



North Superior
Workforce Planning Board



Local Employment
Planning Council

Employer Information Package

Tired of paying for expensive job board postings, print ads and candidate search subscriptions? Magnet's powerful technology platform provides an effective and inexpensive alternative to mainstream job posting processes. Start sourcing the talent that meets your skills requirements more effectively and efficiently.

Sign up for an Employer Account today!

To learn more about Magnet, please visit www.magnet.today/employers

1. What's the benefit for businesses?

- **Access a 24/7 search agent.**
Once you post a job on the system, Magnet turns it into a 24/7 recruiter, actively looking across multiple universities and colleges, new immigrant associations, industry groups, and more to find only the candidates that match your specified skills and experience. It then provides you with a list of pre-qualified candidates to choose from.
- **Highly-specific needs.**
Magnet's advanced recruiting gives you the power to identify potential candidates by education, work experience and get highly specific about industry, market, and management experience instantaneously.
- **Lower search and posting costs.**
With Magnet, you can post opportunities and review candidates' profiles for free. Connect to students at no cost or to industry-experienced candidates for a small connection fee.
- **Developed talent funnel.**
Once you connect with a student or experienced candidate, you can stay connected. Magnet enables you to develop a network of prospective employees to accelerate hiring and drive productivity, allowing you to generate pools' of valuable relationships for your medium- to long-term needs.
- **Private and secure hiring.**
Unlike many social media sites and job boards, Magnet protects individual privacy. The system is designed to limit potential hiring bias, as 'connections' between job seekers and employers are based on matching criteria.
- **Compete for the best.**
Magnet includes an advanced marketing function that enables your job posting to have full multimedia capability that can be used to promote your position, company, or even region.

2. Why post your jobs on Magnet?

nswpb.magnet.today



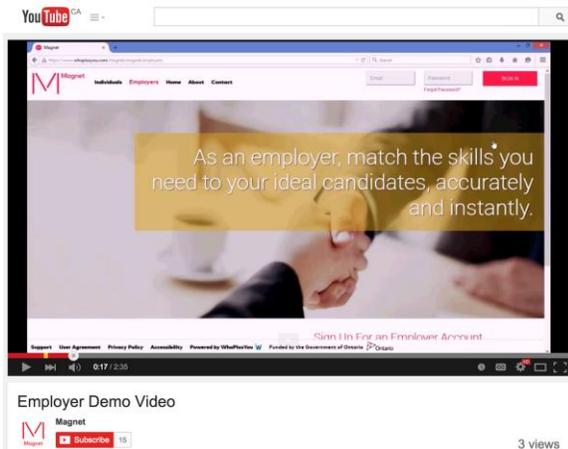


Your Job Postings are always FREE. We have made it affordable for businesses of all sizes to find the right candidates.

Here is a breakdown of the technology platform's two recruitment options:

1. **FREE Student Connections** – Students are free to find and connect with. This option allows you to reach students across multiple schools with one posting. Reach out to students in your targeted programs and your preferred institutions for free. It's as easy as filling out a single form, saving you time and money.
2. **FREE Candidate Recruiting** – You can review all your qualified applicants for free! Normally, Magnet would charge a \$9.99 fee per connection for connecting with the qualified applicants of your choice, however, the North Superior Workforce Planning Board/Local Employment Planning Council has purchased a subscription that allows all Employers in the Thunder Bay District to connect with candidates for no charge! If you're looking for a fast, accurate way of reaching the candidates that have the education and/or work experience you need, this option is for you. Compete for the best accurately and at a much lower cost than traditional job boards.

3. **Posting Jobs in system is simple, fast and easy. Learn how here.**



Watch the demo here: <https://youtu.be/vV7YxYXtMyl>

4. **Having trouble finding a match?**

- We work with our education institutions and Magnet partners to continuously source new job seekers.
- As Magnet grows and cultivates new industry and educational partnerships, our job seeker pool will expand too.
- Please contact us to discuss your opportunity. We can review your posting and make recommendations that may increase your qualified candidate pool on the system.

Questions or comments about this employer package? Please contact Susie Mangar, Project Lead for Business Relationships, Magnet at susie.mangar@ryerson.ca

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