

Human Resources Policies & Guidelines

Section:	2	Staffing
Subsection:	2.2.2	OUTREACH RECRUITMENT
Type:		Guideline
Effective Date:		January 1, 2010

POLICY STATEMENT

Managers are encouraged to conduct outreach recruitment to attract candidates from the [designated groups](#).

INTENT

To encourage candidates from designated groups to apply for job opportunity advertisements with the civil service and contribute to the achievement of a civil service workforce reflective of the citizens it serves.

POLICY APPLICATION

Traditional forms of recruitment yield traditional results. Outreach recruitment is activity that makes a strategic effort to attract candidates from designated groups.

PRACTICES

Outreach recruitment is not a new practice. Special recruitment activities have always been used to attract candidates with hard-to-find skills. This guideline assists managers with applying strategic recruitment practices to attract candidates from designated groups where they are under-represented in a particular occupation or organization.

Outreach recruitment is important for several reasons:

- It improves managers ability to recruit from Manitoba's diverse labour force.
- Managers can improve the delivery of client services to designated groups by recruiting employees from the designated groups.
- It assists in breaking down employment barriers.
- It sends a message that the workplace welcomes diversity.

The following outreach recruitment strategies are effective:

- Write job opportunity advertisement in language that is easy to understand, inclusive and barrier-free. See also [Barrier Free Job Opportunity Advertising Guideline 2.2.3](#).

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- Translate the bulletin into another language when fluency in that language is a desired or an essential criteria.
- Use community and ethnic newspapers and television programs, as well as the newsletters and bulletin boards of agencies and cultural associations to bring your job opportunity advertisement to the attention of potential candidates.
- Send job opportunity advertisements to communities, agencies and associations that serve designated groups. The Civil Service Commission distributes job opportunity advertisements twice a week to various community agencies and organizations.
- Establish ongoing relationships with community agencies and advocacy groups. Request referrals of candidates from agencies which provide employment services to designated groups.
- Request referrals of designated group candidates from your department's inventory or contact the Civil Service Commission for referrals from its corporate programs/initiatives. Referrals of individuals from the designated groups are based on the skills and education requirements for the position.
- When using student programs for recruitment, request referrals of students from the four designated groups.
- When conducting recruitment at educational institutions, contact their employment offices and student associations that serve students from designated groups.
- Consider government employees who are not at work because of injury. Modified work duties may assist their return to work.

ROLES AND RESPONSIBILITIES

Civil Service Commission

- Monitor application of the policy through the staffing audit process.
- Encourage creative options for outreach to designated group members.

Human Resource Practitioners

Apply outreach recruitment practices to support attraction of designated group members.

AUTHORITY

The Civil Service Act, Section [13\(2\)\(3\)\(6\)](#)

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