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Canadians lead world in job hunting on-line

VIRGINIA GALT

Saturday, April 5, 2003

Canadians are "pretty wired" when it comes to finding employment on-line, with a success rate four times greater than the global average, according to a survey released yesterday.

Tech-savvy job seekers and employers have embraced the Internet to the extent that 12 per cent of Canadians who found new employment last year cited successful Web searches as the reason, Toronto-based Drake Beam Morin-Canada Inc. said in reporting the results of a global survey.

This compares with a 3 per cent success rate worldwide and 6 per cent in the United States, said the human resources consulting firm, which surveyed 363,000 recently unemployed workers, including 7,400 Canadians.

Kathy Tudor, who surfed the Internet to find her new job as a manager in the **Bank of Nova Scotia's** mutual funds division, said yesterday she was called for an interview within a week of submitting her application on-line.

"The process was very quick . . . it makes the job search a lot easier than actually pounding the pavement," said Ms. Tudor, who joined the bank two months ago.

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The Drake Beam Morin report said almost half of Canadians use the Internet in their day-to-day lives, making it a logical tool for employers seeking new recruits.

"In addition, a recent survey by COMPAS Inc. revealed that 47 per cent of Canadian business executives say they used on-line tools such as a company Web site or Internet-based recruiting firms to fill employment vacancies last year," the report said. "Monster.ca, workopolis.ca, hotjobs.ca and careerclick.com are among the best-known on-line recruiting services in Canada."

Ms. Tudor said she logged on to all of those sites and also cruised the major financial institutions' Web sites for career opportunities when her previous employer gave her the option of taking a buyout or commuting from Toronto to Waterloo, Ont., where it was relocating its business.

Arlene Russell, vice-president of employment relationships at Scotiabank, said the bank is a heavy user of on-line recruitment services "to market our organization to job seekers." Scotiabank has also established a Web site, <http://www.whatsinitforme.ca>, aimed specifically at reaching graduating students through "the medium they use most often."

Melva Daley-Smith, marketing manager with Drake Beam Morin-Canada, said the survey showed that "personal networking" remains the best method for finding new employment. Globally, 42 per cent of survey respondents found their new jobs through connections. In Canada, 68 per cent found work through personal networking last year, the survey found.



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