

Labour Market Hot Sheet

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Gen Z presents challenges for recruiters

Recruitment / Demographics

When it comes to hiring the gen Z population – roughly born between 1997 and 2012 – more than four in 10 (43 per cent of) recruiters rate their efforts as average while 31 per cent say they need “a lot of work”.

Among C-suite members, 79 per cent say their companies’ efforts to attract this generation are “average” or in need of “a lot of work,” and just 12 per cent rated their companies’ efforts “excellent”, found the survey of more than 230 recruiters, hiring managers, talent acquisition and human resource professionals.

“Generational preferences directly affect retention strategies. We saw this when millennials entered the workforce, and now it’s time to recognize the characteristics that set gen Z apart from their predecessors,” says Joelle Smith, chief experience officer at **First Advantage**, which did the survey.

“This group of digital natives will soon be the largest talent pool in the market, and aligning talent acquisition strategies to a seamless candidate experience is critical for success.”

‘Ghosting’ by job candidates

The top challenges when it comes to recruiting gen Z talent include:

- candidate ghosting (52 per cent)
- not enough qualified talent (51 per cent)
- candidates requiring flexible hybrid/remote work (35 per cent)
- heavy volume of candidates (23 per cent)

*Below, we’ve included some of the most popular sections of **Labour Market Online**. If you are already a member, for direct access to these sections, simply click on the link below and input your email and password.*

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1215C 56th Street, PO
Box 18148, Delta, BC
V4L 1B8

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- screening process is too complex and cumbersome (21 per cent)

Almost three-quarters (72 per cent) of professionals say they lose interest in a job if they don't hear back from the employer within 10 business days after the initial interview. That number jumps to 87 per cent if there is no status update within three weeks, found a survey by **Robert Half**.

More than half (55 per cent) of Canadian small and medium-sized employers are struggling to hire the workers they need, according to a report from the **Business Development Bank of Canada (BDC)**.

Improving the hiring process

The top ways recruiters are attracting gen Z talents these days, based on First Advantage's study, include:

- greater use of social media sites for jobs information and employment branding (61 per cent)
- posting messages about diversity, equity and inclusion on careers pages and social media sites (38 per cent)
- communicating clear COVID-19 safety protocol messages (34 per cent)
- adding more culture and employee testimonial videos on careers pages (29 per cent)
- asking candidates for feedback about their experience in searching a company (28 per cent)
- conducting mobile SMS messaging campaign (28 per cent)

Previously, Canadian HR Reporter spoke with Erika Van Noort, vice president of candidate and employee experience at **Softchoice** in Toronto, for best practices on recruitment success in the "*new normal*."

Employers are improving the application process for gen Z workers by making it easy to apply on a mobile device (58 per cent), shortening the length of time for application (43 per cent) and sending a "thank you for applying" message to every candidate (43 per cent), according to First Advantage.

Employers are also improving screening and interviewing by conducting video-based interviewing (45 per cent), using structured interviews (41 per cent) and providing interview training to all recruiters and hiring managers (41 per cent).

To improve the onboarding process, recruiters are completing background checks and paper works prior to candidate start date (62 per cent), setting new hire expectations for the first 30 days (50 per cent) and ensuring timely offers after final interview (48 per cent), finds First Advantage.

Ottawa recently announced employers can now apply to participate in the **Canada Summer Jobs (CSJ)** 2022 program. Not-for-profit organizations, public sector employers, and private sector employers with 50 or fewer full-time employees can apply for funding until Jan. 25, 2022.

Email:

bclmr@outlook.com

Website: [BCLMR](#)

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Federal government expands lockdown supports to people, businesses affected by capacity limits

Government / Economic Impacts

The federal government is expanding access to pandemic financial supports, as much of the country grapples with surging COVID-19 infections and new restrictions are implemented across the country, according to **CBC News**.

Prime Minister Justin Trudeau announced the measures in a news conference last week, in which he appeared virtually. Trudeau said he was following local public health advice after six members of his staff and security detail tested positive for COVID-19.

"For the Canada Worker Lockdown Benefit and the Local Lockdown Program, you'll be able to apply if you're subject to capacity limiting restrictions," Trudeau said.

Capacity restrictions are part of new measures imposed recently in several provinces in response to rapidly rising COVID-19 infections. Ontario and Quebec have been particularly hard-hit by the latest wave of the pandemic, with the latter hitting a record new case count Wednesday with 6,361.

Finance Minister Chrystia Freeland explained that the government would be changing what they considered to be a "lockdown," widening the eligibility for businesses and employees.

Employees in regions where governments have introduced capacity restrictions of 50 per cent or more will now be eligible for the **Canada Worker Lockdown Benefit**, if they've lost more than half their income.

It means more Canadians are now able to take advantage of the \$300-per-week program.

Similarly, employers who are subject to capacity restrictions of 50 per cent or more and face current-month declines in revenue of at least 25 per cent can apply for the **Local Lockdown Program**, which grants wage subsidies from 25-75 per cent depending on revenue loss.

The expanded eligibility is expected to cost \$4 billion, the government said in a release. The new regulations will apply retroactively to Dec. 19 and last until Feb. 12, 2022.

The changes announced today are to programs that were enabled by the passage of Bill C-2, which received royal assent last week. But until now, no one had been eligible for

the benefits because a full lockdown had not been declared in any part of the country.

Dan Kelly, president of the **Canadian Federation of Independent Businesses**, responded quickly on **Twitter**, calling the changes "*good news [and] a direct recommendation from CFIB.*"

Kelly noted, in particular, the shift to a revenue decline of 25 per cent, noting "*The bar remains high, but this is a significant improvement.*"

In the fiscal update delivered earlier this month, the Liberals announced a one-time payment for seniors who had their **GIS** or **Allowance** payments clawed back because they received the **Canada Emergency Response Benefit** or the **Canada Recovery Benefit**.

The government committed almost \$742 million to that effort in the fiscal update. The update said the money is accounted for in the 2022-23 financial year.

Major labour market stories from the past week

For all of the major stories from last week, please login to Labour Market Online and visit the 'Breaking News Section'

- 'It's my life's work': B.C. fruit and vegetable growers face uncertainty after floods ([Click Here](#))
- Stepping Outside of Philosophy: Reflections on a Transdisciplinary Career ([Click Here](#))
- Fossils Create Less than 1% of Canadian Jobs, Making 20-Year Phaseout 'Very Feasible', Study Concluded ([Click Here](#))
- B.C.'s new sick leave presents challenges for employers ([Click Here](#))
- Saanich is latest B.C. municipality to hire civilians for low-risk policing tasks ([Click Here](#))
- Province introduces new COVID-19 measures for safer holiday season ([Click Here](#))
- Applicants to become a cop in Vancouver at 'all-time low' ([Click Here](#))
- Ride-hailing still navigating COVID curveballs ([Click Here](#))
- Lookahead: Will 2022 be the year of worker power? ([Click Here](#))
- Canfor asks BC government to rethink old-growth deferral process ([Click Here](#))
- BC restaurants hope more foreign workers can curb labour 'crisis,' industry association says ([Click Here](#))
- Penticton starts hiring process for six new bylaw employees ([Click Here](#))
- Google Canada commits \$600,000 to reskill Indigenous job seekers for new careers in technology ([Click Here](#))
- SD46 launches new junior firefighters training program ([Click Here](#))
- Victoria police say \$20K signing bonus is working, with more than 40 job applications received ([Click Here](#))

This Week in Social Media

Please take the time to 'like' or follow:

[Twitter](#) | [Facebook](#) | [LinkedIn](#)

- Surrey's new 'Employment Bridge' aims to address labour shortage, job/vacancy 'mismatch' ([Click Here](#))

- Grim 2022 outlook for BC's small business sector ([Click Here](#))
- Why it can take over a year to hire a new RCMP officer in Okanagan, Kamloops ([Click Here](#))
- 'I've found purpose': Meet the 'green defectors' ditching high-flying careers in business and finance to tackle climate change ([Click Here](#))

For instance, we're not going to spread the news about '[Sweden's most endangered Christmas decorations burnt, again](#)'. *A giant straw goat, the annual decoration has been burnt or smashed dozens of times, once before it was even finished. The last time arsonists struck was in 2016, but a record four-year period of peace was shattered this year. Seriously??? COVID has taken random holiday arson away from us too! Forget chipping, set your Christmas tree on fire in your front yard or else the virus wins.*

Your time is valuable and we wouldn't want to waste it, follow us on [Twitter](#), [LinkedIn](#) or [Facebook](#) today :-)

Community Calendar

Career Development Events

February 2021 BC Labour Market Briefing

Thurs. Jan. 27, 2021 | 11am-12pm

Free for Labour Market Online Members

[Click Here to Reserve Your Space](#)

Right at Home Canada is Holding a Virtual Hiring Event

Wed Jan 5th | 12pm

Link: [Please Click Here](#)

Job Postings

Career Development Employment

To post a job here, please email: bclmr@outlook.com

(When you write your cover letter, please mention you saw this advertisement in the BC Labour Market Report)

Employment Coach

Buxton Consulting Ltd.

Lower Mainland, British Columbia

Closes: December 31, 2021

Link: [Please Click Here](#)

Customized Employment Specialist

Buxton Consulting Ltd.

South Okanagan, British Columbia

Closes: December 31, 2021

Link: [Please Click Here](#)

Employment Engagement Specialist- Accelerate Program for Youth (16-30)

YWCA Metro Vancouver

Vancouver, British Columbia

Closes: January 4, 2022

Link: [Please Click Here](#)

Case Manager – Work BC North Vancouver ***NEW***

YWCA Metro Vancouver

North Vancouver, British Columbia

Closes: Unknown

Link: [Please Click Here](#)

Junior Employment Counsellor *NEW*

Progressive Intercultural Community Services Society
Surrey, British Columbia (Temp. Remote)

Closes: Unknown

Link: [Please Click Here](#)

Specialized Employment Counsellor *NEW*

KCR Community Resources
Kelowna, British Columbia

Closes: Unknown

Link: [Please Click Here](#)

Employment Specialist

North Shore ConneXions Society
North Vancouver, British Columbia

Closes: Unknown

Link: [Please Click Here](#)

Did you know?

Fascinating Facts

Most federal government jobs never get seen by the public despite being earmarked as such. Non-advertised appointments for external hiring activities, promotions and acting appointments increased to 60% in 2020. That's up from a rate of 30% five years ago.

- Canada Public Service Commission Annual Report

Quote of the Week

Career Inspiration

"We spend January 1st walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives ... not looking for flaws but for potential."

- Ellen Goodman

BC Labour Market Report | PO Box 18148, Delta, BC V4L 2M4, Vancouver, BC V4L 2M4 Canada

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