

Career Canada

Your Guide to Find a Job and Create Your Career in Canada

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The 2010 Canada's Top Campus Employers Report With Full List

The 2010 Canada's Top Campus Employers Report, produced by Brainstorm Strategy Group Inc. and DECODE, finds the Government of Canada at the top of the overall employer rankings. Provincial and municipal governments as well as Health Canada, the Public Service Commission and the Canadian Forces also make it to the top 25. In the corporate sector household names like Google, Apple, Microsoft and Facebook all made the list, as well as Research in Motion, Deloitte, Air Canada and Bombardier.

Non-profit organizations also made a strong showing with the Hospital for Sick Children, the Canadian Cancer Society, Big Brothers Big Sisters, the David Suzuki Foundation and Oxfam all ranking in the top 25.

The 2010 Canada's Top Campus Employers Report reflects the attitudes of more than 27,000 Canadian university and college students on what makes a great employer and which companies they want to work for. The report also provides new insights into the career interests and aspirations of today's students.

"It is interesting to see that 14 of the 25 top employers listed are either government, government-related or non-profit," says Graham Donald, President of Brainstorm Strategy Group Inc. and co-author of the report. "It demonstrates that despite the challenges of the economy in the past couple of years young people are not going to waver from their desire to do meaningful, interesting and useful work. This is a positive sign about the strength of character that Generation Y brings to the workplace."

Positive too is students' outlook on the economy and their job prospects, which is reflected in a decrease in concern about these issues from last year (down from 62% to 56% this year). This confidence about finding a job however, corresponds with an increase in the number of students wanting job security and the opportunity to spend their whole career with one company (up from 53% last year to 57% this year). Donald and co-author Eric Meerkamper, President of DECODE, note that job security has nothing to do with a lack of desire in young people to advance in their careers. On a practical level it is about paying off debt and planning for their futures. On another level it is about a desire for loyalty and building a strong community for life, both very important issues for today's graduates.

Giving new graduates what they are looking for in an employer - good income, work-life balance, secure employment, creativity and innovation in their careers - forms the greatest challenge facing employers who are also faced with an impending labour shortage.

"An increase in confidence about the job market is partly due to the upswing in the economy," says Meerkamper, "but it is also due to the fact that these young people know they are about to become very important to the workforce. Employers need to understand what this generation wants and will have to adapt in order to attract them and keep them. But those changes - like flexible work hours and a healthier workplace - will ultimately be good for everyone."

Several Canadian companies are already preparing for the coming changes, which includes gaining a better understanding of the hiring market, through resources like this report. Will Christensen, National Campus Lead, Talent Acquisition with Deloitte, firmly believes in the value of this research. He states: "Understanding our target market is the key to better workforce planning. It is very competitive out there and it is only going to get more competitive as the need for talent increases with the changes in the demographics of our workforce that we expect to see in the next few years. Companies need to understand this generation and how to hire them."

The report also analyzed the interests of female versus male students as well as the different career goals for several diversity groups. Terry Peach, Manager Organization and Staffing with GE Canada, notes the value of this type of analysis: "With an increasingly diverse population coming out of post-secondary we need this information to be able to design our recruitment and retention programs more effectively to better fit today's graduates," he says. "We need to understand who we are hiring, how to hire them better and how to keep them for the long-term. The companies who do that now

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Annual Connections to Employment Job Fair in Vancouver and CANSA Job Fair in Amherst

National Job Fair & Training Expo and Toronto Job Fairs in October 2010

The City Career Expo will hold Job Fair at Direct Energy Centre in Toronto

Government of Canada supports youth career fair in Drumheller

Manpower Employment Outlook Survey Reveals Canadian Employers Expect a Steady Hiring Climate for Fourth Quarter of 2010

University Settlement Job and Career Fair 2010

The Career Show 2010 in BMO Center-Stampede Park-Calgary

Canada Universities Career Fairs in September and October 2010

Finding your job in CNNMoney / FORTUNE 100 Fastest-growing companies 2010

Logitech Job Fair in Mississauga

Aramark Job Fair in Vancouver

Research In Motion (RIM) to add 30 more jobs in Fredericton, New Brunswick

Garda LICENSED SECURITY GUARDS JOB FAIR in Markham

MSEmploy Canada Career Fair in Mississauga

**Career Titles**

Agrologist
 Aircraft Maintenance Engineer
 Aircraft Structures Technician
 Assistant Professor
 Auto Parts Manager
 Auto Recyclers
 Canadian Education Statistics Council
 Career Research
 Carleton University
 Chemical Engineer
 CIFFA
 Corporate Sales Manager
 Creative Director
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 Electrical Engineer
 Employment Outlook Survey
 Environmental Engineer
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 Metallurgical Engineer
 Military Jobs
 National Sales Manager
 Nursery Jobs
 OECD
 Owner Operator
 O'Regan's Chev Olds
 Process Engineer
 Process Engineer Jobs
 Product Availability Manager
 Product Development Engineer
 Regina
 Sales and Marketing Jobs
 Saskatchewan
 Six Sigma Methodology Engineer
 Software Engineer
 Software Manager
 Statistics Canada
 Transport Safety Investigator

Canada Employment Center

Canada Employment Center

Government of Canada invests in internationally trained IT professionals

Government of Canada Launches New Program to Kickstart Innovation and Support Business Success

Minister Finley Encourages Education Savings by Canadian Families

The Government of Canada helps Saint-Jérôme youth prepare for jobs

Saskatchewan Needs Doctors

Government of Canada Promotes Jobs and Growth in Southern Ontario

Government of Canada Helps Boost Biofuel Industry

Government of Canada Invests in Internationally Trained Architects

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