



## Helping local and international job seekers find valuable work opportunities in Manitoba

YES! Winnipeg utilized Magnet's technology to power a convenient, easy-to-use platform on which local and international job seekers can find work by matching their skills to jobs offered by Manitoba employers.



### CASE STUDY

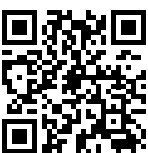
## YES! Winnipeg

**The challenge:** Connecting employers with skilled local and international job seekers looking for work in Winnipeg and across Manitoba.

YES! Winnipeg is the business development team of Economic Development Winnipeg Inc., the city's lead economic development agency and a champion for local growth. The team promotes Winnipeg as an ideal location for talented job seekers, new business, expansion and investment.

To help drive economic growth, YES! Winnipeg works to ensure that Manitoba employers are able to connect with qualified candidates to fill in-demand roles.

In Manitoba and elsewhere employers can be overwhelmed by the hiring process, and struggle to identify and attract qualified candidates from a multitude of job-search platforms. This is especially true for small and medium-sized businesses, in part because they may lack the human resources capacity of larger organizations.



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# YES! Winnipeg's Services

YES! leads in selling Winnipeg to the world and has deep knowledge of the city's competitive advantages.

<b>Talent attraction &amp; retention</b>	Advice, contacts and key resources to help you fill jobs and grow your business.
<b>Site selection</b>	Support with sourcing the ideal real estate for your project, whether expanding or developing new.
<b>Supplier identification</b>	Access to a broad network of top local suppliers and facilitated connections to new suppliers.
<b>Government program navigation</b>	Guidance in leveraging valuable programs and tax incentives to support your business.
<b>Qualified contacts</b>	Extensive network of local business leaders and government officials.

## MAGNET SOLUTION

# The Work in Manitoba job portal

Work in Manitoba is an online platform that offers free, unlimited use for both employers and job seekers. The portal leverages Magnet's intelligent matching technology to help employers of all sizes quickly and easily identify suitable candidates for vacant roles. Through the portal, businesses can find the skilled talent they need to operate and grow.



*Magnet ensures there's a match between the required skill set of a job and the job seeker's profile.*

**Yelena Petrukhina**

Talent Services Manager, YES! Winnipeg

There are two versions of the portal, each targeted to different job-seeker audiences. The first is for locally-based job seekers, while the second is for job seekers from outside Canada. Within each version of the portal, employers can create a single job post and reach a large pool of skilled talent.

"The Magnet technology powering the Work in Manitoba portal mimics the functionality of an Applicant Tracking System," said Yelena Petrukhina, Talent Services Manager at YES! Winnipeg. "It enables businesses to create talent pipelines, manage applications, and track the hiring process. With one post, employers can reach national and international talent pools, and share their organization's available jobs at post-secondary career centres across Canada."

# The Results

Launched in March 2021 as the Yes! Winnipeg Job Connections Portal, the original version of the site served employers located in the city of Winnipeg. Strong, sustained growth in the number of employers and job seekers using the portal led to a province-wide expansion, and a new name: Work in Manitoba.

As of early January 2023, approximately 12,000 job seekers have created accounts through the portal, with a concentration on the international side. Some 800 Manitoba employers are actively using the portal to connect with job seekers, posting an average of more than 100 jobs per month.

Employers tell YES! Winnipeg the Work in Manitoba portal has helped them connect with skilled job seekers and fill vacant roles. The portal is an easy way to tap into young talent through [Outcome Campus Connect](#), a national network for student job seekers. The portal also provides employers with a way to access wage subsidies through the federal [Student Work Placement Program](#).

YES! Winnipeg and Magnet have maintained a positive, strategic relationship, working together and alongside industry stakeholders to identify, prioritize and implement innovative, feedback-driven enhancements.

"Magnet is committed to taking the time to understand our operation and what we wish to achieve through our employer and job-seeker engagement strategies," Petrukhina said. "We feel we're being supported by a team of subject matter experts who are invested in our success. We certainly see our partnership with Magnet expanding in the years to come."



*It is very convenient, especially when hiring youth and students. An easy-to-navigate and intuitive process.*

**Yelena Petrukhina**

Talent Services Manager, YES! Winnipeg

## Magnet

Magnet is Canada's only Digital Community Workforce System. Founded and housed at Toronto Metropolitan University, we connect organizations and businesses to talent and opportunities, helping drive workforce and economic development across Canada.

## YES! Winnipeg

YES! Winnipeg is Economic Development Winnipeg's business development team, promoting the city as the ideal location for new business, expansion, investment and top talent. The team serves as a concierge for businesses, making it easy to grow and invest in Winnipeg through a suite of specialized services, market intelligence and business connections.