



Information sheet:

Recruiting bilingual employees

How does an organization recruit qualified bilingual employees? You can reach a larger number of potential bilingual candidates by increasing the visibility of your job posting. Here are some simple strategies to add to your existing recruitment procedures.

- **Newspaper advertising**

When recruiting for bilingual employees consider running your advertisement in both English and French newspapers. In addition to major newspapers, consider using a local newspaper. To locate a community English or French newspaper in Canada, you may consult the following websites:

Association de la presse francophone – Membres (French community newspapers outside of Quebec – website in French only)

Quebec Community Newspaper Association – Members (English community newspapers in Quebec – website in English only)

- **Internet advertising**

Posting job offers on the Internet has become a popular and effective method of advertising. Some job sites are available in both French and English. Don't forget to post the job offer in both languages on your own website.

Service Canada – Job Bank (allows employers to post job openings via the Internet)

Service Canada – Training & Careers (A directory of job sites)

Consider posting on job sites specific to Francophone communities across Canada.

Accès-emploi Alberta (website available in French only)

Guichet unique – Info-emploi Saskatchewan (website available in French only)

Défi Nunavut – Affaires et emplois en français au Nunavut (website available in French only)

SOFA Yukon – Services d'orientation et de formation des adultes (website available in French only)

La francophonie en Colombie-Britannique – Job Postings

233-ALLÔ Information Centre – Manitoba

- **Networks**

Other organizations may be able to assist you in your search for bilingual candidates because they have affiliations with French or English-speaking communities. Consider visiting the following websites to locate a community association near you.

Fédération des communautés francophones et acadienne – Membres (Francophone associations across Canada – website available in French only)

Quebec Community Groups Network (English-language community groups in Quebec – bilingual website)

- **Translation and interpretation associations**

Contact your provincial or territorial translation and interpretation association for recruitment possibilities. Some associations may post job offerings through a membership newsletter or bulletin. Visit the national website of the Canadian Translators, Terminologists and Interpreters Council to locate an association in your region.
Canadian Translators, Terminologists and Interpreters Council – Membership page

- **Universities and colleges**

Many Canadian universities and colleges offer a variety of certificate or degree programs in French. For example in Toronto, York University's Glendon College campus offers a variety of degree programs in both official languages. Further, some universities and colleges offer Co-op programs which may represent an interesting recruiting possibility.

Most educational institutions offer career counselling services to their students and often offer some services to employers. Many also host "Career Fairs" where students have a chance to meet organizations and businesses.

The Directory of Canadian Universities (to locate a university as well as Co-op programs across Canada)

Association of Canadian Community Colleges (to locate a college or institute)

Association des universités de la francophonie (to locate a Canadian French-language university outside of Quebec – website available in French only)

Établissements d'enseignement collégial au Québec (to locate a college or CÉGEP in Quebec - website available in French only)

Établissements universitaires au Québec (to locate a university in Quebec - website in French only)