

Employer Information Sessions Guide for Success

WHAT WILL ATTENDEES GAIN?

- The more specific you are with your goals for connecting with NAIT students, the better we can ensure students are aware of what they will take away from attending.
- Consider a networking component after the presentation - extend an invitation to students to contact presenters or connect on LinkedIn for more information.
- Bring presenters who work in the department you're hiring for or that work closely with new hires. This adds value to the presentation by providing insight into different career paths and speaking specifically about technical aspects of positions.
- Explain the day-to-day tasks and skills used by employees, as well as interesting past or current projects the company has been involved in. This helps to paint a clear picture of the kind of work your company does.
- Information on company benefits and work culture is important, but this information is often available on your website. Students and new grads are more eager to find out if they have the needed qualifications and would be the right fit for your organization and what will help them stand out as an applicant.
- Schedule your information session near your hiring period or let Employer Services know when you will be hiring in future to inform students.

WHAT KIND OF RECRUITMENT ARE YOU DOING?

If you're recruiting for a specific role(s):

- Post the job in advance on NAIT's online career board and we will link the position to our marketing materials so potential candidates are prepared.
- Explain your company interview process.
- Provide information on growth potential, diversity, equity and inclusion in the workplace, training and mentoring.
- Describe what your company is looking for in employees generally but also in the specific role. Include details about technical and soft skills as well as application tips.
- Take questions from attendees or invite attendees to chat when the presentation is over.
- Consider holding interviews on campus. Employer Services can assist with booking rooms at no charge.

If your goal is to promote your company as an employer generally:

- Give specific examples of roles you tend to hire recent grads and part time/summer employees for.
- Ask Employer Services to help you target which programs you would likely hire from.
- Discuss any growth potential, diversity, equity and inclusion in the workplace, training and mentoring.
- Explain the interview process in your company and what successful candidates' skills are required for specific roles you recruit for.
- Expand on specific technical and soft skills that employees often gain from working for your company.

Have questions? Phone: 780 471-8899

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