



# Required Recruitment Activities

ATLANTIC IMMIGRATION PROGRAM (AIP)

The Atlantic Immigration Program is for employers with genuine labour market needs. Employers must demonstrate that they have attempted to find workers through domestic recruitment activities prior to hiring foreign nationals.

## **Recruitment Efforts Not Required**

Demonstration of recruitment efforts is **not required** for foreign nationals who have:

- a valid LMIA-exempted work permit (e.g. post-grad work permit, spousal open work permit, etc.); or
- a valid LMIA employer-specific work permit

**and** are currently working for the employer submitting the endorsement application.

## **Recruitment Efforts Required**

Demonstration of recruitment efforts is **required** for all other foreign nationals.

1. As an employer, you must post your vacancy or vacancies on:

- The Government of Canada's Job Bank (<https://www.jobbank.gc.ca/employers>); **and**
- Another acceptable method of advertising, such as a third-party job sites (e.g. WorkPEI, company website, and/or local newspapers/websites).

The employer must be able to demonstrate that the print media and websites used to advertise the job target an audience in Canada that has the appropriate education, professional experience, language ability, and skill level for that job.

Employers must use the Job Bank's job match service. The Job Match service will allow employers to see anonymous profiles of registered job seekers which correspond to the skills and requirements outlined in the posting.

2. Recruitment and advertisements of the job vacancy or vacancies must:

- be in English and/or French
- **pre-date** the applicant's offer of employment
- be accessible to the general public for a **minimum of four consecutive weeks**
- occur in the twelve months prior to the date of the job offer to the applicant
- include the following which matches the job offer:
  - business operating name and contact information (telephone number, email address, business address, etc.);
  - title and five-digit NOC code of the position;
  - duration of employment (e.g. full-time, permanent);
  - hourly wage or salary;
  - job duties;
  - skills and requirements (includes education and work experience); and
  - location of work (city or town).

3. Employers must provide the following information regarding proof of advertisement:

- a copy of the employer's Job Bank dashboard clearly showing the status, job posting ID number, job title, and job posting start and end dates for the position;
- a copy of the advertisement and information to support where, when, and for how long the position was advertised;
- number of responses to ads;
- number of Canadians or permanent residents who applied;
- number of interviews conducted;
- number of Canadians or permanent residents interviewed; and
- an explanation of why the position could not be filled by a Canadian or permanent resident.

**NOTE:** The PEI Office of Immigration reserves the right to request additional information to assess recruitment efforts in support of an application.