

WORK CENTRAL AB

Recruitment Strategies

Finding Great Candidates Across Central Alberta

A Career Resource from Work Central AB

Recruitment Strategies for a Regional Labour Market

Recruiting effectively in Central Alberta means combining broad-reach tools with strategies tailored to a tighter-knit regional economy. This guide covers where and how to find candidates across different roles and industries.

1. Posting Where Candidates Actually Look

- List openings on the Work Central AB job board to reach job seekers specifically searching within the region.
- Use general and industry-specific job boards to widen reach for specialized roles.
- Post directly on your own careers page - many candidates check company websites even after seeing a role elsewhere.
- Consider Job Bank, the Government of Canada's national job posting service, particularly if you may need to demonstrate recruitment efforts for an LMIA application.

2. Building a Talent Pipeline

- Maintain relationships with past strong applicants who weren't hired for a specific role, but could be a fit for future openings.
- Partner with Red Deer Polytechnic and other regional institutions for co-op placements, internships, and campus recruitment.
- Attend local job fairs and industry events to build visibility and relationships before you have an urgent opening to fill.
- Encourage employee referrals - referred candidates often have stronger retention outcomes and faster ramp-up time.

3. Working With Staffing Agencies

Staffing and recruitment agencies can be especially useful for hard-to-fill roles, seasonal surges, or when you need to move quickly. Provide agencies with a clear, specific brief - role requirements, must-have vs. nice-to-have skills, and cultural fit factors - to improve the quality of candidates they send your way.

4. Recruiting for Hard-to-Fill Roles

Strategies for Competitive Roles

- Widen your search to include candidates open to relocating to Central Alberta - housing affordability relative to Calgary and Edmonton can be a genuine selling point.
- Consider remote or hybrid arrangements where the role allows, expanding your talent pool beyond the immediate region.
- Explore apprenticeship or entry-level pathways for skilled trades roles rather than only recruiting fully qualified journeypersons.
- Review our Hiring International Talent guide if domestic recruitment isn't meeting your needs.

5. Employer Branding

- Maintain an up-to-date, appealing company profile on the Work Central AB job board and your own careers page.
- Showcase your workplace culture through photos, employee stories, and community involvement - candidates increasingly research employers before applying.
- Encourage satisfied employees to leave reviews on relevant employer review platforms.

6. Frequently Asked Questions

Common Questions

Is it worth using multiple job boards at once? Often yes, particularly for specialized or hard-to-fill roles - different boards reach different candidate pools.

How do we compete with larger city employers on pay? Emphasize total value - lower cost of living, shorter commutes, and community lifestyle can offset a modest pay gap for many candidates.

When should we use a staffing agency instead of recruiting directly? Consider agencies for urgent openings, hard-to-fill specialized roles, or when internal recruiting capacity is limited.

Recruitment Strategy Checklist

- ✓ Postings placed on the Work Central AB job board and relevant industry sites
- ✓ Talent pipeline relationships maintained with past strong candidates
- ✓ Referral program in place to leverage current employees' networks
- ✓ Employer brand and careers page kept current and appealing
- ✓ Alternative strategies identified for hard-to-fill roles

Build Your Team With Work Central AB

Reach qualified candidates across Central Alberta by posting your openings at [**workcentralab.ca/employers**](https://workcentralab.ca/employers).