

Five Guides to Recruiting Aboriginal Talent Online

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(1) Post job announcements with Aboriginal Job Boards

Aboriginal Inclusion Network (AIN) has been operating since 2004 and is Canada's most advanced Aboriginal job board. Several thousand Aboriginal jobseekers have uploaded their profiles and résumés onto the Jobseeker database, available to any employer that signs onto Workopolis. For companies who want to use the AIN, the steps are easy to follow. Jobseekers and companies should go to:

<http://www.inclusionnetwork.ca/CareerSite/AIN/index.html>

Aboriginal Careers, a newly launched job site from Aboriginal Link, includes job postings, career tools, training and skills development resources. Go to:

http://aboriginalcareers.ca/index.php?cat_id=18

Turtle Island News, the website run by the Six Nations employment centre often includes job listings. Go to:

<http://www.turtleisland.org/news/news-jobs.htm>

Northern News Service Online lists employment opportunities in the far North. Go to:

<http://www.nnsl.com/jobs/jobs.html>

First Nations Employers lists many jobs available at offices and services run by First Nations. Go to:

<http://www.educationcanada.com/firstnations.phtml>

(2) Post job announcements on student and government sites.

There are innumerable sites employers use to post job opportunities. Aboriginal communities, colleges and universities have their own job websites. Larger student sites, such as JobPostings, Monkeysuit, Hire a New Grad, and Career Edge, offer one type of outreach to students and recent grads. Another type of outreach can be made through a government-run site such as the HRDC's Job Bank. To make contact:

- JobPostings: www.jobpostings.net
- Monkeysuit: www.monkeysuit.ca
- Hire a New Grad: www.hireanewgrad.com
- Career Edge: www.careeredge.ca
- Job Bank: www.jobbank.gc.ca

(3) Build a mailing list of Aboriginal contacts, such as liaison officers, employment counselors, and previously contacted jobseekers who deserve a second look.

If you have networked in your area to connect with sources of Aboriginal talent then take what you've learned to the next level. Convert those contacts into multiple addresses on an e-mail list. The next time you have a new job opening that you are keen to see filled with an Aboriginal applicant, send the job announcement off to your network. If you have not yet networked in your area, look to Aboriginal liaison officers at colleges, Friendship Centres, and any Aboriginal employment centres in your region.

(4) In any job offering you post, stress your role as an employment equity employer.

One way Aboriginal people will respond to your employment ad is if you specifically mention them inside the ad. This is most effectively done with a diversity statement. For example: "We recognize the importance of a diverse workforce and strongly encourage applications from Aboriginal Peoples or members of visible minorities."

(5) Use the web inventively for fresh opportunities to reach Aboriginal candidates online

Formal routes like newspaper ads and job boards can be useful in locating strong candidates; but as every recruiter knows, informal routes like word-of-mouth referrals can be equally valuable. The online world lends itself increasingly to informal routes. Social networking sites like Facebook may be adapted to search for informal contacts, as can specialist sites like Talkbiznow. Spend time learning from friendship centres or reserves in your area that have their own websites; look to see who on those sites can help you spread the word about your job offerings. A smart use of Google's News Alerts can ensure you learn of job fairs and other opportunities in your area.