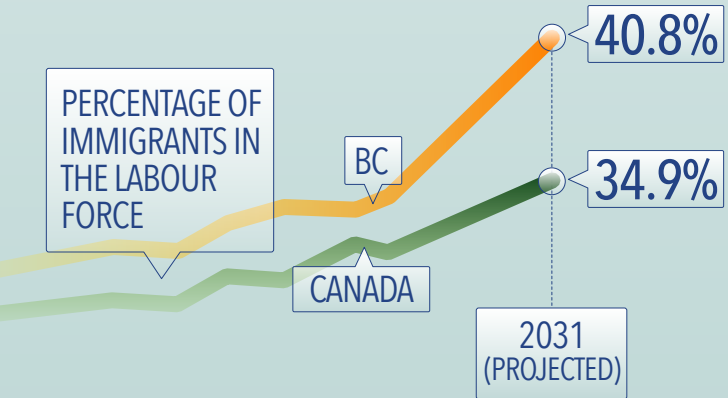
RETAIN TALENTED IMMIGRANTS

This information card provides tips to businesses who wish to connect with, hire and retain talented individuals.

TRENDING

The best way to retain talented immigrants is through the fostering of diverse, culturally inclusive workplaces.

PERCENTAGE OF IMMIGRANTS IN THE LABOUR FORCE



INFO SOURCE: IECBC, STATS CAN

CREATE A CULTURALLY INCLUSIVE WORK ENVIRONMENT

PROVIDE A THOROUGH ORIENTATION

HELP NEW EMPLOYEES ADJUST TO THE WORKPLACE

DEVELOP A WORKPLACE THAT EMBRACES CULTURE

PROVIDE OPPORTUNITIES FOR ONGOING DEVELOPMENT



PROVIDE A THOROUGH ORIENTATION



- Ensure your orientation includes the organization's vision, mission, values, structure, teams and staff members
- Introduce policies affecting the workplace such as diversity policies, human rights, anti-discrimination, anti-harassment and other employee safeguards
- Clarify workplace values including how teams and management work together and operate
- Provide written instructions on how to access phone, voicemail, internet and shared directories, etc.
- Develop a training plan outlining daily and/or weekly objectives, responsibilities and scheduled check-ins

DEVELOP A WORKPLACE THAT EMBRACES CULTURE



- Host monthly company luncheons and holiday events, enabling employees to practice their English and build relationships with their peers
- Regularly update equity policies, recruiting processes and training procedures to ensure diversity initiatives remain current
- Train all employees in culture competency and ways to communicate in a culturally diverse workplace

HELP NEW EMPLOYEES ADJUST TO THE WORKPLACE



- Before the new hire arrives, familiarize yourself with potential cultural differences in order to ease orientation
- Provide a peer-buddy from the same culture (if possible), a mentor of any background or a supervisor who is available for questions and support
- Provide sector-specific English language training

PROVIDE OPPORTUNITIES FOR ONGOING DEVELOPMENT



- Include opportunities for individual development as well as team-building exercises
- Offer short workshops or sponsor courses to improve communication skills such as writing, presentation delivery or business English
- Examine your workplace signage and internal communications to ensure they are culturally inclusive
- Train all supervisors on effective performance review practices and work with employees to develop action plans for their goals

TEAM UP

Connecting your business with BC talent

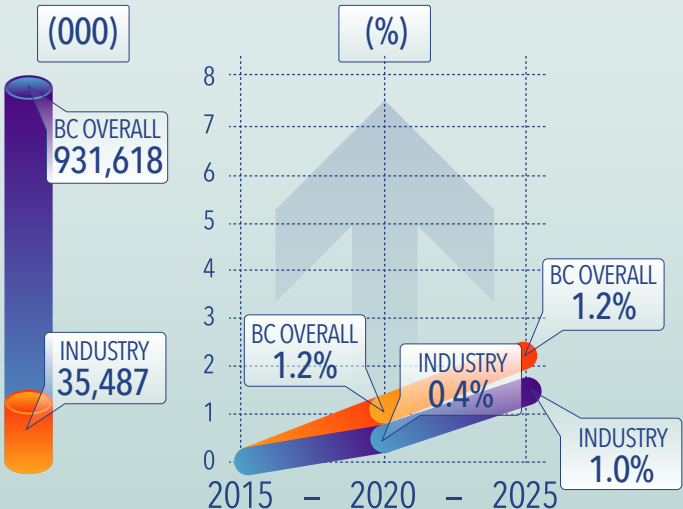


INDUSTRY OUTLOOK

TEACHING - ELEMENTARY & SECONDARY

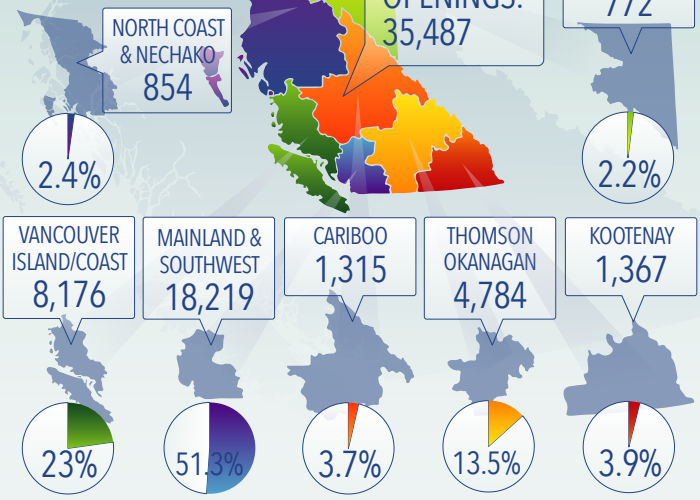
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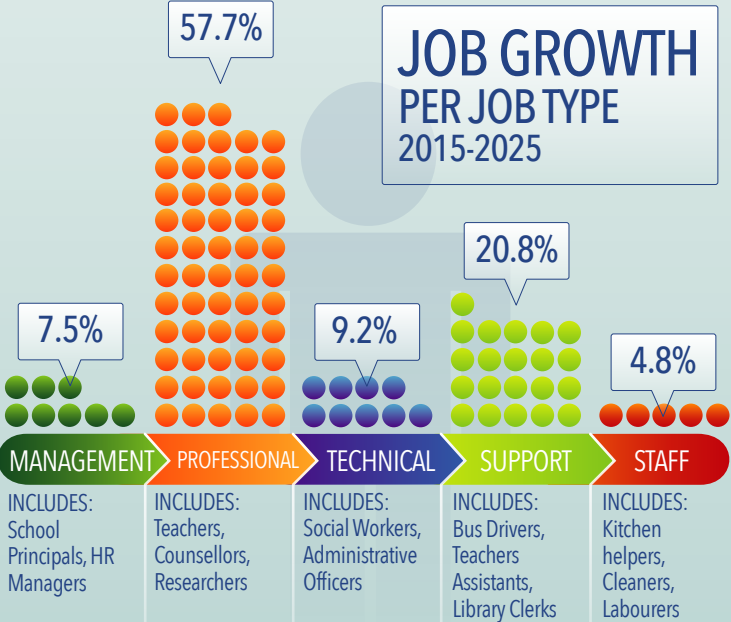


TEACHING - ELEMENTARY & SECONDARY

JOB GROWTH PER REGION 2015-2025



JOB GROWTH PER JOB TYPE 2015-2025



MANAGEMENT
INCLUDES:
School Principals, HR Managers

PROFESSIONAL
INCLUDES:
Teachers, Counsellors, Researchers

TECHNICAL
INCLUDES:
Social Workers, Administrative Officers

SUPPORT
INCLUDES:
Bus Drivers, Teachers Assistants, Library Clerks

STAFF
INCLUDES:
Kitchen helpers, Cleaners, Labourers