



Employer Quarterly news & updates

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Recruiting Tips when Everyone is Hiring!



It is a challenging time for many local employers as COVID restrictions lift and evolve. If you are experiencing a low response to your job postings, or have noticed people have just all together stopped applying for work – you are not alone.

Our local tourism, retail, construction, and healthcare employers have historically experienced a shortage of skilled labour, and COVID has amplified this scenario. As a business operator you probably have put a fair amount of effort and thought into how you will attract and keep your customers, and now is a good time to evaluate your plan of how you attract and keep workers. Here's five things you could do today that may help when posting your jobs on our [Career Centre website](#):

1. Talk to your current employee team. Ask them what they find satisfying about working with the organization and incorporate this “intel” in the wording of your job postings.
2. Set up a referral program that rewards your current staff with helping you recruit.
3. Evaluate your offer. Yes, a job posting is an offer. If it reads as a list of tasks and doesn't mention any details on the work environment, the company's values or compensation, it may not be that effective, especially in these times. Just as an advertisement is placed to get the attention of a customer and entice them to act (buy your product or service), your job

- posting should be designed to get the attention of a new worker and entice them to act (apply for the position).
4. Let's talk compensation. Many times, the compensation for a job ends up being "the elephant in the room" during the interview, especially when the job posting indicated "depends on experience". Have you recently evaluated what the industry is paying as a wage and other forms of compensation being offered? How does your offer compare overall? Employers are encouraged to list a wage range (ie \$18–23/hr) rather than "depends on experience" and be sure to list all other forms of compensation/benefits. Here's a good article that covers off the pitfalls of not indicating the pay range in the posting: <https://bit.ly/3Bd9AX5> (although the article is from October 2020 – it is still very relevant.)
 5. Talk to your customers. It is not a secret anymore that employers are excessively short staffed and your customer may know someone looking for work or may be interested themselves. This is especially true for retail operators. It is a perfectly acceptable practice to place a professionally looking sign on your counter or door indicating "Help Wanted". Be sure to indicate how you would like them to apply (by email or in person) and then be sure to include the email address and/or the name of the person they should ask for.

Community Futures' Business Resilience Coaches



Community Futures recognizes the importance of small to medium sized business and the struggles of this last year. As part of their Business Recovery and Resiliency Program, Community Futures has launched a business coaching program to assist rural businesses, social enterprises, and non profit organizations to gain traction and recover post COVID–19 pandemic. The goal of the program is to provide an objective view and assistance to operators as they navigate the various programs, grants, initiatives, and support services that have become available and to develop their own plan to recover. And that's not even the best part: there is no fee to participate! (Yes, this is a FREE service!)

The Business Coaches for our region are Rob Regner and Katherine Chernyak and the program will be available until March 31 2022. Some members of the Career Centre's Leadership Team recently met with Rob and had a chance to learn more about his extensive business and leadership background. As your local employment services provider, we are excited to see how the Career Centre's services can be incorporated into the recruitment and hiring strategies Rob and Katherine develop with local employers.

To learn more, or to apply for the Business Recovery and Resiliency Coaching

What is a Job Developer and What Can They Do To Help?

The Career Centre is very fortunate to have two Job Developers assisting local residents who may require additional support in securing and maintaining employment. As hiring practices evolve to be more inclusive, it's important that those who are interested and motivated to be employed, but who may lack work experience, or those who may require accommodation in the workplace have access to services to help them apply for and obtain employment.

A Job Developer will work one-on-one with each individual to help them become more job ready. The Job Developer may attend the job interview and can also attend on the job site for several shifts providing the new employee with additional support. Over the past 3 months, with the support of their Customized Employment Consultant/Job Developer, an additional 9 local residents have secured stable employment in retail, tourism, manufacturing and the health sector.

Have you met Scott?

Customized Employment Consultant/ Job Developer

Some of you may recognize Scott from the Hospitality industry where he worked for some of Oceanside's most prolific employers. He loves to network and create meaningful matches between job seekers and employers, working with everyone to create win-win relationships. Scott's dual role as a Customized Employment Consultant and Job Developer means he is on the lookout for employment opportunities which best capitalize on the client's skills and strengths and where any employment barriers can be accommodated by the workplace. He held a similar position in Vancouver for a number of years and he draws on that experience here in Oceanside today. Scott loves to chat so feel free to call him anytime to discuss your needs and how we might be able to meet them!



Covid Paid Sick Leave – Did you know?

As an employer in BC you are required to provide employees 3 days of paid sick leave if your worker needs to stay home as a result of circumstances related to COVID-19. The Employer Reimbursement Program is available to employers who have employees covered under the Employment Standards Act, and who do not already offer a paid sick leave benefits plan.

Employers must pay employees their regular wages and submit for reimbursement. If you do not currently provide employees paid sick leave, the Province will reimburse you up to \$200 a day through the Employer Reimbursement Program for COVID-19-related paid sick leave wages paid to an employee. For each employee, you can be reimbursed for up to 3 days of paid leave.

WorkSafeBC administers the program through their online services portal and sends you the reimbursement directly. Note: The program is not part of the workers' compensation system and does not impact WorkSafeBC's employer premiums or its Accident Fund.

Make sure you meet both eligibility criteria before you apply for reimbursement.

- The employee must work in B.C.
- The employee must have taken a COVID-19 related sick leave between May 20, 2021 and December 31, 2021 because they have been diagnosed with COVID-19, they are waiting for COVID-19 test results, they need to self-isolate or self-monitor in accordance with public health orders and guidelines, and/or they have been directed to stay home by the employer because of exposure risks

Submitting your application is easy and can be completed [online](#). Before you apply, you must be registered for WorkSafeBC insurance coverage and have signed up for WorkSafeBC's online services account. For help with your application, call 1-888-729-4219

WorkBC Wage Subsidy Info Session for Employers

Are you hiring? Rehiring? Funding support may be available for your next full time hire!

Find out more at one of our Virtual Employer Information Sessions which will be a 15-20 minute presentation with Questions and Answers.

Choose one of the following dates that suits your needs:

August 11th 2:00pm
August 25th 2:00pm

- Is your organization eligible? It probably is...

- Is the worker eligible? They probably are...
- How to apply? It's now online...
- How to submit a claim? Also now online...
- How much is the subsidy? 30–50% for up to 6 months...

Call our front desk at 250.248.3205 today to register and to receive the zoom link to your selected session.

If you are not using zoom, and want to learn more about the WorkBC Wage Subsidy, please call to arrange a meeting with our Employer Services Coordinator, Lorrie Mohl.

Wage Subsidy agreements **MUST** be in place before the employee starts work! Call to find out more!

Enhanced Wage Subsidy Program

Eligibility for the [WorkBC Wage Subsidy Program](#) was recently expanded, providing greater opportunity for employers hiring for full time positions.



The criteria for employers has broadened and may provide your organization with financial support for up to 24 weeks for recalled workers and/or new hires (currently up to 10 full-time positions can be subsidized, with 5 at a time).

For details and eligibility please review the [Employer Application Guide](#)

When you are ready to apply, the application process is short and is now online. You will notice there are [two optional starting points](#):

In order to submit your application for Wage Subsidy, you will need the following information:

- Your CRA Business Number
- Your employee's e-mail address (if you have an employee)

Employers who need an employee can either:

Apply with their identified employee

Start

Apply to be matched to a WorkBC Client

Start

1. **You have Identified the worker you want to hire/rehire** (left-hand side): Start the application here if you are re-hiring a previously laid off worker **and/or** have already interviewed/screened and are ready to hire a new worker for a full time position.

2. **You are currently advertising and recruiting** (right-hand side): Start the application here if you are posting a position and need to be matched with WorkBC clients or other job seekers for a full-time position.

***TIP:** Have your CRA #, WorksafeBC # a brief description of duties, the skills and duties normally required for the position and an outline of a training plan on hand when you are ready to fill in the online application. If you have identified the worker you intend to hire/re-hire, you will also need the worker's email address. The worker will automatically receive an email and will be prompted to apply for Self Serve Services with WorkBC. Please follow up with the worker to ensure they received the email with*

the instruction for how to participate. They will be prompted to select a WorkBC office, so please ensure they know to select the WorkBC-Parksville office.

One of our primary goals at the Career Centre is to support local employers with their recruiting, hiring, and training process. The recent enhancements to the **WorkBC Wage Subsidy Program** can offset some of the initial wage costs associated with re-hiring and/or providing on-the-job-training and skill development.

Should you have questions or need assistance, please contact Lorrie Mohl, our Employer Services Coordinator.

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Another Great Local Job Board

When posting your job, don't forget about our local post-secondary students! Employers can submit job postings to Vancouver Island Work-Integrated Learning to reach students and alumni of both Vancouver Island University and North Island College. <https://www.viwil.ca/>



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