



Tourism & Hospitality Sector: Getting Recruitment & Immigration Ready

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Agenda

- Advice to improve recruitment strategy
- Links to practical resources and templates
- Overview of immigration pathways for Hospitality & Tourism sector
- Overview of National Occupational Classification (NOC) – *recently updated!*
- Overview of the Canadian Language Benchmarks (CLB) – determining minimum required language level in English or French

Human Resources Services

- Provide employers in Cape Breton-Unama'ki with human resources guidance and advice to sustain and growth their business.
- Covering the fundamental HR building blocks:
 - Policy & Procedures
 - Recruitment & Retention
 - Selection & Hiring
 - Performance Management
 - and more!



**Are job descriptions and job postings
(or advertisements) the same thing?**

No!

They share similarities, but serve different purposes.

Writing a Job Description



[Job Title]

Formal position title.

Reports To

The [job title] will report to [position title or titles this position reports to].

Job Overview

- Provide a brief, 4-5 sentence description of the basic functions and scope of the job. Summarize the main purpose of the job and the prime reason for its existence.



Responsibilities and Duties

- Provide a bullet point list of the responsibilities and duties of this job.
- List the essential duties required to carry out this job in detail.
- State what is done and explain why and how.
- State the frequency of the duties performed.
- List them in order of importance.
- Use complete sentences.
- Start sentences with verbs.
- Use the present tense.
- Use simple and inclusive language.



Qualifications

Provide a bullet point list of the qualifications that are necessary for someone to fill this position.

Bullet points you may want to include are:

- Education.
- Experience.
- Specific knowledge, skills, and abilities.
- Personal characteristics.
- Certifications.
- Licenses.

Work Conditions

Describe any duties or responsibilities with required physical demands and the physical environment in which work takes places.

Make sure all job requirements are reasonable and made in good faith.

[Nova Scotia Human Rights Commission: Protected Characteristics](#)

[Nova Scotia Human Rights Commission: Important Information for Employers](#)

Job Postings

Tips for Effective Marketing:

- Build strong employer brand.
- Connect company values to ideal candidates' personal characteristics.
- Post in multiple places online.
- Give yourself time to recruit.
- Embrace social media (boost with \$ to improve reach).
- Use compelling language (consider the tone).
- Include core job elements + info candidates want to know
 - What type of job? full-time or part-time, permanent, term, casual?
 - Compensation and benefits – promote the perks!
- Treat candidates like customers.



Job Description (Line Cook, Entrée)

Summary of Position:

The Line Cook, Entree is capable of executing all salad, sandwich, grill, char grill, pan and fry items while meeting presentation and timing standards, assists others in the kitchen, and maintains a clean, well-stocked and organized work area.

Qualifications:

- Good communication skills
- Previous experience with grilling, salad and sandwich preparation, pans and deep frying
- Able to accurately read and communicate orders
- Well organized, shows a sense of urgency; able to track multiple orders and multi task
- Works well under pressure
- Team player, works productively with others
- Understanding of food safe practices

Key Responsibilities:

- Presents him/herself professionally, e.g. clean uniform, well groomed
- Maintains up to date knowledge of recipes, procedures and plating for all menu, special and promo items for which he/she is responsible
- Prepares grill/char grill/salad/sandwich/entree items to recipe or special order
- Meets timing standards
- Coordinates orders with others, assists coworkers as needed
- Works cooperatively with front of house staff to respond to guest needs
- Ensures his/her areas of responsibility are well stocked and guest ready
- Maintains high standards of cleanliness, safety and food safety throughout the shift
- As required: stock taking, cleaning, opening and closing tasks; and any other duties designated by the management team or Kitchen Leader.

Physical Demands:

- Must be able to stand and exert well-paced mobility for up to 4 hours in length.
- Ability to lift and carry 0-25 pounds on a regular basis, throughout the shift.
- Must be able to push and pull equipment of various sizes and weights (e.g. 25lbs pot of hot water), throughout the shift.
- Must be able to kneel, bend, stoop, squat and stretch to fulfill tasks.
- Requires grasping, standing, walking, repetitive motions, hearing ability and visual acuity.



Maintenance Area Manager

SHARE THIS POSITION



LOCATION

GREENCASTLE, IN

CAREER AREA

Walmart Management Jobs

JOB FUNCTION

Walmart - Retail and Wholesale Management Jobs

[Apply](#)

EMPLOYMENT TYPE

Full Time

POSITION TYPE

Salary

REQUISITION

1431567BR

What you'll do

- Communicate with (or to) individuals or groups verbally and/or in writing (e.g. customers, suppliers, associates).
- Identify associate, customer, and/or supplier concerns
- Implement the business plan for area of responsibility
- Maintain quality and safety standards in area of responsibility
- Manage financial aspects as assigned and/or in area of responsibility
- Manages maintenance department daily operations
- Monitor and manage productivity of area of responsibility
- Supervise and develop associates and leaders in area of responsibility



Minimum Qualifications

Associate's Degree or Technical School Certification In an Industrial related field and 1 year related maintenance department supervisory experience OR Bachelor's Degree in a Business, Industrial, or related field OR 1 year supervisory experience in a maintenance related environment supervising, evaluating, mentoring, and developing managers/supervisors; managing workload; and participating in the hiring and promotion of employees OR 2 year Walmart Logistics maintenance experience including six months experience leading a work or project team (e.g. risk control) OR 2 years supervisory experience in an industrial related environment; supervising, evaluating, mentoring, and developing managers/supervisors; managing workload; and participating in the hiring and promotion of employees with 1 year experience in the maintenance field.

Preferred Qualifications

1 year Microsoft Office experience











2 or more years Industrial Warehouse maintenance experience

2 or more years regulatory compliance experience (for refrigeration systems holding over 10,000 pounds of ammonia)

Both Bachelor's Degree in Business, Logistics, or related field; AND 2 years maintenance experience including 1 year maintenance related supervisory experience

RETA Certified Industrial Refrigeration Operator (CIRO) certification

All the benefits you need for you and your family

-  Multiple health plan options 
-  Vision & dental plans for you & dependents 
-  Associate discounts in-store and online 
-  Financial benefits including 401(k), stock purchase plans and more 
-  Education assistance for Associate and dependents 

Where should I post jobs?

... it depends!

CAPE BRETON **JOB BOARD**

Your source for local
employment opportunities.

capebretonjobboard.com

Cape Breton Job Board

An online job board specifically for employers and job-seekers in Cape Breton-Unama'ki.

- Over 1100 positions posted to date! 290+ employers, 650+ job-seekers.
- **Employer accounts:** post jobs for free, have them shared by Job Board social media accounts to increase reach.
- **Job-seeker accounts:** upload resume & language results, get notified when jobs matching their profiles are posted.





NOVA SCOTIA WORKS

[Nova Scotia Works HR Toolkit:](#)

- Job description template
- Writing a job posting
- Job posting template
- Job posting sites

Immigration Services

- Provide guidance on the Atlantic Immigration Program (AIP) & Nova Scotia Nominee Program
- Support AIP endorsements and NSNP nominations for full-time, year round positions.
- Answer questions on eligibility, required documents, etc.

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- Consult with employers to identify options for seasonal businesses.
 - Provide guidance and advance on Federal programming (i.e. Express Entry, TFWP, Global Talent Streams).



Importance of Immigration



Almost
100%
of Canada's net
population growth
will be through
immigration by 2035

Atlantic Immigration Program (AIP)



- Immigration program with shared Provincial and Federal responsibility:
 - Provinces handle designations and endorsements
 - Federal (IRCC) handles work permits, PR
- Building on success of the Pilot (ended in 2021) – must reapply for designation!
- Must be approved (designated) to participate.

Atlantic Immigration Program: Three Step Process

Employer Designation
(Provincial Jurisdiction)

Employer Endorsement
(Provincial Jurisdiction)

PR Application
(Federal Jurisdiction)

Led By Employer

Employer must meet criteria
Connection to Settlement
Support Provider
Employer completes required training
Online designation application
Approval for AIP designation

Led By Employer

Job Offer criteria
Employer collects all documents from employee
Employee and employer creates settlement plan
Online endorsement application
If approved, employee becomes endorsed by the province

Work Permit Approval
(optional)

Permanent Residence Approval

Led By Employee

Candidate applies for permanent residence with endorsement certificate

AIP – Employer Documentation Requirements

Designation Information:

- Collect information and use [sample form](#) for guidance.
- Research or ask for assistance on identifying NOC codes.
- Apply online through the portal located on the [Nova Scotia Online Services webpage](#).
- Complete the Mandatory Onboarding and Cultural Competency Training.

Endorsement Information:

Employer Responsibility

- Position Information IMM0157
- Position Description
- Conditions of Employment Letter
- Signed Job Offer
- Copy of Employer Registration Certificate
- Recruitment Efforts if required (minimum 4 weeks on 3 separate recruitment sites)

Employee Responsibility

- Dependent Information
- Work Experience
- Language Test Assessment (within 2 years)
- Education Completion Letter from Canadian University or Educational Credential Assessment completed
- Settlement Plan signed

[Sample-Endorsement-Form-EN.pdf \(novascotiainmigration.com\)](#)

Nova Scotia Nominee Program: Two Step Process

Nomination Application
(Provincial Jurisdiction)



PR Application
(Federal Jurisdiction)

Apply to Nova Scotia Labour, Skills and Immigration (LSI)

Led By Candidate

Eligibility depends on stream requirements
Submit complete application with employer documents

If approved, candidate gets a nomination certificate

Work Permit Approval
(optional)

Permanent Residence Approval

Apply to Immigration Refugees and Citizenship Canada (IRCC)

Led By Candidate

Federal requirements such as medical and criminality admissibility required

Cape Breton
Partnership

Skilled Worker Stream of Nova Scotia Nominee Program

ELIGIBILITY Skilled Worker:

- have a full-time permanent job offer from a Nova Scotia employer;
- have 1 year of work experience related to the job. (Semi-skilled and low-skilled workers must already have six months' experience with the employer.);
- be 21 to 55 years old;
- have a high school diploma;
- have the appropriate training, skills and/or accreditation for the job;
- show enough financial resources to successfully settle in Nova Scotia.

Helps employers recruit foreign workers and recently graduated international students whose skills are needed in Nova Scotia.

PR processing takes time (approx. 18-24 months) which is a good retention tool for employers

Candidate-led pathway to PR that is dependent on their job

**PR processing takes time (approx. 18-24 months)

Occupations in Demand Stream of Nova Scotia Nominee Program

ELIGIBILITY Occupation in Demand:

- **have a full-time permanent job offer from a Nova Scotia employer in: Nurse aid, food and beverage server, food counter attendants, kitchen helper, light duty cleaner, transport truck driver, heavy equipment or construction trades helpers and labourers**
- have 1 year of work experience related to the job.
- be 21 to 55 years old;
- have a high school diploma;
- have the appropriate training, skills and/or accreditation for the job
- show enough financial resources to successfully settle in Nova Scotia.

Helps employers recruit foreign workers and recently graduated international students whose skills are needed in Nova Scotia.

PR processing takes time (approx. 18-24 months) which is a good retention tool for employers

Candidate-led pathway to PR that is dependent on their job

NSNP – Employer Documentation Requirements

Employer Responsibility:

- NSNP200 Form
- Job Description
- Conditions of Employment Letter
- Signed Offer Letter
- Copy of Employer Registration Certificate
- Recruitment Efforts if required (minimum 4 weeks on 3 separate recruitment sites)

[Microsoft Word - NSNP-200-DDMM2016-English.docx \(novascotiainmigration.com\)](#)

Things to Note about Job offers, NOC Codes and Salary

- NOC Codes correspond to the duties, responsibilities and requirements for the job
- Employee must be doing 50% of the duties that are reflected in the NOC code
- Employee must be paid minimum salary for position offered to qualify for PR streams

[National Occupational Classification - Canada.ca \(esdc.gc.ca\)](#)

[Search wages - Job Bank](#)

**Atlantic Immigration Program
(AIP)**

TEER 0

TEER 1

TEER 2

TEER 3

TEER 4

**Provincial Nominee Program
PNP – Skilled Worker**

TEER 0

TEER 1

TEER 2

TEER 3

TEER 4

TEER 5

**Provincial Nominee Program
PNP – Occupations in Demand**

TARGETS:

TEER 3

TEER 4

TEER 5

National Occupation Classification 2021 (NOC Code)

Category	2 nd Digit	Description	Examples
TEER 0	0	Management Occupations	Restaurant and food service managers Accommodation service managers
TEER 1	1	Occupations that usually require university degree	N/A for NOC - 6 Sales and Service Occupations
TEER 2	2	Occupations that usually require <ul style="list-style-type: none"> • a college diploma • apprenticeship training of 2 or more years, or • supervisory occupation 	Food service supervisor Accommodation, travel & tourism supervisor Housekeeping, cleaning supervisor Chef
TEER 3	3	Occupations that usually require <ul style="list-style-type: none"> • a college diploma • apprenticeship training of less than 2 years, or • more than 6 months of on-the-job training 	Cooks Bakers
TEER 4	4	Occupations that usually require <ul style="list-style-type: none"> • a high school diploma, or • several weeks of on-the-job training 	Retail salespersons/cashiers Front desk clerk Host/Hostess Recreational guides
TEER 5	5	Occupations that usually need short-term work demonstration and no formal education	Food and beverage servers Food counter attendant Dishwasher Housekeeping Landscaping

Understanding the Canadian Language Benchmark (CLB) Levels

Stage I – Basic Language Ability

Benchmark and Ability Level	Listening	Speaking	Reading	Writing
CLB 1: Initial CLB 2: Developing CLB 3: Adequate CLB 4: Fluent	Interpreting <i>simple</i> spoken communication.	Creating <i>simple</i> spoken communication.	Interpreting <i>simple</i> written communication.	Creating <i>simple</i> written communication.

Stage II – Intermediate Language Ability

Benchmark and Ability Level	Listening	Speaking	Reading	Writing
CLB 5: Initial CLB 6: Developing CLB 7: Adequate CLB 8: Fluent	Interpreting <i>moderately</i> complex spoken communications.	Creating <i>moderately</i> complex spoken communications.	Interpreting <i>moderately</i> complex written communication.	Creating <i>moderately</i> complex written communication.

Stage III – Advanced Language Ability

Benchmark and Ability Level	Listening	Speaking	Reading	Writing
CLB 9: Initial CLB 10: Developing CLB 11: Adequate CLB 12: Fluent	Interpreting <i>complex</i> spoken communications.	Creating <i>complex</i> spoken communications.	Interpreting <i>complex</i> written communication.	Creating <i>complex</i> written communication.

For further understanding of the Canadian Language Benchmark (CLB), please see:

<https://www.language.ca/overview-of-clb-and-nclc-competency-levels/>

Thank you!

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