

## 2. Expanding Recruitment Strategies to Reach Aboriginal Job Seekers

How do the most successful corporate recruiters attract Aboriginal talent? In many cases, these organizations reach beyond the normal routes of recruitment to ensure their job postings reach Aboriginal organizations and candidates.

- **Advertise in Aboriginal Media.** Magazines such as *Native Journal*, *Sage and Windspeaker* carry job postings and reach a substantial portion of Canada's Aboriginal population. Certain provinces have their own media, including Raven's Eye in B.C., Alberta Sweetgrass, Saskatchewan Sage, Ontario Birchbark and First Net, in Nova Scotia <http://www.mns-firstnet.ca/>. These and several Aboriginal radio stations can be found at the web site of the Aboriginal Multi-Media Society, [www.ammsa.com](http://www.ammsa.com).

[For the French translation of Advertise in Aboriginal Media:]

French-based Aboriginal media include the bilingual news site AborNews.com; the Innu news site, Innu News, the online magazine Écho-Nations, and the APTN series for youth, Chic Choc. All can be found online.

**Promote your company on Aboriginal Job Boards.** The Aboriginal Inclusion Network, sponsored by the Aboriginal Human Resource Council (AHRC), has an ongoing database of more than 4,000 Aboriginal job seekers throughout Canada and posts many employment opportunities for Aboriginal people. Visit [www.inclusionnetwork.ca](http://www.inclusionnetwork.ca) Another option would be to speak directly with employment officers who are associated with Canada's 79 Aboriginal Human Resources Development Agreement (AHRDA) holders, contracted service providers to help grow Aboriginal employment. A full list of AHRDA holders can be found at: [http://www.hrsdc.gc.ca/eng/employment/aboriginal\\_employment/locations/index.shtml](http://www.hrsdc.gc.ca/eng/employment/aboriginal_employment/locations/index.shtml)

- **Visit Job Fairs.** Aboriginal job fairs are frequently held in large Canadian cities. Consult local Aboriginal organizations such as Friendship Centres and the AHRDA holders to learn of job fairs taking place in your area. A national list of Friendship Centres can be found at: <http://www.aboriginalcanada.gc.ca/acp/site.nsf/en/ao26447.html>. Aboriginal employment centres can provide information about upcoming job fairs and help your organization participate in a booth or become a sponsor. Every year, the Aboriginal Human Resources Council (AHRC)'s Inclusion Works job fair brings together more than 100 Aboriginal students and hiring companies.
- **Create a Recruiting Network for Ongoing Job Prospects.** For a permanent source of Aboriginal responses to job postings, create a network of Aboriginal counsellors and organizations to which appropriate postings can be fed. Here are guidelines for creating such a network:
  - At staff meetings, ask around the table if anyone is familiar with external Aboriginal agencies.
  - In Canada, 79 AHRDA holders deliver labour market programming in over 400 locations. Each AHRDA holder has programs best suited to the community it serves. Find your AHRDA at: [http://www.hrsdc.gc.ca/eng/employment/aboriginal\\_employment/locations/index.shtml](http://www.hrsdc.gc.ca/eng/employment/aboriginal_employment/locations/index.shtml)
  - Each province has an Aboriginal (and Northern) Affairs department and respective web site. Every web site provides information on Aboriginal people, including