

# CAREERSNOW!

## JOB FAIRS

WELCOME TO CAREERSNOW!  
JOB FAIRS WHERE WE HELP YOU  
FIND QUALIFIED APPLICANTS!

### WHAT TO EXPECT

We know it is a very busy time for Ontario's food and beverage processors and the labour market situation is difficult. To assist employers find qualified candidates immediately, Food and Beverage Ontario's CareersNOW! program is delivering a new virtual job fair series.

Our series has been designed to assist your organization in filling vacant positions with qualified candidates by making introductions to jobseekers seeking work in Ontario's food and beverage processing industry.

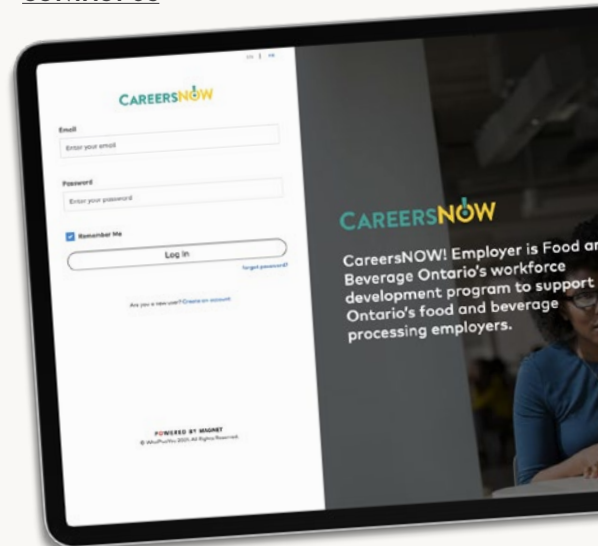
At each CareersNOW! job fair you will meet with enthusiastic, qualified jobseekers who are interested in working full-time and part-time, in addition to connecting with students and new graduates looking for placement opportunities such as internships and co-ops.

We have encouraged all job fair participants to take our 'Job Ready' Skills Training program so that they are primed to successfully begin a position with your company. This free program provides 30 hours of proven, online training delivered by our CareersNOW! partner Food Processing Skills Canada. CareersNOW! is also working directly with companies to provide customized training for new hires.



**INTERESTED IN  
PARTNERING WITH  
CAREERSNOW! ON JOB  
READY SKILLS TRAINING  
FOR YOUR NEW HIRES?**

#### CONTACT US



## HOW TO GET THE MOST VALUE FOR YOUR COMPANY

We understand that hiring the right individuals to join your organization is difficult, especially now with huge demands for talent and small pools of candidates to select from. We ask that all employers and hiring managers come prepared to this event — a similar request has been made of jobseekers.

Please come prepared to interview candidates virtually which can be much different from leading in-person interviews. We also ask that you ensure your job descriptions are clear and will attract the right candidates — find a few suggestions further below.

## WHAT YOU NEED TO KNOW ON THE DAY

In advance of the job fair, jobseekers will register for the event and have the opportunity to select a timeslot for a 5 minute interview with you. If you like the candidate, you can schedule a further 15 or 30 minute timeslot.

The job fair will begin with a main event, like a plenary, that all jobseeker registrants will initially join. This event will be your opportunity to present to jobseekers and share videos and media about your company. There will also be a link to your careers page/ job board and we ask that you provide as much information about your company culture, benefits package and any other 'perks' of working for your company. Following the main event, jobseekers will meet with employers/hiring managers for private interviews.

**"Job seekers crave transparency on pay, not only to make an initial judgment about whether to consider applying for a job, but also to assess if an employer holds long-term potential for them,"**  
– Julie Coucoules, Glassdoor's Global Head of Talent Acquisition.



## CANDIDATE VIRTUAL INTERVIEWS

We've all become so experienced with zoom meetings and virtual teams calls that some of the following will be obvious. However, it's worth noting that the person you are interviewing might not be as practiced with online professional meetings and interview situations.

Here are some refreshers and practical advice to interviewing virtually.

- Make sure you are in a suitable environment in terms of lighting, minimal interruptions, and ability to 'plug in' if your device needs charging. We know your work environment might be busy and loud so if you do think you might be interrupted, it's always best to mention it so the interviewee doesn't perceive this as your lack of interest.
- Please ensure you have addressed any possible technical issues on your end to reduce risks and keep our contact information handy in case you need immediate support.
- Have a welcome script ready or better still, memorize your opening remarks. Thank your interviewee for their interest in your company and confirm the position(s) they are interested in before you start asking questions. Remember to introduce yourself and perhaps let them know how long you think the interview will be.
- Please be organized. The presentations at the beginning of the job fair and the one to one interview sessions will go by quickly. We suggest you have copies of your job descriptions available and interview questions on hand to assess suitability of the candidate you are interviewing.
- Behavioral style interviews are a very productive approach. Of course you can ask some generic interview questions (be mindful to avoid any inappropriate questions that may be prohibited by law) but honing in on concrete examples of skills and experiences relevant to the position is important. These behavioral type questions allow you to tap into the candidate's thought process and the strategies they use to solve problems, communicate with others, and complete their responsibilities. We are sharing resources with jobseekers like this one from Indeed which also provides some great questions to ask!
- The CareersNOW! job fairs offer an important first impression of your organization. Close the interview appropriately and offer timelines as to when the candidate will hear back. Most importantly, please provide feedback—whether it's positive and the candidate is moving forward with your organization, or you have some constructive feedback to help the candidate in future interview situations.



## YOUR JOB DESCRIPTIONS

We know you already appreciate this but please take the time to craft a great job description that connects with jobseekers.

There is a habit of reusing the same job description with minor edits which might be efficient but does little to create appeal and interest. The key skills and experiences can get lost in the 'list' and you could even deter qualified potential applicants because they don't check all the boxes. Our advice is to only include the 'boxes' that matter.

And the job title is important. So much valuable research can be done by prospective candidates in advance of the interview if the job title truly reflects the position. Good candidates will come prepared to the interview and be informed on the role and the opportunities to advance from the position.

Here is some great information on the art of [creating a job description](#) and one final tip —if you can include salary details and [benefits](#) you should.

## ONBOARDING NEW HIRES

We are in a challenging labour market where employees are seeking new opportunities more frequently and it's difficult for employers to find qualified candidates. An onboarding program and a commitment to continuous learning can support recruitment and retention for your company.

Employees are enthusiastic about starting a new job; however, unfamiliar workplace environments can cause some level of anxiety. As a result, the company should do its best to transition the new hire into their role effectively.



### BENEFITS OF FORMAL ONBOARDING

- Promotes enthusiasm in starting a new job.
- Provides tools so that employees can quickly adapt and engage in their new work environment.
- Shares valuable information on the company's values, culture and products.
- Encourages the development of company ambassadors.
- Assists with talent attraction and employee retention.



## INTERESTED IN LEARNING MORE ABOUT ONBOARDING OR DEVELOPING A NEW PROGRAM FOR YOUR COMPANY?

[Contact Us](#)



## DOWNLOADABLE EMPLOYER USER GUIDES

[Posting a job on  
CareersNOW! Employer](#)

[Hiring a student on  
CareersNOW! Employer](#)

By encouraging a higher level of engagement with coworkers, employees and management, you can enhance these initial experiences. Every new hire is eager to prove themselves, but this can result in employees trying too hard, too soon, without having the proper knowledge required to make an informed decision. Onboarding facilitates the employee's comprehension of the company and its core values and operations.

## HOW ELSE CAN CAREERSNOW! SUPPORT YOU?

**CareersNOW! Employer has made job postings and access to work-integrated learning placements with students, including wage subsidies, easy.**

- Access profiles of qualified individuals ready to start working right away.
- Post job opportunities and have them targeted to qualified candidates.
- Hire students and future employees through Work Integrated Learning and access up to \$7,500 in wage subsidies.
- Connect with skills training programs and resources for food and beverage processor employers and employees.

[CareersNOW! Employer](#)

# CAREERSNOW JOB FAIRS

From all of us at CareersNOW! thank you for participating in our job fair series for Ontario food and beverage processor employers! We are here to support you find qualified candidates and fill vacancies today.



## CONTACT

### INFORMATION

Isabel Dopta [idopta@foodandbeverageontario.ca](mailto:idopta@foodandbeverageontario.ca)

### JOB FAIR PREP

Nicole Gallace [nicole@foodgrads.com](mailto:nicole@foodgrads.com)

### TECHNICAL SUPPORT

Devon Leis [devon@paintedrobot.com](mailto:devon@paintedrobot.com)

CareersNOW! is a program delivered by [Food and Beverage Ontario](http://Food and Beverage Ontario) to connect jobseekers and students with great opportunities in Ontario's food and beverage processing industry.

This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario.

