



Students urged to register with powerful online job-matching platform

Toronto, March 25, 2015 – University and college students wanting meaningful employment opportunities are being urged to build their profiles with Magnet, a new network powered by cutting-edge job-matching technology.

The Magnet network, which launched last September, is radically changing how youth engage with potential employers to find good jobs that match their experience and career aspirations. Students who sign-up gain a significant competitive advantage in their job hunt, and using the system is free, including registration.

What is different about Magnet is its accuracy, speed and efficiency. Students can simply build their profile by uploading their resume or importing their LinkedIn profile. Once the profile is registered, the system immediately provides the candidate with specific job postings that match their skills, qualifications and preferences.

A unique feature of this revolutionary job-matching platform is that, in all instances, job opportunities chase candidates. Every time an employer adds a new job posting, qualified job seekers are automatically informed.

Magnet also protects the job seeker's privacy. The candidate's identity is shielded until they decide to communicate with a potential employer about a job posting. The platform also gives candidates the flexibility to use multimedia to market their skillsets and talent to employers.

Magnet was developed by Ryerson University, in partnership with the Ontario Chamber of Commerce, which represents 60,000 businesses and over two million jobs. To date, more than 1,500 employers are using Magnet. That number is expected to rise dramatically as the OCC's efforts to encourage member companies to use the Magnet network when sourcing qualified candidates gain momentum.

Magnet membership also includes more than 25 universities and colleges, and over 45,000 job seekers are currently using the network to connect with good jobs. The job-matching platform was field tested and proven at Ryerson over two years with about 20,000 students and alumni using the system.

For Stephanie Agosta, Program Coordinator at NPower Canada, Magnet proved instrumental in furthering her career. “I was researching Magnet as a tool to use with clients in my previous position and decided to register myself,” says Agosta. “Within weeks I was contacted about a position that proved to be a perfect fit. I was looking for a new opportunity and the right position found me.”

“The Magnet network was designed specifically to address youth unemployment and its functionality is carefully tailored to the needs of students seeking meaningful employment”, says Mark Patterson, Executive Director, Magnet. “Every student owes it to themselves to use this proven technology platform to kick-start their job hunt and pursue the career path that they have chosen for themselves. With graduation in sight, now is the perfect time to connect with Magnet and make your job search real.”

Social media channels:

Web: <http://www.magnet.today/>

Twitter: @MagnetToday
<http://www.twitter.com/MagnetToday>

LinkedIn: <http://www.linkedin.com/company/magnet-today>

Facebook: <http://www.facebook.com/pages/MagnetToday/274575159393143>

YouTube: <http://youtu.be/6XhtNzQp-18>
<http://youtu.be/xT9-3v7s138>

About Magnet

Magnet is a new network powered by data-rich, job-matching technology that connects job seekers with employers based upon skills, preferences and talent needs. The network is also a unique source of real-time labour market information for decision makers and community planners. Magnet’s goal is to address unemployment and under-employment specifically as it relates to youth, new immigrants, Aboriginal peoples, persons with disabilities and other individuals facing barriers to employment.

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