

Hire Me Cape Breton – Event Charter

BACKGROUND

Purpose

To increase youth and recent graduate engagement with the business sector in Cape Breton.

- Develop positive youth attitudes towards Cape Breton and encourage students who are online.
- Develop positive business attitudes towards youth through reaching hiring goals.
- Increase enrolment in the Connector Program through registration and program visibility.
- Create tools (the videos) for Coordinator to use to promote the program and individual Connectees to employers, increasing long-term employer engagement with the program
- Create opportunities for new grads and other job seekers to connect with local workforce

Event Audience

- Post-secondary students in their final year of study, including Cape Bretoners studying in Halifax
- Recent graduates (2 years)
- Newcomers
- Job seekers
- Business owners

Event Description

Hire Me Cape Breton is *“a pitch competition connecting top talent to employment opportunities.”* Participants will submit a 60 second video pitch where they introduce themselves and explain why they should be hired by employers. These videos will be viewed by employers in Cape Breton in order to engage them with job talent by cultivating exposure and hiring opportunities. The top 6 submissions will be promoted via Partnership and Connector social media, win cash prizes and one on one time with a consultant, and possibly be promoted in the Post.

Videos should include:

1. Your name
2. Your degree and field of work
3. Whether you’re in search of a full-time or experiential learning opportunity
4. Your career ambitions
5. The type of company you want to work with
6. What makes you stand out (relevant experience, soft and hard skills)

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Pitch Criteria

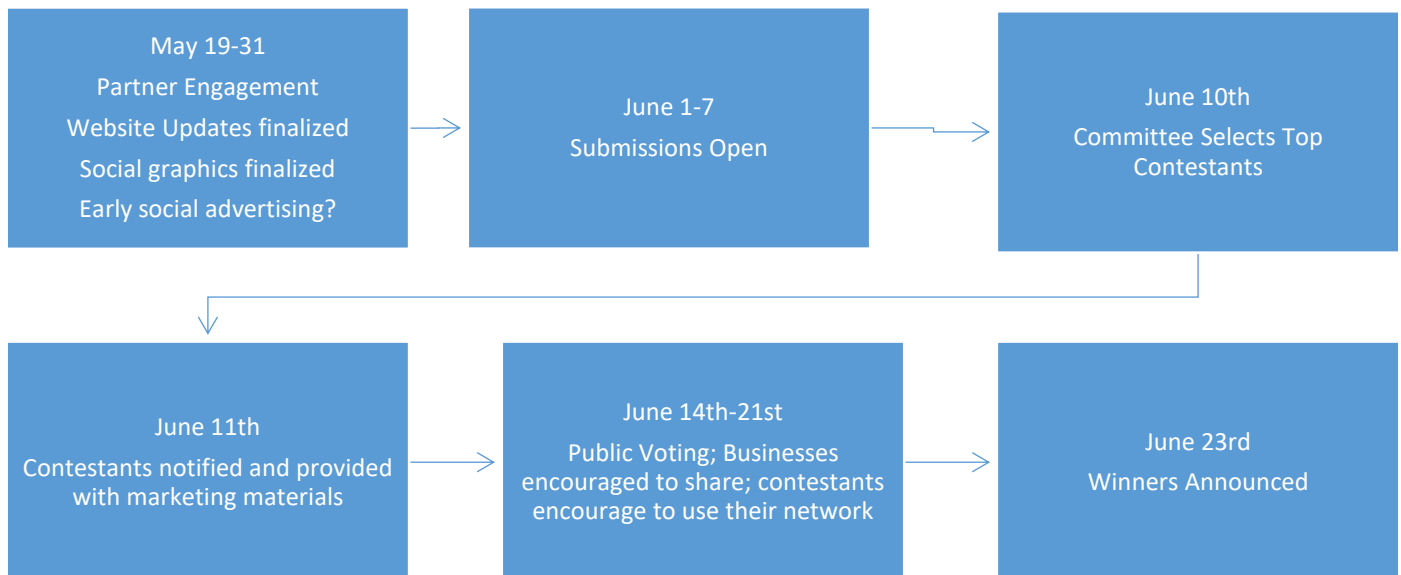
- No more than 60 seconds long
- Highlights your skills and what you can offer a business
 - Business attire
 - Professional Language and Presentation

MARKETING & TIMELINES

Key Dates (tentative):

- June 7th—Submissions Open
- June 14th—Submissions Close
- June 16th—Committee Chooses Top 6
- June 20th—Voting Opens
- June 27th —Voting Closes
- June 31st —Winners Announced

General Timeline (*Tentative*)



Marketing Goals

- Increase enrollment in program (last year was 18, new target could be 25 video submissions)
- Increase business engagement with Hire Me CB and with Connector Program
- Increase overall awareness of Hire Me CB

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Audience Engagement Plan

Target Audience(s)	Profile	Desired outcome	Key messages	How to reach them?
Students in their final year of school	Age 20+ CBU NSCC & Beyond	Submit video pitch	There are work opportunities in CB without having to leave.	Social media, word of mouth (profs), email (school?), Int'l contacts (Lan, CBUSU), individual school FB pages
Off Island Students	Cape Breton Youth studying off-island	Submit video pitch	Hiring opportunities in CB; return home?	Social Media
Newcomers	Age 20+ Recently moved to the island	Submit video pitch	There are jobs opportunities in your field in CB.	Social Media, word of mouth, Int'l contacts (Lan, IAT)
Job seekers*	Any age, on the island	Submit video pitch		NS Works
Businesses and Employers	Have hiring capabilities	Watch and vote on video submissions.	Find talent at home in CB.	Direct contacts, emails, social media, investors, etc.

Marketing Needs

Item	Description	Intended audience	Who is responsible?	Timeline
Update Website	New dates	Participants and Businesses	Vibe	
Save the Date	Invitation to Vote	Businesses/investors	RL (?)	
Social-Lead Up to Submissions	Promo targeting possible participants		Comms and RL	
Press Release(s)			Comms	
Social-Voting is Open	Promo targeting CB businesses and public to vote		Comms and RL	
Social-Winners Announced			Comms and RL	

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Radio	Event promoted on radio	Business and participants	Mark	
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Radio plan

The winner, on top of the prize and the live pitch on air, will be offered to record an ad that will go on the Giant for 2-4 weeks. It will be something like:

“Hey, it’s XX, winner of Hire Me Cape Breton through the Cape Breton Connector Program. I’m ready to work here in Cape Breton and hope you’ll check me out. There’s lots of great talent here in Cape Breton and I’m just one of many, if you’re interested in a ready to work, committed employee, you can contact me at (inset e-mail address or insert connector email address).” (this is just a sample of course, could be better figured out.)

Program dates

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Radio schedule

- June 1st—14th – ads saying that Hire Me is coming up and submissions are due the 14th
- June 14th—20th - Ads saying that voting will open June 20th
- June 20th— 27th Ads saying that voting is open until June 27th
- June 31st—July 15th Winner ad

Prize from Giant

- Live announcement of winner
- Winner does pitch live on air
- Winner runs ad for 2 weeks pitching themselves
- Winner comes back in 6 months to do a follow up live on air

Social media – Giant will post on social media for same schedule: (we’ll provide copy and images)

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- June 20th— 27th posts saying that voting is open until June 27th
- June 31st— post of winner

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