

Promising Practices to Address  
**FEMINIST BRAIN DRAIN**  
Recruitment

Promising Practices to support recruitment

- 3** Staff support for recruitment
- **Referrals**
  - **Staff competitions** where employees could receive gift certificates (or other incentives) if candidates made it far enough into the hiring process

**5** Be clear about the position

- During, or even before the first interview, be very **clear about salary, hours, and benefits**
- **Transparency** in job advertisements regarding **salary and benefits**
- **Be upfront about all of the available benefits.** These are not always transparent, but may be an incentive to join an organization.

**1** Affordable rentals

- One organization found that **housing costs were a major factor** in recruitment issues. They engaged their Board of Directors in searching for solutions. Ideas included asking board members to rent properties they owned to employees, rather than renting these on a short-term basis to tourists.

**2** Promoting positions

- Utilizing an **external hiring firm**
- Returning to **more traditional methods:** newspaper, word-of-mouth, posting flyers in community spaces
- **Engaging partner agencies**
- Using **online job boards** (e.g. Indeed) and social media (e.g. Facebook ads, LinkedIn)

**4** Accessing candidates

- Organizations were more **flexible with qualifications**, either no longer requiring particular degrees (e.g. social work) or were accepting experience in lieu of education or certifications
- **Targeting non-traditional groups** for hiring (e.g. older individuals, newcomers)
- **Hiring former clients**
- **Using funding programs** to support hiring (e.g. Employment Ontario, Federal jobs programs)
- **Hiring practicum students.** One organization specifically said they limited themselves to two at a time, so they could provide lot of support, which had improved their ability to retain these students when they graduated.
- **Splitting positions** to attract candidates. This was specifically done for a nurse position, as the manager found that nurses wanted greater flexibility. Splitting the position provided that accommodation.