

Stage 2: Advertising the Job (Sourcing Candidates)

I used the job description as a starting point for the job advertisement. I included additional elements that describe my employee value proposition (the good stuff that makes the organization equitable, inclusive and appealing to a candidate!).

*Examples might include:

- ✓ Vacation time and flexible work options
- ✓ Professional development and tuition reimbursement
- ✓ Your organization's values and culture

I created a sourcing plan. This included:

- ✓ Where to post the job and for how long.
- ✓ Engaging my network to share the job (i.e., employees, members of your employee resource group if you have one, managers, and on LinkedIn).
- ✓ Tapping into employment service providers.
- ✓ Allocating a budget if required (Note: it is free to work with an employment service provider and to post on most job boards; if you use a search firm/employment agency, a fee is paid upon placement).

Job Boards:

I posted the job on any industry-specific job boards or websites that may exist (e.g., trades, tech, not-for-profit, accounting, etc.).

Employment Services Providers:

I contacted organizations supporting employment for people with disabilities and other diversity groups.

* Examples of this are new immigrant organizations, Indigenous employment programs, and disability services organizations.

Search Firms/Employment Agencies:

If needed, I used a search firm or employment agency for a hard-to-fill job, communicate that diversity is a priority:

- ✓ Asked the firm about their commitment to diversity, experience, and success in placing diverse candidates.
- ✓ If they failed to provide diverse candidates, I asked them to try again or use another firm.

As candidates begin to apply, I confirm that the pool of applicants comprises a diverse, qualified pool of candidates. If not, I reassessed my sourcing plan.