

Request:

ON writes the following:

We are seeking clarification of direction received in the recent past concerning recruitment methods.

The direction stated:

“If employers choose two online methods to meet the “additional methods of recruitment” requirement, they must not be substantially the same, nor should they target substantially the same audience”

This has led some PO's to refuse an LMO where an ER has utilized both Kijiji and Craigslist. This presents some issues:

- 1) *We wouldn't refuse an ER for using Monster and Workopolis.*
 - 2) *It would be upon us to demonstrate that the two sites target the same audience. Which I'm not sure we can do.*
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Response:

The current minimum recruitment guidelines, as communicated to employer's on the website, states advertisements must be posted:

1. On the national Job Bank (or its provincial/territorial counterpart)
 - The advertisement must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.
 - The advertisement must remain posted to actively seek qualified Canadians and permanent residents until the date a labour market opinion is issued.

AND

Higher-skilled occupations

2. Using 2 or more additional methods of recruitment
 - One method that is national in scope
 - Advertisements must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.

Lower-skilled occupations

2. Using 2 or more additional methods of recruitment consistent with the normal practice for the occupation (lower-skilled)
 - employers can choose 1 or more recruitment methods among these:
 - print media (local newspapers, job boards, youth magazines etc.); and
 - general employment websites (jobboom.com, workopolis.com, monster.ca, etc.).

- The advertisement must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.

3. Targeting underrepresented groups (lower-skilled)

NHQ is in the process of updating the recruitment directive. The proposed “not substantially the same” language is to have employers reach the greatest number of Canadians and permanent residents as possible. However, as this revised directive has not yet been approved and communicated to employers, Program Officers should allow employers to use these two websites, so long as they meet the minimum recruitment requirements. Additionally, Program Officers should be advising employers that moving forward they should not be using two websites that are substantially the same unless the employer can demonstrate that they can reach different audiences.