

Pôle Emploi Helps Canadian Employers Recruit Abroad

Employers interested in recruiting talent abroad, and in France in particular, can look to the international mobility service Pôle Emploi : a service that reaches a very broad audience. This is an introduction to this free service available to Canadian employers.

Based in France, Pôle Emploi is the most consulted job search site in the country with more than 48 million visits per month. The service matches European job searchers with relevant job offers in target countries including Canada. Conversely, it also supports Canadian employers through the process from posting job offers through hiring qualified personnel. The services offered by Pôle Emploi include publicizing job offers on the organization's website, identifying targeted candidates, shortlisting applicants based on criteria established beforehand with the company by trained consultants with expertise in recruitment and international mobility.

In cases where employers prefer to go to France to meet potential candidates in person, Pôle Emploi provides them with offices and conference rooms that they can use as required during their recruiting missions.

Multiple advantages

For employers in Canada and the Yukon, this service offers multiple advantages, including the ability to hire remotely without having to travel to meet the applicants. *Pôle Emploi* organizes online job fairs that allow foreign businesses to conduct interviews by videoconference from their own offices.

Also, if a company has a number of positions to fill, the *Pôle Emploi* team can organize a web conference to provide information on the company, the job openings and the location.

According to Sandra Bertolino, head of *Pôle Emploi's* international mobility team, the key to success is for employers to keep an open mind. "The more open the company is and prepared to invest in its immigration strategy, the greater its potential for strong applicants. In other words, I advise not limiting yourself to people with a WHV [editor's note: Working Holiday Visa], because they are in high demand everywhere!" she explains.

Finally, since few people in France know anything about the Yukon – in most cases, Québec is as far as their knowledge of Canada extends – using a support service like this can be a wise strategy. The team informs job seekers planning to move to North America about each province and territory in addition to preparing them for the job market to give them an accurate picture of the localsituation.

Pôle Emploi works in partnership with the Canadian Embassy in Paris and is also a partner of the Destination Canada job fair. At the last Destination Canada, *Pôle Emploi* publicized around 70 positions for the Yukon on behalf of approximately 10 businesses, which were represented at the fair by the Association franco-yukonnaise.

How to participate

Interested employers can submit an offer by email or directly on the online platform at pole-emploi.fr. Each business will be assigned one identified contact person who will be in charge of all their recruitments.

Pôle Emploi offers its services free of charge, and job offers are open to all job seekers.