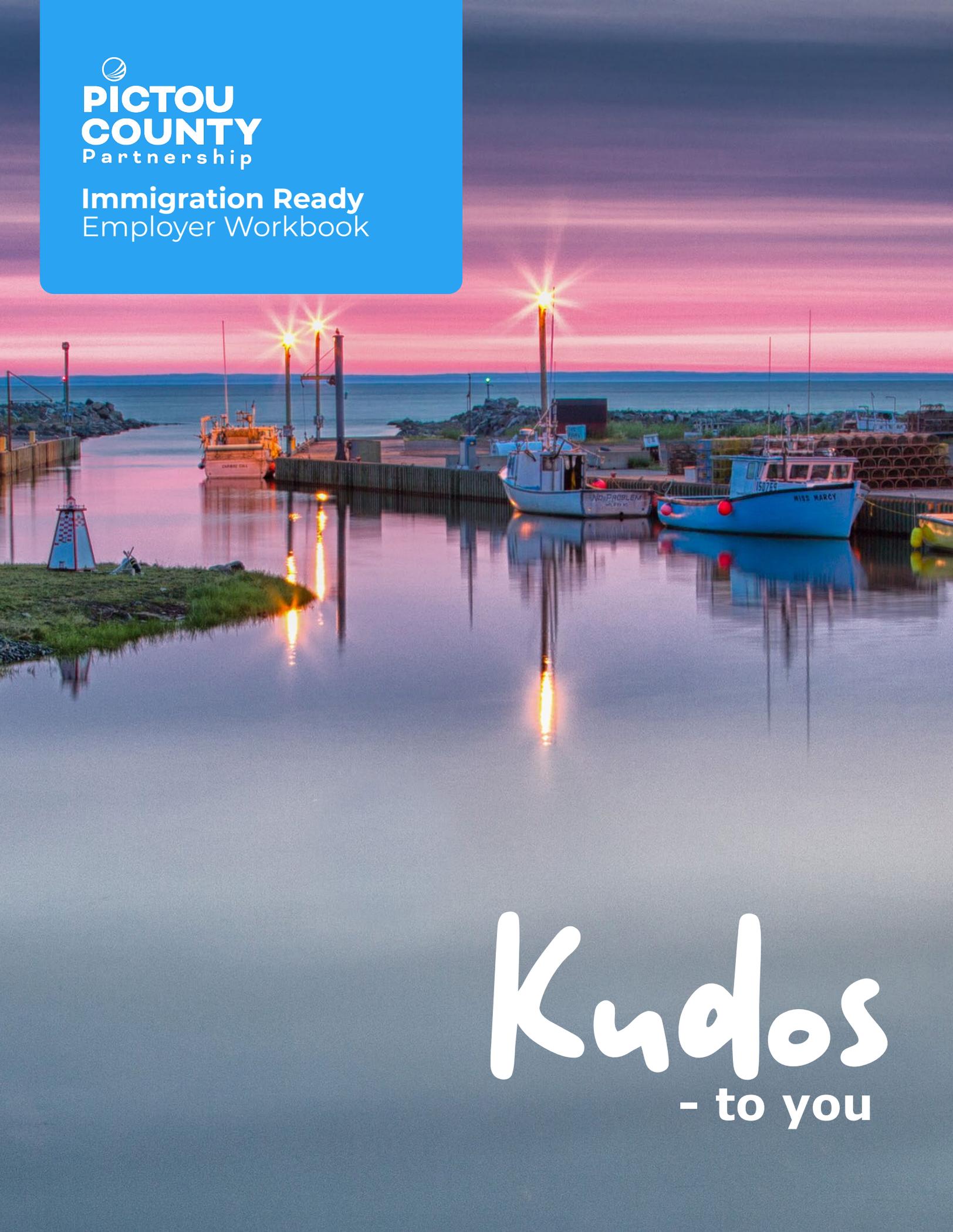




Immigration Ready Employer Workbook



Kudos
- to you

Kudlos

- to you



The Pictou County Partnership
Email: office@pictoucountypartnership.com

Supported by:



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



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Kudos to You!

When you bring a new employee to Pictou County from outside of Canada, you are making our community stronger, more financially robust and competitive in a global economy. Not only does immigration address hiring needs, it has a positive impact on community diversity, economic and population growth, innovation, education and health care improvements.

Hiring a person from another part of the world isn't supposed to be easy. You'll find the things that make it tough are exactly the things that protect the jobs and livelihoods of people already living in Pictou County. The process has requirements that ensure that immigrants are filling labour gaps that cannot be filled locally – or even from anywhere in Canada. Without the new resident in our community, the job isn't getting filled, local businesses do not grow and thrive, and the local economy suffers.

The Pictou County Partnership is here to help. We provide customized support to employers as they navigate through the process of hiring a

foreign worker. As an economic development organization, we understand and appreciate the investment local employers make when exploring hiring outside of Canada. We value your efforts and want to see you be successful in attracting and retaining newcomers to your workforce.

This workbook has been created for employers to help guide you through the process of hiring a foreign national through either the Nova Scotia Nominee Program (NSNP) or the Atlantic Immigration Program (AIP). By assembling all the information in one place, and providing you with tips, tools and checklists, our goal is to help you get to the rewarding outcome of welcoming a newcomer to your team and supporting them in the settlement phase of their new life in Pictou County.

We're here to help—this work shouldn't be EASY but it doesn't need to be hard—and this workbook is here to help.



2

Understanding your Workforce Needs

Understanding your Workforce Needs

You need people to help your business thrive. Inevitably some of the people on your current team will move on—either through retirement or resignation. Anticipating human resource changes and planning for the future will help your business meet current workforce needs while identifying what is needed to grow your business.

Human resource planning and **position succession planning** will help you identify your workforce shortages and what strategic steps you need to take to address these needs. This work may take time and effort, but the more planning you do, the better prepared you will be when change happens—saving you time and stress in the long run.

Talent Pipelines

Once your workforce shortages have been identified, think about where new talent will be coming from. Consider developing the current talent within your workforce with training and cross training initiatives to support retention. Connecting with education institutions can be an effective way of creating local pipelines of new talent looking to enter the workforce.

When shortages cannot be filled within Canada, consider immigration. Filling workforce shortages by hiring a foreign national or a newcomer can bring employers many benefits beyond meeting operational needs, but may take some time. Plan for future vacancies where possible to allow for immigration processing times and be ready to welcome the skills and talent needed for your business.

Tips

Thinking about Human Resources and Succession Planning

- How could your business change over time and what new skill sets will you need on your team?
- What are the critical positions in your organization and how would you fill them if there was a sudden vacancy?
- Are you leaving time for the transfer of knowledge between your current workforce members who may be planning retirement and their future replacements?
- What would the impact be if the current staff member in each position left your organization?

As a starting place – focus position succession planning on the roles that would cause significant disruption in your organization if there was a sudden vacancy.

Definition

Human Resource Planning allows businesses to determine the talent that they currently have and the talent they will likely need in the future.

Position Succession Planning is the strategy for identifying and developing possible succession candidates for your team's critical positions. Succession planning helps you prepare for the future. Having a plan helps you to prepare for a sudden change and will reduce the stress if that should occur.

Activity

Position Title	Current position or future position	National Qualification	Name of person in the position	Age of person	Years to retirement	Succession plan	Progression plan	Importance of position	Ease of talent acquisition	Barriers to acquire
1. Director	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
2. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
3. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
4. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
5. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
6. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
7. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
8. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
9. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
10. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
11. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
12. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
13. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
14. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
15. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
16. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
17. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
18. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
19. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
20. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
21. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
22. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
23. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
24. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
25. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
26. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
27. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
28. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
29. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None
30. Senior Manager	Vacant	None	None	45	15	None	None	Very critical	Hard to replace	None

Understanding your Workforce Demographics

The Workforce Demographics worksheet will help you identify the high priority areas to plan for hiring and development of your team so that your business continues to thrive and grow.

[Click for Google Sheets Worksheet](#)

[Click for Excel Worksheet](#)

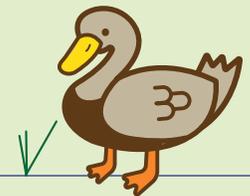
Key Factors to Consider:

Workforce demographics

- What is the average age of your workforce?
- How many employees do you have that are within 5 years of retirement?
- How many of these people are in key positions with skill sets that may be difficult to replace?

What are your short term workforce needs?

- What positions are currently vacant in your organization?
- What barriers exist to filling these positions?
 - Lack of skilled applicants
 - Transportation to the workplace
 - Other



How critical is each role within your organization?

The scale we have used in the worksheet is:

- ① Not critical ② Somewhat critical ③ Very critical

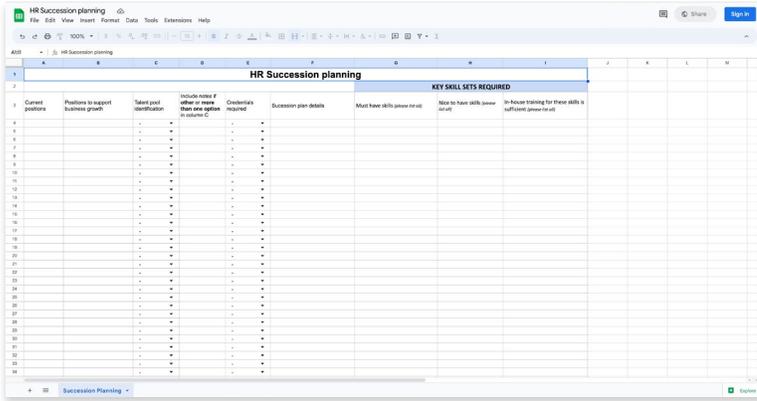
How easy would it be to fill vacancies?

The scale we have used in the worksheet is

- ① Hard to replace ② Somewhat hard to replace ③ Easy to replace

What are the workforce needs for growing your business?

- Are there special, scarce skill sets that will be required for you to maintain and grow your business?
- What other factors could influence your workforce needs?
 - Will changing trends in your industry require new skills in critical roles?
 - Could innovative changes in your business create efficiencies and result in either a decreased workforce or redefining positions to include new skill sets?
- Do you anticipate any innovative changes in your business that would create efficiencies and result in either a decreased workforce or redefining positions to include new skill sets?



Worksheet

Position Information: Core Skills & Competencies

This worksheet will help you to organize information about current and future positions in your business and identify what the core skills and competencies are for each position. These details can be taken from your job descriptions.

[Click for Google Sheets Worksheet](#)

[Click for Excel Worksheet](#)

“Hiring is a challenge and without foreign nationals coming to work for us we would have a hard time keeping our doors open. Planning ahead is key for us. We are currently supporting 7 future employees with Nova Scotia Nomination Applications, so that we know we will have new staff to join our team next year once their applications are approved.”

-Nancy Burrows, Subway, New Glasgow & Pictou



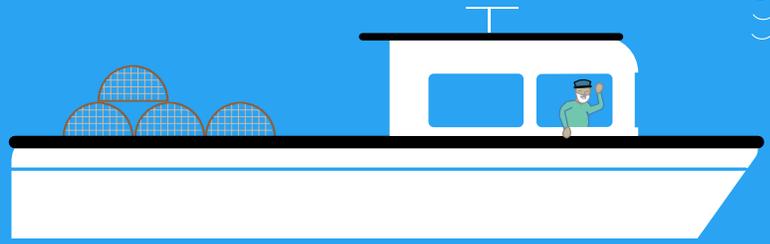


3

Becoming an Immigration Ready Employer

Immigration Ready

Regardless of which immigration program you use, there are some things that all employers must complete to become immigration ready:



1 Apply for an Employer Registration Certificate



3 Establish a Welcoming and Inclusive Workplace



2 Satisfy the Mandatory Recruitment Activities

Employer Registration Certificate

Employers looking to hire foreign nationals are required to apply for an Employer Registration Certificate (ERC) with Nova Scotia Labour Standards. This free certificate is valid for one year and is part of the employer document package that must be submitted with Nova Scotia Immigration and Population Growth immigration programs such as the Atlantic Immigration Program (AIP) and the Nova Scotia Nomination Program (NSNP).

Link

Please visit [Nova Scotia Labour Standards](#) to apply for an Employer Registration Certificate (ERC)

[Click for Link](#)

Connect with us – we are here to help!

If you have any questions while completing the ERC form or would like our team to review for a completeness check before submitting.

office@pictoucountypartnership.com

Employer Recruitment Requirements

Meeting recruitment requirements is an important step in being an immigration ready employer. Unless the foreign national being hired is exempt from needing a **Labour Market Impact Assessment (LMIA)**, such as a foreign worker with an open work permit, or there is a valid LMIA, it is likely you will need to prove effort was made to hire a Canadian Citizen or Permanent Resident first.

Definition

Labour Market Impact Assessment (LMIA) is a document that an employer in Canada may need to get before hiring a foreign worker. Employers apply for LMIAs with Employment and Social Development Canada (ESDC). An LMIA is not required for the Nova Scotia Nomination Program or the Atlantic Immigration Program.

[Visit ESDC website](#)

Checklist

Recruitment Before Hiring a Foreign Worker

Accepted documents to demonstrate recruitment of a Canadian citizen or permanent resident was made:

- A positive LMIA the employer received from Service Canada for the unfilled job. Your prospective employee must be named in this document AND the expiry date must be on or after the date they submit their application to Labour Skills and Immigration (LSI); or
- Proof that the worker has an open work permit and legally entitled to work in Canada, for example with a Post-Graduation Work Permit or the unfilled job is LMIA exempt; or
- The employer can show proof they have placed three (3) advertisements and related information that meet the conditions.



See the next page for the Recruitment Requirements checklist.

Checklist

Confirming the Job Couldn't be Filled Locally or Nationally with Ads

Employers need to meet all of the conditions below with documents to demonstrate the recruitment efforts.

- Advertisements for the unfulfilled job must appear in **3 different publications**. Employers must show that each publication targets a Canadian audience with the education, experience, language ability and skill level needed.
- Advertisements must be **published in the 6 months before the date a job is offered** to an applicant from outside of Canada.
- The advertisements must be **publicly available for at least 4 weeks in a row**.
- At least **one advertisement must be in a Canada-wide** recruitment tool that has a track record of finding workers for the job (i.e. Job Bank).
- Employers must demonstrate their recruitment did not result in any qualified candidates who are Canadian citizens or permanent residents.
- Employers must not make a job offer to a foreign national, without an open work permit, until all Canadian or permanent resident candidates have been considered.

You will need these records to show that you satisfy the mandatory requirements prior to hiring a foreign national. The Recruitment Requirements and Candidate Tracking worksheets in this section will help you to organize and keep track of the details.

Tips

- Keep a digital or physical folder with invoices for all job advertisement placements, explicitly showcasing the length of time the advertisement was posted — it must show 4 consecutive weeks.
- For digital advertisements, take and save screenshots that show the job ads and the date they went live and how long they were public.

Maintain a record of:

- Number of applications received during the advertisement window.
- Reason why each Canadian citizen or permanent resident applicant was unsuccessful.

Activity

Recruitment Record										
Job Title	Local or National	Date posted	Date defined	Weeks posted	Recruitment Method	Website link	Ad tracking #	# of responses	# interviews	Notes (e.g. no of applications, questions that were answered)
Job Title	Local	Jan. 1, 2023	Feb. 20, 2023	8			1	0	0	2. Lacking required skills
Job Title	National	Jan. 2, 2023	Feb. 20, 2023	7			2	0	0	6. Lacking required skills

Worksheet

Recruitment Requirements

This worksheet will help you to organize information about the advertisements in your recruitment process to satisfy the requirement that you have advertised in at least 3 sources for a minimum of 4 consecutive weeks.

[Click for Google Sheets Worksheet](#)

[Click for Excel Worksheet](#)

Link

Check for updates

Confirm immigration program requirements by reviewing the full guides at:

www.novascotiaimmigration.com

[Click for Link](#)

Job Hunting Sites & Boards in Canada

The sites listed below are commonly used by job seekers.

General

Indeed

- The top job hunting site
- Most well known
- Ease of use
- No subscription required for job seekers

Glassdoor

- Benefit of reviewing companies
- Seeing what past employees have said about them

LinkedIn

- Ease of communication with employers
- Your profile and resume go hand in hand
- Harder to maintain
- Sends notifications with specified ranges

Tech Industry

jobs.techtalent.ca

- Largest tech job board in Canada
- Easy apply system, sign in, upload resume and apply
- Jobs are posted from well-known companies from all over the country
- Range of jobs available

techjobs.ca

- Option to search by skills or title
- Location can be specified
- Search for specified employers
- Remote only option

Trades

careersintrades.ca

Recruiting is not the main focus, but instead how to get into the trades industry in Canada.

Resources like:

- Apprenticeships
- Outline of education needed
- Connecting with employers
- Grants and supports offered
- Lists of trades in Canada

skilledtradesjobscanada.ca

- Job hunting board
- Location can be specified
- Search for specified employers
- Remote only option

Tips

In preparing job advertisements, make the most of no cost recruitment solutions to make local and global connections.

Nova Scotia Works

Connect with local job seekers and benefit from many employer services including free job advertising.

Job Bank

Connect with Canadian Citizens, Permanent Residents, Foreign Nationals in Canada and those looking to come to Canada.



4

**Attracting
Foreign Workers**

Attracting Foreign Workers

In a competitive labour market, it is important to do everything possible to make your company and job posting attractive to prospective candidates. There is no need to duplicate your recruitment efforts, make your job postings attractive to local and global talent. Below are some suggestions of ways you can make immigration part of your recruitment strategy.

Immigration Ready Job Advertisements

Here are some ways you can develop all your job advertisements with immigration in mind:

- Identify the vacant positions' National Occupational Classification code (NOC) and use it as a guide to list the relevant job duties and requirements.
- Create competency-based job descriptions that focus on the skills and knowledge required for the position.
- Share what an applicant can expect from the role and work environment.
- Be explicit about the hours of work, salary and other benefits you offer.
- Highlight your employer brand along with your diverse and inclusive approach to hiring.
- Consider using your website as an attraction tool and provide a link in your job ads when possible.

Tips

New Version of NOC

Starting November 16, 2022, Employment and Social Development Canada programs migrated to the NOC 2021 version 1.0. If you have identified NOC codes using the 2016 version you will need to update information with the new codes.



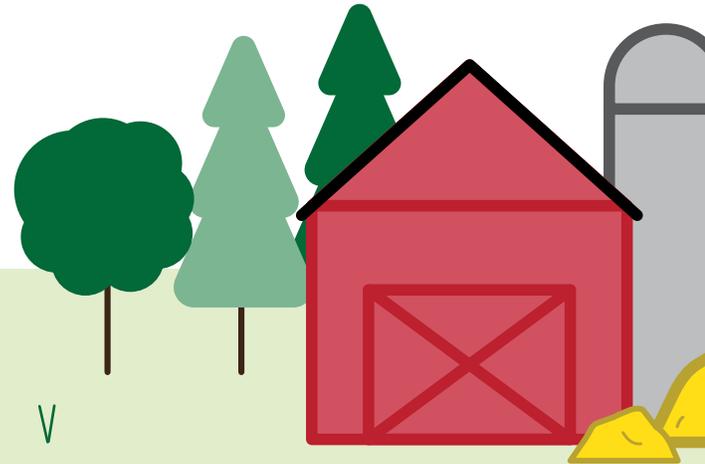
Understanding the National Occupation Code System (NOC)

The National Occupational Classification (NOC) is Canada's national system for describing occupations.

You can search by job title to find the NOC number required for immigration applications, and to learn about the description, main duties, education requirements, or skill level - now referred to as TEER.

How to Find the NOC for a Job

Step 1. Try to search by job title on the NOC home page.



The National Occupational Classification (NOC) is Canada's national system for describing occupations. You can search the NOC to find where an occupation is classified or to learn about its main duties, educational requirements or other useful information.

Search by job title Search by NOC code

Version: NOC 2021 Version 1.0

Enter your job title: Example: Banking, insurance and other financial clerks Search

Comparative search Advanced search Search tips

Unsuccessful Search?

If your first search is unsuccessful try searches with related job titles.

Step 2.

Step 2. Identify the correct NOC out of the possible matches:

1. Review the lead statement and determine if it is true.
2. Review the main duties, a majority of the duties should match for the NOC to be correct.

Note: May statements under duties do not count in the majority calculation.

If you cannot find the NOC unit group associated with your occupation using the title job search, you can access the NOC matrix via the [Hierarchy and Structure section](#).



12011 – Supervisors, finance and insurance office workers

Supervisors of finance and insurance office workers supervise and coordinate the activities of workers in the following unit groups: Payroll administrators (13.102), Accounting and related clerks (14.200), Banking, insurance and other financial clerks (14.201) and Collection clerks (14.202). They are employed by banks and other financial institutions, insurance companies, and by other establishments throughout the private and public sectors.

Profile	Breakdown summary
<p>Example titles</p> <p style="text-align: right;">Index of titles</p> <ul style="list-style-type: none"> • Accounts payable supervisor • Accounts receivable supervisor • Bank clerks supervisor • Billing supervisor • Bookkeeping supervisor • Claims adjusters supervisor • Collection supervisor • Credit supervisor • Payroll supervisor • Supervisor of accounting 	<p>Broad occupational category</p> <p>1 – Business, finance and administration occupations</p> <p>TEER</p> <p>2 – Occupations usually require a college diploma or apprenticeship training of two or more years; or supervisory occupations</p> <p>Major group</p> <p>12 – Administrative and financial supervisors and specialized administrative occupations</p> <p>Sub-major group</p> <p>120 – Administrative and financial supervisors</p> <p>Minor group</p> <p>1201 – Administrative and financial supervisors</p> <p>Version</p> <p>NOC 2021 Version 1.0</p>
<p>Main duties</p> <p>This group performs some or all of the following duties:</p> <ul style="list-style-type: none"> • Implement efficient working processes and coordinate, assign and review the work of clerks engaged in the following duties: administering accounts payable and receivable; processing, verifying and recording financial documents and forms; administering payroll; processing, verifying and recording insurance claims and forms; and collecting user fees and payments on overdue accounts • Examine and verify accuracy of work and authorize routine payments, credits and other transactions • Establish work schedules and procedures and coordinate activities with other work units or departments • Resolve work-related problems and prepare and submit progress and other reports • Identify training needs and train workers in job duties and company policies • Requisition supplies and materials • Ensure smooth operation of computer systems and equipment and arrange for maintenance and repair work • May perform the same duties as workers supervised. 	
<p>Employment requirements</p> <ul style="list-style-type: none"> • Completion of a college program or courses in bookkeeping, accounting or a related subject is required. • Experience in the clerical occupation supervised is required. 	
<p>Additional information</p>	
<p>Exclusions</p> <ul style="list-style-type: none"> • Customer and information services supervisors (62023) • Financial managers (10010) • Financial advisors (11102) • Other financial officers (11109) 	

Tips

Align with the identified NOC's lead statement and include relevant main duties in preparing job advertisements and job descriptions.

Learn more about the NOC by visiting the online [tutorial](#) or the [FAQ](#) page.

Connect with us – we are here to help!

If you are not sure about your NOC code – we can guide you through it.

office@pictoucountypartnership.com

Employer Brand

What is a brand?

A brand is a set of uniquely held values that are authentic to the business, organization, person or product and differentiate the business, organization etc. from others in the marketplace. A logo, colour palette, typefaces and other visual identity elements commonly referred to as a “brand” are actually how brands express their uniquely held values to audiences.

Brand = unique values

A brand is built by consistently communicating uniquely held values to relevant audiences over a long period of time. Creative ways to communicate your values, logo, colours etc. can change over time but the values remain the same. Acting and making decisions out of your unique values is known as “living your brand”.

What is an Employer Brand?

An employer brand is a set of uniquely held values, specific to the people and culture of your organization, that sets you apart from other employers.

Employer Brand = Unique values relevant to an employee.

Potential employees will do their best to form an opinion of your company within minutes of learning or hearing about it. First they will turn to Google and search for your company. They will then look to social media platforms like Facebook, Instagram and LinkedIn to better understand your business.

Google and Facebook reviews, how your website looks/sounds, the sort of content you do or do not post to social media and who is connected to your company via platforms like

LinkedIn all serve to help someone from far away better understand your company.

However, in almost all instances, that potential employee is seeing information that your organization releases to communicate with customers—not potential employees. Therefore it’s the external or customer facing brand identity they must use to consider what it might be like working for your company. This is a lot less relevant to a potential hire than information specific to working in your company.

5 steps to developing your Employer Brand

1. Start by brainstorming, ideally with a group, all of the features your company provides or makes available to employees. Different from employee benefits, which are usually tied to health care and insurance coverage, features do include health benefits but can also cover things like:
 - Vacation policies
 - Professional development opportunities
 - Work from home options
 - Work life balance initiatives
 - English as a second language (ESL) supports
 - Diversity, equity and inclusion programs
 - Bonus structures and employee incentives
 - Office design, location and associated lifestyle
 - Strategic partnerships and relevant relationships
2. Once you have an exhaustive list that covers all the features your business makes available to employees, it’s time to think about each one in terms of the benefits it brings to the employee’s life, family and or future.

You likely know that people don’t buy features, they buy benefits. So this step

ensures you think about all your employee features in terms of the benefits that new hires will experience. Then be sure to stick with the benefits language in all your communication.

Example:

Feature language—We provide 3 weeks of paid vacation.

Benefit language—Recharge and enjoy quality time away from work, stress free, with 3 weeks paid vacation every year.

Benefits language always beats feature language.

3. Once you know the benefits your company makes possible, take some time to understand the benefits that are unique to your company—ones not easily replicated by other employers or of less importance to other employers.

Those benefits are the ones you want to be sure to highlight in all your communications with potential new hires.

4. Consider who you are attempting to hire and from where. Are they familiar with Pictou County, with Nova Scotia or even Canada? What language might they speak and what is likely to be their cultural or spiritual background. Would they be a visible minority in your community? What would motivate them to move so far for a job with your company?

Asking a lot of questions about the people you're hoping to communicate with is foundational to good communication. Try and develop a few paragraphs that help clarify in your mind the type of person or persons you are trying to attract.

If there are different types of people then do this for each type - it's normal to create 3 to 5 "personas" of target audiences you hope to reach and engage. Spend the time thinking about them deeply and you will be ready to start communicating.

5. This is where you bring everything together. It's smart to develop a page on your website specifically for highlighting your employer brand. Fill the page with benefits focused language, highlighting the unique benefits of working with your company while still showcasing the benefits as a whole.

Choose photography and visuals that accentuate the highlighted benefits and is reflective of the people you are attempting to recruit. Be sure the photography is inclusive, with diversity evident, and work to provide writing that is simple - easy for a tool like Google Translate to read and translate.

While potential employees may know and speak english, they may prefer researching on their own time in their primary or first language.

The page should be helpful, with links to important resources that are relevant to those from away. Consider referencing KUDOS documentation and information generally available from the Pictou County Partnership, among other sources.

Once your web page is complete, adding the following tactics is helpful:

- Create a PDF of the page content so it can easily be emailed.
- Develop simple ad templates that reinforce the unique benefits and direct potential hires to the new web page.
- Update social media accounts to include links to the new page.

That all sounds like a lot, should I get external help?

Depending on the size of your company, it may make sense to hire an external support to complete this work with you. If your company has more than 10-12 employees or revenue over \$1 million annually, it likely makes sense to hire a company to support you.

Search terms would include: brand strategy company, branding company, branding agency, brand strategist etc.

You can expect to invest anywhere from \$3,500 to \$25,000 in this work depending on your size and business complexity. The vast majority of companies can get the support they need to develop a strong employer brand for \$12,000 or less.

If you're a smaller company, it may still be wise to hire support, but the focus should be on hiring an individual Brand Strategist consultant rather than an agency. Be sure to ask for work samples, ideally recruitment or employer brand specific.

For additional questions or inquiries, please contact:

Neil Stephen
Brand Strategist
CEO | This Is Marketing



5

**Sources of
International Talent**

Sources of International Talent

There are many different international talent pools you may want to consider when looking to attract people with the skills you are looking for.

These include:

Foreign Nationals already in Canada who would like to stay and become permanent residents.

Foreign Nationals outside of Canada who would like to immigrate to Canada.

Economic Mobility Pathways Pilot – this program combines refugee resettlement and economic immigration. It's a pathway that helps skilled refugees immigrate to Canada through existing economic programs and gives employers access to a new pool of qualified candidates to fill job openings.

International Students currently studying in Nova Scotia or other regions in Canada – they may be eligible to work 20 hours per week while in full-time studies, and 40 hours during school breaks.

International Students who graduate can apply for a Post-Graduate Open Work Permit, many are looking to stay in Canada and become permanent residents.

Spouses of Temporary Foreign Workers and International Students may be eligible to apply for an Open Work permit.

International Experience Canada is a Federal program that provides eligible participants with an open work permit. The program allows employers to hire skilled youth from more than 30 countries to fill temporary jobs you haven't been able to fill locally.



Connect with us – we are here to help!

We can help you understand candidates' work eligibility.

office@pictoucountypartnership.com

Who is Eligible to Work in Canada

Foreign nationals who want to work in Canada will likely need a work permit. In order to determine the work permit eligibility of the foreign national applying to work for you, you will need to know if they fit into one of these categories of people who are eligible to work in Canada:

- Canadian citizens
- Permanent residents
- Work permit holders
- Full-time international students – may be eligible to work off-campus up to 20 hours per week, full-time during breaks.
- As an employer you can support a qualified foreign national in obtaining a closed work permit through the NSNP or AIP.

Tips

How to Connect with International Talent

ISANS

Advertise your job posting directly with newcomers already in Nova Scotia with ISANS Skills Match Online Recruitment Tool.

Northern Connector Program to connect with international students.

Visit Immigration, Refugees, and Citizenship Canada (IRCC) The Employer's Roadmap to hiring and retaining internationally trained workers for an in-depth understanding of international recruitment.

[Click Here to Visit IRCC Road map](#)

Definition

Closed Work Permits will name an employer or list other restricted conditions.

Open Work Permits allow a foreign national to work for any employer in Canada and includes International Graduates who have obtained a Post-Graduate Work Permit (PGWP) and Canadian Ukraine Authorization for Emergency Travel (CUAET).

Maintained Status is when a temporary foreign worker applies to extend their work permit before it expires. They can continue to work under the same conditions while the new permit is processed.

Fraud Awareness

Immigration ready employers should be aware of the potential for fraud. To learn more about international recruitment standards in Nova Scotia [visit Nova Scotia International Recruitment FAQ](#).

Note:

- Workers in Nova Scotia should not be charged any fees to help them find work, including foreign workers—it is against the law.
- International recruiters must be licensed in Nova Scotia—visit [this link](#) for an up-to-date list of those with a foreign worker recruiter license in Nova Scotia.
- To report immigration fraud confidentially, visit the [contact page](#) on the Nova Scotia Immigration website.

Tips

Ask the Applicant for More Information

Feel free to ask a candidate what their work eligibility status is to establish if they are able to start work right away, or if they need you to support them through the immigration process.

Important

Workers in Canada need a Social Insurance Number. Temporary Foreign Workers have temporary SINs that start with a '9' and are only valid until the expiry date indicated on the immigration document that authorizes the person to work in Canada.

Link

Visit Nova Scotia International Recruitment FAQ

[Click for Link](#)



6

Settlement

Employer Support to Applicants

There are many ways that an employer can support the settlement process. The more support you can offer, the easier the process will be for your future employee, resulting in a more successful transition to the workplace and community. You may want to think about doing some of these things:

- Consider introducing a mentorship program to support successful onboarding.
- Help to pay the immigration fees.
- Help your prospective employee to find housing.
- Refer your prospective employee to settlement services agencies who can assess their needs and connect them to settlement programs like language classes.

Community Support to Applicants - YREACH

The provincial YMCA Centre for Immigrant Programs provides place-based settlement and language support to immigrants, refugees, and their families who are new to communities. The YREACH program includes:

- In-person individual and group settlement services.
- Community orientation and support in accessing services.
- Social events and recreational opportunities
- Child and youth programming.
- Solution-focused counseling and advocacy
- Awareness raising and welcoming communities initiatives.
- Community collaboration and referrals
- In-person language instruction.
- Needs assessments and settlement plans for AIP participants.

[Click to learn more about YREACH](#)

Tips

To help support community integration, employers are encouraged to connect with the YMCA Centre for Immigrant Programs when they engage with foreign nationals who they are supporting with the NSNP and AIP.

The YMCA Centre for Immigrant Programs for Pictou County is located in New Glasgow at:

**352 East River Road
New Glasgow, NS, B2H 3P7**





Welcoming Workplaces

Diversity, equity and inclusion (DEI) are important factors that many job candidates consider before applying for a job in any organization. Understanding the benefits and importance of creating a diverse workforce can help create a safe environment that fosters creativity and improves productivity.

Employers who are AIP designated are required to take Intercultural Competency Training. The Intercultural Competency Training supports employers in creating more welcoming and culturally inclusive workplaces. More details about this training and the registration link are on page 40 of this workbook.

For employers who are interested in learning more about training available to support beginning a workplace DEI strategy and learn more about creating more welcoming workplaces, the Partnership team will navigate you to one of our partners. Both the YMCA Centre for Immigrant Programs and the Immigration Services Association of Nova Scotia (ISANS) have programs available to support employers.

Definition

Diversity refers to all the ways people can be different including race, gender, religion, sexual orientation, ethnicity, socioeconomic background, language, disability, and age.

Equity means creating a fair process for all employees to access opportunities. People may experience different barriers in the workplace, and equity works to create balance by identifying those possible barriers and creating purposeful processes to overcoming them.

Inclusion is how employees feel they belong and are valued.



7

Immigration Pathways in Nova Scotia

A Guide for Employers Immigration Application Process

The Pictou County Partnership works with businesses to identify labour market shortages and opportunities for growth.

Connect with our team to share more about your labour market challenges and to learn how immigration can be part of the solution.

office@pictoucountypartnership.com Tel: (902) 440-2254

You have a labour need

Our team is available to help you navigate the immigration streams and determine which program works for you and your candidate.



As an eligible employer, recruit a candidate who meets the program criteria.



Atlantic Immigration Program (AIP)

Provincial Nominee Program (NSNP)

1

Confirm business eligibility, consider labour needs and learn about settlement supports in your community to prepare for the designation application.

2

You apply for designation at novascotiaimmigration.com

3

AIP designated employers gather the required documents for the endorsement application and refer candidate to a settlement service organization for a settlement plan.

4

You submit complete endorsement application to novascotiaimmigration.com

5

Candidate receives endorsement if approved.

1

Employer, who meets eligibility and requirements, recruits candidate, who meets Nova Scotia Nominee Program criteria.

2

You provide candidate with employer required documents to submit with their application.

3

Candidate submits complete application online at novascotiaimmigration.com

4

Candidate receives nomination if approved.

Employers can request a Letter of Support be issued by LSI with both the endorsement or nomination application so that the candidate can apply to IRCC for a work permit if one is required.

If issued, you register the job offer in the federal IRCC employer portal and pay the compliance fee.

Candidate settles in Nova Scotia and you welcome a new employee.



Immigration Pathways

Immigration is a shared jurisdiction between federal and provincial governments.

Federal

Immigration, Refugees, and Citizenship Canada (IRCC) is responsible for issuing visas, study permits, work permits and permanent resident applications.

Nova Scotia immigration programs fall under the Federal Economic Class and include programs that respond to Nova Scotia labour needs. The Nova Scotia Nomination Program and Atlantic Immigration Program support employers in using immigration to fill labour shortages.

Provincial

Nova Scotia Department of Labour, Skills, and Immigration (Immigration and Population Growth Branch) processes AIP designation and endorsements as well as provincial nominations applications.

For detailed Immigration and Population Growth Branch immigration program guidelines visit:

<https://novascotiainmigration.com/>

Connect with us – we are here to help!

We understand that every situation is unique. We can help you explore which immigration pathway may be suited to your needs.

office@pictoucountypartnership.com



Nova Scotia Nominee Program

The NSNP Skilled Worker Stream helps employers recruit foreign workers and recently graduated international students whose skills are needed in Nova Scotia. An employer must meet the eligibility requirements for the program and can only hire foreign workers for positions they have been unable to fill with Canadian citizens or permanent residents.

There are multiple streams to support employers in meeting their workforce development needs including the Skilled Worker and Occupations in Demand.

Stay up to date by visiting the *Immigrate Here* section of Nova Scotia Immigration's website for more details on the different streams in the NSNP.

Getting Started

Confirm:

1. You are an eligible employer.
2. The position is eligible.
3. The candidate is eligible.
4. You are ready to meet recruitment requirements.

checklist

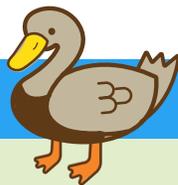
Confirming Employer Eligibility for NSNP

- If a commercial employer, it must be registered with the Nova Scotia Registry of Joint Stock Companies AND show that it has a permanent establishment in Nova Scotia as defined in Canada's Income Tax Act.
- If a not-for-profit employer, it must be registered under the Societies Act.
- The employer must have a record of operating in Nova Scotia for at least 2 years.**
- History of good workplace and business practices in compliance with all applicable laws and regulations.
- Obtain a no-fee Employer Registration Certificate (ERC) with Nova Scotia Labour Standards.

checklist

Confirming Position Eligibility for NSNP

- The unfilled job is located in Nova Scotia.
- Unfilled job is permanent and full time minimum 1560 hours/year.
- The unfilled job is permanent.
- The unfilled job has compensation that meets provincial employment standards.
- The unfilled job has compensation that reflects the provincial wage range for that specific occupation.
- Hiring outside of Canada cannot contravene existing bargaining unit agreements, labour agreements or standards nor be part of any employment disputes.



checklist

Confirming Candidate Eligibility for NSNP

The candidate should also review the eligibility requirements of the immigration program being considered by visiting [Nova Scotia Immigration](#) for the latest information and review the full guide.

Example of eligibility overview for the NSNP Skilled Worker Stream – January 2023:

- Have a full-time permanent job offer from a Nova Scotia employer.
- Have 1 year of work experience related to the job within the last 5 years. Workers in TEER category 4 or 5 of the National Occupational Classification must already have 6 months of experience with the employer.
- Be 21-55 years old.
- Have a high school diploma.
- Have the appropriate training, skills and/or accreditation for the job.
- Prove language ability equal to [Canadian Language Benchmark \(CLB\)](#) Level 5 if you are in a NOC TEER category 0, 1, 2, or 3 occupation. If your first language is English or French, that is enough proof. Workers in a NOC TEER category 4 or 5 occupation must have test results to prove they meet CLB Level 4 even if their first language is English or French.
- Show enough financial resources to successfully settle in Nova Scotia.

Tips

Be sure to review full program guides and be familiar with candidate and employer requirements by visiting: novascotiaimmigration.com



Checklist

Making the Job Offer

Once you are able to meet the recruitment requirement and have made a hiring decision - make the job offer!

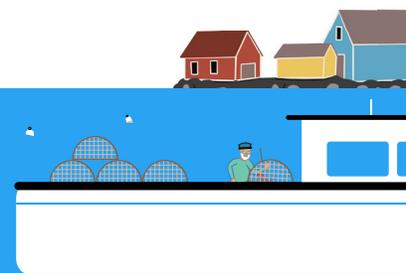
The job offer should include the following information to be immigration ready:

- A detailed position description including roles and responsibilities, qualifications, education, and experience required.
- Detailed conditions of employment including, but not limited to:
 - Wages (if there is a probationary period, explain the length of time and pay during this period)
 - Overtime pay
 - Vacation time & vacation pay
 - Holiday pay
 - Hours of work
 - Location of employment
 - Benefits (including accommodations, if applicable)

Connect with us – we are here to help!

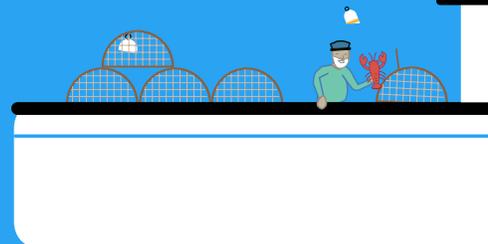
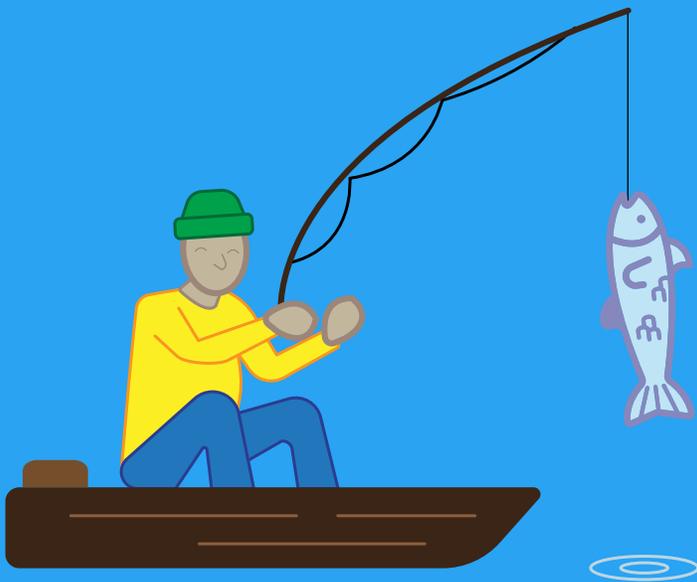
We support employers with completing their NSNP applications, we are available for completeness reviews, and can assist with preparing a PDF of the required documents ready to be submitted with their candidates' NSNP application.

office@pictoucountypartnership.com



Accepted!

After the job offer has been accepted, the employer needs to complete the Employer Information Form (NSNP 200). This form supports the candidate with their Nova Scotia Nomination Program Application. It verifies that the offer of employment has been made and must be included in the information your prospective employee will submit with their NSNP 100 application.



Checklist

NSNP Employer Document Checklist:

- NSNP 200.
- Signed accepted job offer.
- Detailed job description.
- Documents demonstrating the recruitment requirement has been met.
- Letter of support from Union representatives if applicable.
- Detailed conditions of employment.

Useful Links

[Employer Information Form \(NSNP 200\)](#)

[NSNP Skilled Worker Stream](#)

[Occupations in Demand Stream](#)



Atlantic Immigration Program

The AIP is a federal immigration program that helps employers recruit skilled foreign workers and international graduates to meet labour needs. To participate in the AIP, employers must first apply to the province of Nova Scotia to become AIP designated.

Designated employers can endorse foreign nationals with a pathway to permanent residence status, making it an attraction tool. Support for a temporary work permit can also be requested from the province of Nova Scotia if required, so that the candidate can work while waiting for their permanent resident application to be processed.

Candidates who obtain an approved endorsement from the province of Nova Scotia can apply to Immigration, Refugees and Citizenship Canada (IRCC) for permanent residence status.

Note:

The AIP is an employer-driven program that was introduced in 2022 and builds on the success of the Atlantic Immigration Pilot Program, which closed in 2021. Employers designated under the pilot program must reapply to use the current program.

Tips

Time Saving Tip

Become an AIP designated employer now to be immigration ready!

Always check for the latest updates on the Nova Scotia Immigration website. For up-to-date information about the AIP—[click here](#).

Getting Started

To get started with an AIP endorsement application, you need to confirm all of the following:

1. You are an AIP designated employer.
2. The position is eligible.
3. You are ready to meet recruitment requirements.
4. The candidate is eligible.
5. You have completed the mandatory training.
6. You are prepared to support your candidate with settlement and can refer them to a Settlement Service Provider Organization such as the YMCA Centre for Immigrant Programs in Pictou County.

checklist

Confirming Employer Eligibility for AIP

Your business or organization must meet all of these requirements to qualify to recruit and hire foreign workers through the AIP:

- The business has been active under the same management for at least two-years in Atlantic Canada.
- History of good workplace and business practices in compliance with all applicable laws and regulations.
- Obtain a no-fee Employer Registration Certificate (ERC) with Nova Scotia Labour Standards.
- Be committed to working with a settlement service provider organization to help your candidates and accompanying family members get settlement services.
- Be committed to taking the free onboarding training and intercultural competency training.
- Agree to the reporting requirements for the AIP by maintaining 3 years worth of AIP HR records per candidate.

Note

Applying to be designated is the first step in using the AIP – review the [Employer Designation Guide](#) on the Nova Scotia Immigration website for more information.

Connect with us – we are here to help!

We support employers with referrals to local Settlement Service Provider Organizations and can support candidate referrals for settlement plans.

office@pictoucountypartnership.com

Checklist**Confirming Position Eligibility for AIP**

In order for the position to be eligible for the AIP it must meet the following criteria:

- Full-time — guaranteed 30 hours per week.
- Non-Seasonal.
- NOC2021 TEER 0, 1, 2, or 3 category jobs must be at least 1 year in duration once the candidate becomes a permanent resident.
- NOC TEER 4 category jobs must be permanent.
- Salary and wages must be within the appropriate range of the occupation within the region.
- The job offer is the same skill level, or higher, than the candidates qualifying work experience.

Exceptions

- Graduated international student from a recognized post-secondary institution in Atlantic Canada.
- Specified healthcare sector jobs may be considered for jobs that require a lower skill level.

Checklist**Confirming Candidate Eligibility for AIP**

In order for the position to be eligible for the AIP it must meet the following criteria:

- Meet the Canadian Language Benchmark (CLB) for the position's TEER level.
- Meet the education requirement for the position's TEER level.
- Meet the work experience requirement for the position's TEER level.

Mandatory Training for AIP Employers

Employers in the AIP program must commit to taking Onboarding and Intercultural Competency Training designed to enhance the successful welcoming of a newcomer to your team. This training is free and is available through the YMCA Settlement Services.

On the first AIP endorsement application employers must include:

- Attestation of having completed mandatory onboarding training (Proof of completion of the training will be communicated to the provinces by IRCC).
- If required, proof of employer's completion of intercultural competency training, delivered by an approved organization.

AIP Online Onboarding Training

The onboarding training is an online training video to watch at your own pace. You'll need to attest that you finished it when you submit your endorsement applications to the province.

Topics covered are:

- Introduction to Canada's immigration system
- Background on the Atlantic Immigration Program
- Overview of roles and responsibilities
- Atlantic Immigration Program process
- Permanent residence application
- Work permit application
- Permanent resident status
- Settlement and integration into the community

[Click to Book](#)

AIP Intercultural Competency Training

This free training is a half-day course and is offered in person or via live webinar. The course is available in English or French.

This training aims to support those who are involved in the day-to-day management of the organization, such as those responsible for hiring or managing employees in your organization. Topics covered are:

- Creating welcoming and culturally inclusive workplaces
- Newcomer experiences
- Cultural awareness

Immigrant Services Association of Nova Scotia (ISANS) English

6960 Mumford Road, Suite 2120

Halifax, Nova Scotia, B3L 4P1

Phone: 902-406-4089

jremedios@isans.ca

Areas Served: Greater Halifax Area

YMCA of Greater Halifax/Dartmouth English

104-7071 Bayers Road

Halifax, Nova Scotia

Phone: 902-301-6572

AIPTraining@halifax.ymca.ca

Areas Served: All areas of Nova Scotia outside of the Greater Halifax Area

Conseil de développement économique de la Nouvelle-Écosse (CDÉNÉ) French

1809 Barrington St., Office 902

Halifax, Nova Scotia, B3J 3K8

Phone: 902-424-7230

info@cdene.ns.ca

Areas Served: Nova Scotia

[Click to Book](#)

checklist

Endorsement Application Documents

Employer Documents

- IMM0157e job offer form.
- Copy of accepted job offer.
- Detailed job description.
- Proof of recruitment efforts.

Candidate Documents

- Evidence of the candidate's previous work experience.
- The principal applicant's (including any accompanying family members') settlement plan.
- If the candidate is already in Canada, copy of their legal status in the country (work permit, visitor permit or study permit).
- Educational Credential Assessment.
- Language Test results.

Connect with us – we are here to help!

We support employers with completing their AIP applications, we're available for completeness reviews, and can assist with preparing a PDF of the required documents ready to be submitted with the AIP endorsement application.

Kudos

- to you



The Pictou County Partnership
Email: office@pictoucountypartnership.com