



# ATTENTION: Hamilton Employers!

Looking for something **new** and **innovative** to help you **attract and retain staff**? We've got you covered!

Career Pathways is a **free** online recruitment and retention tool for employers and job seekers. This innovative tool promotes in-demand, entry-level careers with opportunities for growth across Niagara, Hamilton and Grand Erie.

**Check out the tool and complete the survey**  
<https://www.surveymonkey.com/r/8DRFCZR>.

**Only 2 questions!** It should take you **less than 5 minutes**. There is also basic corporate information and consent required by the funder.

It gives employers local information about jobs, skills, and training to assist in

- **Recruitment** - there's a good chance that we'll be including a job you're hiring for right now!
- **Career Development** – easily access a database of current local, provincial and federal training programs for your entry-level and mid-level jobs. They're all in one simple, accessible place online!
- **Employee Retention** – help your employees navigate career pathways in your company. Show them the training they'll need to progress and how to upgrade their skills!
- **Understanding the Job Market** - follow local job growth prospects and salary trends in your region. Quickly access similar jobs that your competitors have posted!

We need **120 employers** across Niagara, Hamilton and Grand Erie to review the tool and complete the feedback survey to make sure we're on the right track. You can help.

## Why participate in Career Pathways?

- It **addresses labour challenges** faced by your organization by helping you find and keep the right person, in the right job, with the right motivation.
- **It can boost your profile.** Opt-in through the survey and your organization's logo and website will be featured on our contributor's page and viewed by job seekers.
- You could **win 1 of 5 \$50 gift cards!**



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