Edmonton Local IMMIGRATION PARTNERSHIP

EMPLOYMENT RESOURCE GUIDE Part 4 of 4

EMPLOYER RESOURCES

2025 - EMPLOYMENT ACTION TABLE



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Land ACKNOWLEDGMENT

We **respectfully** acknowledge that the City of Edmonton is located on Treaty 6 territory, the traditional lands of diverse Indigenous Peoples including the Cree, Saulteaux, Blackfoot, Métis, Dene, and Nakota Sioux. **These Nations are the original caretakers of this land. Their histories, languages, and cultures continue to influence the vibrancy of our community today.**

As we work toward a more inclusive and equitable Edmonton, we recognize our shared responsibility to honour the land, its original peoples, and the ongoing contributions of Indigenous communities.

This guide is created in the spirit of reconciliation, understanding, and collaboration with all who call these lands home.

Message from the Chair

When we first began talking about this guide, we did not just envision a document, we imagined a **shared journey**. One where stories, ideas, and experiences would shape something truly meaningful. Today, as I reflect on everything that's brought us to this point, I am filled with **deep gratitude**.

To my fellow members of the **Employment Action Table**, thank you. Month after month, you've shown up with open hearts and thoughtful contributions. You've **listened**, **challenged**, **encouraged**, and **created**. Every section of this guide holds a little bit of you—your care, your insight, your belief in the **power of equity** and **inclusion**.

But perhaps most importantly, I want to thank the **volunteers** who shared their stories with us. Your voices made this guide real. The interviews were more than just information gathering—they were moments of **connection**, **vulnerability**, and **hope**. Your honesty and passion reminded us all why this work matters.

Some of you spoke of barriers you've overcome. Others painted a picture of the kind of workplace you dream of. Many of you simply wanted to help others feel less alone in their journey. Thank you. You didn't have to say yes, but you did and we are better for it.

This guide is for you. It's not just a resource, it's a **reflection of community.**

So, from the bottom of my heart, thank you for believing in this work. For showing up. For caring deeply, even when it was hard. This is what **community leadership** looks like. And it's an honour to walk alongside you.

With sincere appreciation,

Thabani Conrad Bhala
Chair, Employment Action Table


Thank you!
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MFRS
Multicultural Family
Resource Society





















Edmonton Chamber
of Voluntary Organizations





EXECUTIVE SUMMARY

Behind every great workplace is a leader who dared to ask: **How can we do better—for everyone?**

Part 4 of 4: The Employer's Corner is a space designed for Edmonton's employers—big and small—who are ready to strengthen their hiring practices, broaden their reach, and build inclusive workplaces that reflect the **diversity** of our city.

In today's labour market, the competition for skilled talent is high. Yet across Edmonton, there remains a rich, untapped pool of newcomers, racialized professionals, and individuals with international experience who are eager to contribute. This section of the guide helps employers see and access that talent more effectively.

Whether you are creating your first job posting, refining your onboarding experience, or taking meaningful steps to remove bias from your recruitment process—this part of the guide provides tools, strategies, and examples that work. It is practical, honest, and shaped by conversations with local businesses, employment service providers, and community leaders who believe that **inclusion is not a buzzword—it is a business imperative.**

HOW TO USE THIS PART OF THE GUIDE

This section is structured to help you reflect, take action, and grow your organization's capacity to attract and retain diverse talent.

Rethink the Job Description

We begin by challenging traditional job postings, which often unintentionally limit who applies. You will find:

- Tips on writing inclusive and accessible job descriptions
- Examples of bias-free language
- Suggestions on what to include (and what to leave out) to encourage more diverse applicants

Inclusive Hiring Practices

This part offers a step-by-step look at recruitment—from outreach to interviews—through a lens of equity. Topics include:

- Where to post your jobs to reach underrepresented communities
- How to make interviews more inclusive and culturally responsive
- Assessing qualifications in ways that honour international education and experience

Employer Spotlights and Community Connections

Throughout this section, we feature local employers who are leading by example and share resources you can partner with, such as:

- Edmonton Region Immigrant Employment Council (ERIEC)
- Local service providers offering DEI training and supports
- Highlights of tax incentives and workforce development grants



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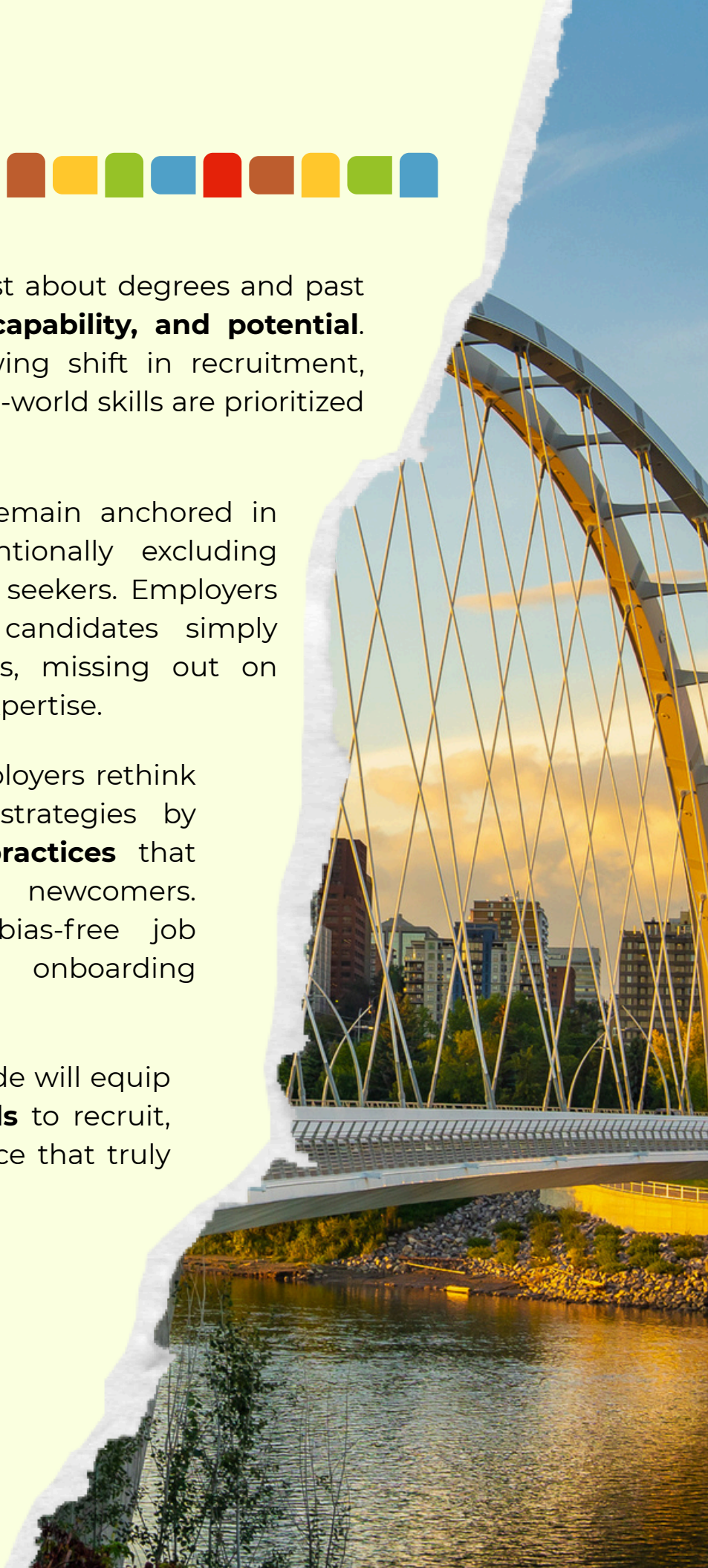
Introduction

Hiring the right talent isn't just about degrees and past employers, it's about **skills, capability, and potential**. This mindset reflects a growing shift in recruitment, where practical ability and real-world skills are prioritized over traditional credentials.

Yet, many hiring practices remain anchored in outdated templates, unintentionally excluding diverse and highly skilled job seekers. Employers often overlook exceptional candidates simply because of linguistic barriers, missing out on untapped talent with global expertise.

This section aims to help employers rethink recruitment and retention strategies by adopting **inclusive hiring practices** that attract and support skilled newcomers. From writing clear and bias-free job descriptions to developing onboarding strategies

that foster belonging, this guide will equip employers with **practical tools** to recruit, retain, and support a workforce that truly reflects the diversity of Alberta.



"How Can I Make My Employment Description Better?"

To answer this, employers need to understand what makes a job description more effective, accessible, and inclusive. The focus should be on clarity, inclusivity, and alignment with business outcomes while attracting the right candidates.

An employment job description advertisement should include the following facts:

01

Clear, Concise, and Inclusive Language. Avoid jargon, buzzwords, or overly complex terms. Use gender-neutral language and avoid words that are biased or exclusionary (e.g., "aggressive" or "dominant" might exclude women or non-binary candidates).

For instance, instead of "must have excellent communication skills," specify what the communication entails, e.g., "must be able to collaborate effectively with diverse teams."

02

Include Salary Ranges and Benefits. Transparency is key to building trust with candidates. List salary ranges, bonuses, and unique bonuses to show the value of working with your company. Studies show that job postings with salary transparency attract a 30% higher response rate.

03

Tailor Job Requirements to the Role. For instance, differentiate between must-have and nice-to-have qualifications. Avoid laundry lists of qualifications that may deter talented individuals from applying. (E.g., Newcomers or women may only apply if they meet 100% of the requirements.)



04

Highlight Workplace Culture and Diversity, Equity and Inclusion Commitment. For instance, employers need to include statements that actively promote diversity, equity, and inclusion (DEI) such as “We are an equal opportunity employer, committed to creating an inclusive workplace. We encourage applications from Indigenous peoples, racialized individuals, and people with disabilities.”

05

Structure and Design should use bullet points for key qualifications and responsibilities and consider infographic-style job descriptions or incorporating visuals and branding to stand out. For example, include sections like “Day in the Life” or “What You’ll Love About Working Here” to engage candidates.

06

Use Accessible Formats by ensuring postings are compatible with assistive technologies (screen readers, alternative text for images, etc.) and keep readability levels around a grade 7-9 level for accessibility across diverse educational backgrounds.



Global Best Practices for Inclusive Job Postings

The next page will showcase innovative practices from around the world that demonstrate how employers are redefining job descriptions to be more inclusive, engaging, and accessible.

These examples provide **inspiration and actionable insights.**

...Global Best Practices

AUSTRALIA

Video Job Descriptions to Showcase Workplace Culture



Australian companies are increasingly using video job descriptions to provide a dynamic view of the role and workplace culture. These videos often feature team members sharing their experiences and showing what a day in the role looks like so that candidates are able to visualize themselves in the role and feel more connected to the organization's mission, leading to higher engagement and reduced uncertainty.

Commonwealth Bank of Australia includes short videos embedded in job postings where employees discuss their career progression and how the company supports diversity.

GERMANY

Interactive Job Descriptions



Some companies in Germany utilize interactive job postings that allow candidates to input their skills and see in real time how they match the role. These postings provide clarity and transparency, especially for job seekers with non-traditional career paths and reduce the intimidation factor for candidates, particularly newcomers or career changers, and increases relevant applications.

Siemens features an interactive application portal where job seekers can enter their skills and qualifications. The system dynamically matches them with suitable roles while showing where additional training may be required.

...Global Best Practices

NORTH AMERICA

Statements and Inclusive Language



North America based companies prioritize Diversity, Equity, Inclusion, and Belonging (DEIB) statements in their job descriptions, showcasing their commitment to diverse hiring practices. Inclusive language is also a core focus as well as salesforce integrating inclusive phrasing such as “We value diverse perspectives and foster a culture where every employee can thrive.” By explicitly stating their commitment to inclusion, these companies create an inviting and equitable environment for underrepresented groups.

Microsoft includes the following DEIB statement in their job postings: "Microsoft is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, ancestry, color, family or medical care leave, gender ...race, religion, ... or any other characteristic protected by applicable laws, regulations, and ordinances."

SCANDINAVIA

Emphasis on Work-Life Balance and Accommodations



In Scandinavian countries like Sweden, Norway, and Denmark, job descriptions highlight work-life balance, flexible schedules, and accommodations, showing genuine care for employees' well-being. This transparent approach attracts talent from diverse backgrounds, including parents, caregivers, and those with disabilities.

Spotify (headquartered in Sweden) includes flexible work options and encourages applicants to request accommodations during the hiring process. Their job postings read: “We understand that life happens, and we want you to thrive at work and at home. Flexible work options and resources for mental well-being are available to all team members.”

...Global Best Practices

UNITED KINGDOM

Focus on Training and Mentorship



U.K.-based employers emphasize training, mentorship, and career development in their job descriptions, making roles attractive to applicants looking for long-term growth opportunities. By highlighting development opportunities, these postings attract ambitious candidates, including those with non-traditional career paths or gaps in their resumes.

BBC job postings frequently include this line: “We are committed to developing our employees and offer extensive training, mentorship programs, and career pathways to help you achieve your full potential.”

NEW ZEALAND

Plain Language for Clarity



In New Zealand, employers focus on plain language in job descriptions, ensuring that postings are simple, easy to understand, and accessible to non-native speakers. This approach removes barriers for newcomers, ESL (English as a Second Language) candidates, and job seekers with diverse educational backgrounds.

Air New Zealand uses clear, concise job descriptions with headings like “Why You’ll Love Working Here” and “What You’ll Be Doing.” Jargon is avoided, and responsibilities are broken down into simple bullet points.

...Global Best Practices

SINGAPORE

Interactive and Engaging Postings



Employers in Singapore are experimenting with gamified application processes and interactive job descriptions to engage younger, tech-savvy applicants. This innovative approach encourages active participation and helps candidates self-select for roles that best suit their skills.

DBS Bank incorporates quizzes and micro-assessments directly into job postings to give candidates a preview of the role and assess their skills in a fun, engaging way.

KEY TAKEAWAYS

These global practices highlight how inclusive, transparent, and innovative job descriptions can transform hiring outcomes. By leveraging these strategies:

- **Employers** can attract diverse talent pools and improve hiring efficiency.
- **Job seekers** can gain clarity and confidence in applying for roles that align with their skills and aspirations.

The Canadian market, particularly in Alberta, can benefit by adopting these approaches, ensuring job postings meet the needs of an evolving workforce while staying competitive in the global labor market.



What Does a Successful Evolution of Job Descriptions Look Like?

FOR EMPLOYERS

Employers who adopt better practices for job descriptions will:



01

Attract the Right Talent

by clearly communicating the role and expectations, you'll reduce irrelevant applications and focus on qualified candidates.



02

Enhance Your Employer Brand

by having transparent and inclusive job postings that will make your company more attractive to top talent.



03

Increase Inclusivity

by having a well-crafted, inclusive job descriptions that broaden your candidate pool to include underrepresented groups like newcomers, people with disabilities, and Indigenous communities.



04

Improve Retention Rates

by accurately representing the role and company culture, new hires will have realistic expectations, reducing turnover.



05

Set Industry Standards

by being an innovator in this space position. This way, your organization will be seen as a leader in equitable hiring practices.

Bridging Employers and Job Seekers

As you pioneer this transformation, your initiative can serve as a bridge between employers and job seekers. Here's how you can bring both perspectives together:

For Employers:
Provide workshops and resources to educate hiring managers on how to craft accessible, inclusive, and engaging job descriptions.

For Job Seekers:
Offer training or tools to help them navigate and decode job postings, empowering them to make informed decisions.

For the Ecosystem:
Create an interactive guidebook or checklist that includes examples of inclusive vs. exclusive language., case studies of successful job postings, and tips for interpreting vague or unclear descriptions.

Conclusion

In conclusion, the future of hiring lies in creating job descriptions that are **clear, inclusive, and reflective of the diverse talent pool available.** By moving beyond traditional, exclusionary practices and embracing global best practices such as transparent salary ranges, plain language, DEI commitments, and interactive formats, employers can attract and retain top talent while fostering a more equitable workforce.

For Alberta's employers, this shift is not just about filling roles but about **building stronger, more innovative teams that reflect the province's diversity.** By adopting these strategies, businesses can enhance their employer brand, improve retention, and set new standards for inclusive hiring.

Ultimately, the evolution of job descriptions is a bridge between employers and job seekers, one that ensures **opportunities are accessible, expectations are clear, and talent is recognized beyond conventional metrics.** By committing to these changes, employers can unlock the full potential of Alberta's workforce, driving both organizational success and broader economic growth.

The time to rethink recruitment is now. Let's build a hiring landscape where everyone has a fair chance to thrive!



Edmonton Local
IMMIGRATION
PARTNERSHIP

Keep building connections and giving back—it opens doors you never saw coming

