

# Dawson City

## The Klondike Development Organizations Labour Development Survey identified recruitment as a challenge in Dawson City

Let's look at some easy ways to increase our job posting visibility and recruitment success. Using Facebook, LinkedIn, YuWIN, various online job boards and recruitment agencies will briefly be outlined

Dan Beaulieu – Cottongrass Consulting

Dawson based Business Advisory Service

As part of the Regional Economic Development Plan

# Recruitment

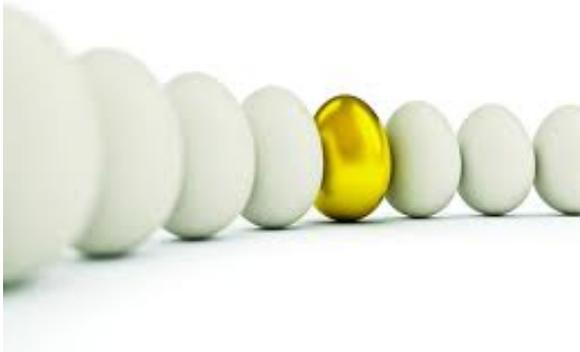
Why recruitment?

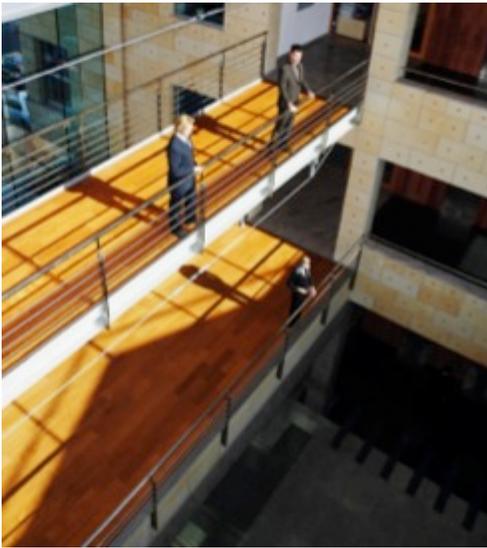
How you plan your recruiting is important not only to ensure you find the right person for a job opening, but also because the costs of bad recruitment decisions can be very high in terms of both time and money.

The cost of turnover can break a business and significantly reduce the quality of your product.

It is integral to understand who your target employee is.

When you understand your target employee you can better understand the most effective recruitment technique. The methods outlined below may be entirely effective for a certain target and completely miss another.





No website has a greater reach than Facebook. It also can be the most difficult to use.

Using Facebook:

In order to use Facebook to advertise employment opportunities at your business you require a web presence and some form of Facebook account. A personal account can be used to advertise your business site. This can be your business website or you can create a Facebook page. Creating a Facebook page is by far the easiest way to create an online presence for your business. Once you have a website or a page you can advertise the site/page or a specific article/post using Facebook.

Facebook

Use the Facebook step-by-step advertising instructions. Simply choose the page, the post, select your audience and decide on a budget. A simple daily budget or campaign lifetime budget can be used. More complicated campaigns can be a lot trickier but Facebook makes the process easy to follow.

How it works is you pay either each time someone sees your ad or each time someone clicks on your ad. If this exceeds your budget the sponsored ads simply stop appearing. For a recruiting employer creating a Facebook page and posting that you are hiring is the place to start. From there you can advertise the post to a broader audience.

The page itself can be quite effective if you properly engage your audience and have a significant amount of likes.

There are various ways of sponsoring ads on Facebook. Any assistance required I strongly encourage use of the business advisory service. I would be glad to help.

The image shows a screenshot of a Facebook news feed. The central focus is a sponsored advertisement for Wix, which is highlighted with a red rectangular border. The Wix ad features the text "wix Today's DIY: Create Your Own Website" and "www.Wix.com/HTMLsites/-YourSite--YourWay". Below this, it says "Sign-up Now, it's Free!" and includes a diagram titled "DO IT YOURSELF WEBSITE" with labels for "Domain", "Images", and "Apps". The ad's interaction bar shows "Like - Comment - Share" with 1,255 likes, 176 comments, and 318 shares, and is marked as "Sponsored".

To the right of the Wix ad, another sponsored advertisement for American Express is circled in red. It features the text "The first year is on us." and "americanexpress.com", along with an image of an American Express Gold Rewards Card and the text "Earn 25,000 Welcome Bonus points with the American Express® Gold Rewards Card. Learn more."

Other elements visible in the screenshot include a top navigation bar with "App Center", "Bandintown", and "Games Feed"; a left sidebar with "Close Friends", "Family", "Dawson City Area", and "Edmonton, Albert..."; a top post by Joseph O'Toole with 3 shares; and a right sidebar with various user activity notifications. At the bottom, a post by Jessie Culeyette is partially visible with the text "I think blue suits me" and a photo of a person with blue hair.



LinkedIn

Using LinkedIn:

LinkedIn is a great option for employers looking to recruit skilled workers. The 'Jobs You May Be Interest In' feature of the site directs LinkedIn members to jobs directly related to their skill set. It is great for job searchers and great for employers looking for a specific skill set. LinkedIn is a portal to qualified experienced workers who may not even have been in the market for the job until they saw an interesting opportunity they can't help but be interested in.

LinkedIn offers the ability to create online job postings to advertise open positions at your company. These can be searched by job seekers throughout the LinkedIn network and will be recommended to potential candidates through the Jobs You May Be Interested In feature of the site.

Linked in is also a great way to expand your network and search for prospective employees.

30 days for \$300. The template is easy to use.

[www.linkedin.com](http://www.linkedin.com)

Hi Dan, see who's viewed your profile  
in the last 90 days with Job Seeker Premium



Business Services Upgrade

### Search for jobs

Job title, keywords, or company name

Feedback

### Jobs you may be interested in

Get email alerts | **i** Your job activity is private.

- |  |   |  |
|--|---|--|
| <br><b>Local Business Advisor</b><br>Western Manitoba (Brandon,...)                         | <br><b>Director Procurement, Corporate Infrastructure and...</b><br>Yukon, Canada          | <br><b>Business Development Manager – Recreation Services</b><br>Toronto, Canada Area       |
| <br><b>Business Development and Capture Consultant</b><br>Toronto, Canada                  | <br><b>Project Manager, Stakeholder and Community Relations</b><br>Vancouver, Canada Area | <br><b>Program Manager - Integrated Operational Review (2...</b><br>Kitchener, Canada Area |
| <br><b>Director, Business Licensing &amp; Regulatory Services</b><br>Toronto, Canada Area | <br><b>Manager Transportation Development Services</b><br>Calgary, Canada Area           | <br><b>Director of Economic Development</b><br>Edmonton, Canada Area                      |
| <br><b>Management Consultant, Smart Grid</b><br>Fredericton, NB                           | <br><b>Chief Financial Officer</b><br>Alberta, Canada                                    | <br><b>Associate Marketing Manager, New Ventures</b><br>Vancouver, Canada Area            |
| <br>  | <br>   | <br>  |

### Are you hiring?

Reach the right candidates with [LinkedIn Jobs](#)

### Saved jobs (1)

 **Product Manager**  
Yukon, Canada

[See all saved jobs](#) ▶

### Saved searches (0)

Save your searches and we'll let you know when new results match your criteria.

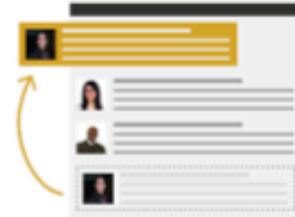
### Applied jobs

Review your past job applications here.

[See all applied jobs](#) ▶

### Move to the top of the list

Get special placement as a featured applicant



[Learn more](#) ▶

## YuWIN

Using YuWIN:

YuWIN, the Yukon Work Information Network, is an online employment resource for employers and job seekers. YuWIN provides Yukon information about current jobs, the labour market, career planning, education and training. Employers can post their job on the internet for FREE on YuWin.

- Post your jobs on the internet for free
- Regularly updated correct information
- Information available in French and English

You can't search for Yukon jobs without finding YuWIN. The price is right and the exposure is great. Posting on YuWIN is a must for Yukon employers.

[www.yuwin.ca](http://www.yuwin.ca)





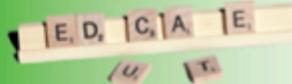
YuWIN provides Yukon information about current jobs, the labour market, career planning, education and training.

- [HOME](#)
- [JOB BOARD](#)
- [HELPFUL RESOURCES](#)
- [ABOUT US](#)
- [EMPLOYER LOG IN](#)

[French / English](#)

## Job Board

**POST A JOB**  
Free for Employers



Yukon Learn is currently recruiting volunteer tutors. No experience is required – just a desire to give back to the community.

For information please contact Tim at [learn@yukonlearn.com](mailto:learn@yukonlearn.com) or 867-668-6280 ext. 224.



<p>Search for a job by</p> <p>Job Title or Keyword <input type="text"/></p> <p>You can also filter jobs by</p> <p>Employer Name <input type="text"/></p> <p>Job Location <input type="text" value="All of Yukon"/></p> <p>Job Category <input type="text" value="All Categories"/></p> <p>Hourly Wage/Annual Salary <input type="text" value="All Amounts"/></p> <p>Hours per Week <input type="text" value="All Hours"/></p> <p>Date Posted <input type="text" value="All Postings"/></p> <p><input type="button" value="APPLY FILTERS"/></p> <p><a href="#">Get email updates for this search</a></p>	<p>At Westmark Hotel in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>Maintenance Helper</b></p> <p>• Maintenance helper • Outside Clean up • Sidewalk sweeping • Training for room maintenance supplied • Read and understand English • Reliable • Substance free • Criminal record check will be re...</p> <hr/> <p>At Cathway Water Resources in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>Marketing/Sales Representative</b></p> <p>Cathway Water Resources Ltd is seeking a motivated individual for the position of sales/marketing/customer care representative for our hot tub division. This position requires someone who has the f...</p> <hr/> <p>At Canada Post Corporation in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>RSMC (Delivery Route #9)</b></p> <p>Imagine starting a career with a world leader in the postal industry, recognized as one of Canada's top employers and best corporate citizens. As a Rural and Suburban Mail Carrier with Canada Post, yo...</p> <hr/> <p>At Northernm in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>Assistant Finance Manager</b></p> <p>We are looking for an assistant to our Finance Manager who is a team player with a positive outlook who has a diploma or degree specializing in accounting with a minimum of 3 years experience in an ac...</p> <hr/> <p>At City of Whitehorse in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>Parking Meter Attendant - Anticipatory</b></p> <p>PARKING METER ATTENDANT Anticipatory Casual and/or Temporary Hours of work: scheduled between 0700 and 2400 hours, Monday to Saturday, based on a 40 hour work week. The incumbent enforces ...</p> <hr/> <p>At Whitehorse APC Pie. inc - Dominos Pizza in 2193 2nd ave Whitehorse Y1A 3T8 <span style="float: right;">Nov 04, 2013</span></p> <p><b>Food Counter Attendant</b></p> <p>DOMINOS PIZZA ' Whitehorse is looking for Food counter attendants. Duties include. - Taking orders at the counter and over the phone - Excellent communication or selling the combo meals and deals an...</p> <hr/> <p>At Hougen's Sports lodge in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>Sales Person</b></p> <p>Looking for a motivated sales person to work part time, must be interested and have some experience in hunting and with guns. Must have a Firearms Possession and Acquisition License. Knowledge of ...</p> <hr/> <p>At Cathway Water Resources in Whitehorse <span style="float: right;">Nov 04, 2013</span></p> <p><b>Refrigeration Technician</b></p> <p>Required: Refrigeration and Air Conditioning Mechanic Trade Certification Anticipated Start Date: As</p>
---	--

## Online Job Boards

There are a number of other Job Boards an employer can choose from

There are many online job boards. Some examples are Monster, WowJobs, Craigslist, Kijiji among others. Dawson City is often not a search choice on these websites however someone searching for a particular job may stumble upon a posting from the region.

The price range is anywhere from Free on Kijiji and Craigslist to \$475 a month on Monster. The type of employee you are looking to recruit really drives your strategy. Recruiting on a budget can be entirely effective so be careful not to jump to spending.

[www.kijiji.com](http://www.kijiji.com), [www.craigslist.com](http://www.craigslist.com), [www.monster.ca](http://www.monster.ca), [www.wowjobs.ca](http://www.wowjobs.ca)



Employment Central offers employment services to all Yukoners.

Their website serves as a gateway to services for both job seekers and employers, and as a complete job-searching tool. Employment central provides the advantage of reaching active Northern job seekers.

**Your Job Will be Posted:**

- On their office Job Board
- On the [YUWIN](#) online Job Board
- On [CHON-FM](#) and [CKRW](#), broadcast Yukon-wide and on the Web
- With [Watson Lake Outreach](#)
- With [Dawson City Outreach](#)
- With Yukon First Nations offices
- With [SOFA](#) (Service d'Orientation et de Formation des Adultes)
- With the Yukon Council on Disability

[www.employmentyukon.ca](http://www.employmentyukon.ca)





## Klondike Outreach Centre

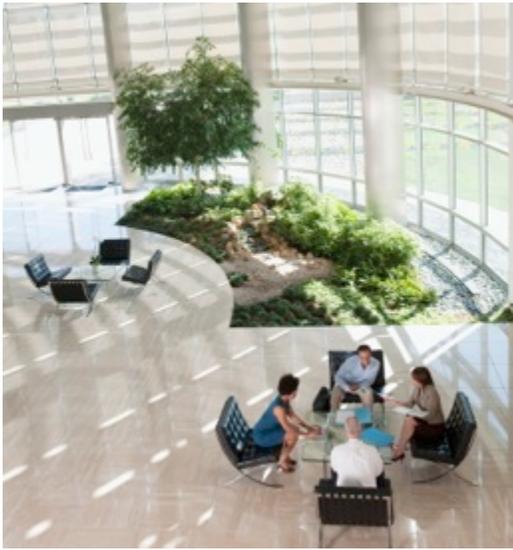
Klondike Outreach provides many services related to employment and career development. They have a job board and advertise jobs available in the Dawson City area. Some services include: Advertise local jobs, assist job seekers in preparation for employment, use of computer/internet, fax, telephone and resource library, act as a resource for employment-related programs, message service for job seekers, store client resumes.

Registration is FREE, just drop by the office and complete the one-page form. They are located at 853 Third Avenue next to the Territorial Agent.

### **Hours of Operation**

9:00 am to noon and 1:00 to 5:00 pm, Monday to Friday. Closed for statutory holidays.

[www.klondikeoutreach.com](http://www.klondikeoutreach.com)



## Recruitment Agencies

Good candidates do not remain active jobseekers for very long, quality candidates and many active candidates will often not read job pages and visit online job boards. It is this proactive approach that a specialist consultant can deliver that will make the difference in finding elite candidates.

In general, agencies charge a fee calculated as a percentage of annual salary and are paid based on the number of candidates placed within your company.

Obviously, terms and conditions of operation vary so you need to check the agency's terms of business regarding compensation structure.

This is a good thing where you have more than one agency recruiting for a position because you still only have to pay one fee. However, you need to track which agency you are interviewing (and employing) a candidate through so there is no confusion on the fee.

If you are looking for a highly developed specialist (Engineer, Accountant) a recruitment agency will work tirelessly to find the right person for your organization.

Any questions or assistance needs please do not hesitate to contact me.

I can be reached at:

[dan.beaulieu@cottongrass.ca](mailto:dan.beaulieu@cottongrass.ca)

993.3011

Office #2 above the CIBC

Please make an appointment