

OAC Recruitment Package



OPTICIANS
ASSOCIATION OF CANADA
ASSOCIATION DES
OPTICIENS DU CANADA



Find Your Next Team Member...

The Opticians Association of Canada understands that it can be a challenge to find the right candidate for your business. The OAC endeavours to be the hub for connecting industry directly to Opticians and Student Opticians for their workforce development requirements. Our mission is to ensure that Canadian Opticians and Student Opticians are aware of all opportunities available to them in a quick, safe, and effective format.

Our research suggests that it takes multiple touchpoints to influence a consumer decision. Recruitment strategies should follow similar principles. Therefore, the OAC has put together an engagement and recruitment package that any employer could utilize.

This is a free service that is open to all employers.

The OAC endeavors to be the hub for connecting industry directly to Opticians and Student Opticians.

If you are interested in learning more about this opportunity,
please reach out to Dalie Schellen
Email. dschellen@opticians.ca Phone. 1-800-847-3155 x 208

Student Engagement

Based on your business needs, choose from option 1, 2 or 3 below.

1 Workforce Wednesdays

Includes two (2) consecutive weekly postings for the OACs Workforce Wednesdays. This includes your ad posted on both the OAC Facebook and Twitter platforms. Ads posted can be looking for your next Student Optician or Optician team member.

Details: * Please send material to dschellen@opticians.ca *

- Ads can be provided in English only, French only or bilingual. French only ads will be posted on our French Facebook page only.
- Ads can be provided with text only, image only, or both image and text.
**Please note that posts with images draw more attention than text only.*
- If providing an image, please send the image to us in .jpg or .jpeg format and send the highest resolution image available; we will resize the image to work on social media.
- You may provide a URL to link to your ad (for example, a link to your business website)

2 NACOR Prep

Includes a two (2) week post in the Student NACOR Prep section of the OAC App (Meet App).

Details: * Please send material to dschellen@opticians.ca *

- Video message to students and soon to be Opticians (limit 4 minutes), OR
- PDF document including your contact information and details of your employment ad, OR
- External link to your website with your recruiting information and message
- Highlight Student Scholarship, Bursary and/or Award opportunities, if applicable
- Push notifications within the app (new job posting)

3 Annual Recruiting Space in the App

This option allows companies who regularly have positions available to post an ad that will remain for the duration of the App event (until December 2021 at this time). This will allow the company to utilize any one of the below methods to outline their opportunities and link to their respective recruitment departments.).

Details: * Please send material to dschellen@opticians.ca *

- Video message to Student Opticians and Opticians (limit 4 minutes), OR
- PDF document including your contact information and details of your employment ad, OR
- External link to your website with your recruiting information and message
- Highlight Scholarship, Bursary and/or Award opportunities, if applicable
- Push notifications within the app (Notification of new openings, areas of interest, etc.)

Optician Engagement

Based on your business needs, choose from option 1, 2 or 3 below.

1 Workforce Wednesdays

Includes two (2) consecutive weekly postings for the OACs Workforce Wednesdays. This includes your ad posted on both the OAC Facebook and Twitter platforms. Ads posted can be looking for your next Optician or Student Optician team member.

Details: * Please send material to dschellen@opticians.ca *

- Ads can be provided in English only, French only or bilingual. French only ads will be posted on our French Facebook page only.
- Ads can be provided with text only, image only, or both image and text.
**Please note that posts with images draw more attention than text only.*
- If providing an image, please send the image to us in .jpg or .jpeg format and send the highest resolution image available; we will resize the image to work on social media.
- You may provide a URL to link to your ad (for example, a link to your business website)

2 Connect On-Demand

Includes a two (2) week post inside the OAC App (Meet App) Connect On-Demand Section.

Details: * Please send material to dschellen@opticians.ca *

- Video message to Opticians (limit 4 minutes), OR
- PDF document including your contact information and details of your employment ad, OR
- External link to your website with your recruiting information and message
- Highlight Scholarship opportunities, if applicable
- Push notifications within the app (new job posting)

3 Annual Recruiting Space in the App

This option allows companies who regularly have positions available to post an ad that will remain for the duration of the App event (until December 2021 at this time). This will allow the company to utilize any one of the below methods to outline their opportunities and link to their respective recruitment departments.).

Details: * Please send material to dschellen@opticians.ca *

- Video message to Opticians and Student Opticians (limit 4 minutes), OR
- PDF document including your contact information and details of your employment ad, OR
- External link to your website with your recruiting information and message
- Highlight Scholarship, Bursary and/or Award opportunities, if applicable
- Push notifications within the app (Notification of new openings, areas of interest, etc.)