



Case Study:

Hamilton Chamber of Commerce

The Challenge: "What we kept hearing from local employers was, 'We know there's talent in our city, we just can't find it.' And job seekers were saying, 'We want to find local work.'"

In 2019, the Mayor's Blue Ribbon Task Force on Workforce Development identified the adoption of a technology to support employers in hiring and retaining talent as a key priority. The Hamilton Chamber of Commerce took the lead and presented Magnet as the digital solution to bridge the gap between local businesses and talent.

Partner Snapshot

175

Years advocating
for business

1,100

Businesses
Served

75,000

employed by
members

MAGNET SOLUTION

Helping Businesses Find the Right Talent

Posting jobs through Magnet has no cost to employers and allows for a detailed selection process that targets candidates based on skills, experience, licenses and credentials, and geography, making recruitment easier and more efficient.

The Goodwill Amity Group, fully transitioned from a job board they were using to Magnet in 2019. "They are using it as a partner with their own landing page and using it to make connections between their clients and employers. In 2019, they had about 50 employers registered on the system," Cassandra D'Ambrosio, the Magnet Project Manager for the Hamilton Chamber of Commerce, says. When their clients match to jobs, partners like Goodwill Amity can visualize matches and provide follow-up support to support job seekers.



Prepare Workers and Businesses for Change

When job seekers or businesses joined the Hamilton Chamber of Commerce community on Magnet, the Chamber could leverage Magnet's targeted communication function to alert users on the platform to growth opportunities. Rather than sending mass communications to all users, Hamilton Chamber of Commerce used Magnet's predefined filters to direct content to users regarding trade missions and export events.

Looking Ahead

Magnet also provided Hamilton Chamber of Commerce with a means to create inroads into the region's post-secondary institutions (McMaster University, Redeemer University, and Mohawk College) and facilitate connections for work integrated learning. Using Magnet's Outcome Campus Connect functionality, employers could send opportunities to 85+ post-secondary job boards across Canada. Employers have also applied for funding through the Magnet Student Work Placement Program (SWPP), which reimburses employers up to \$7,000 for hiring Canadian post-secondary students.

The Results

"The Chamber appreciates that Magnet has different entry points into the same room. The message of easy talent recruitment resonates with employers, but the Export Business Portal engaged an entirely new employer base that may not have prioritized recruitment, but found value in finding growth opportunities. In other cases, Discover Ability and Hire Immigrants are useful learning resources. We also have at least 20 members who have applied for funding through the Student Work Placement Program (SWPP). Employers may come on to the platform for one reason, but they were happy to find that there were many more tools at their disposal."