



Recruitment Recap 2020

Nursing Home Jobs NB

Recruiting, hiring, and training new staff is a hard job at the best of times. It is even more challenging (and important) when you consider the demographics of our province. We are one of the oldest populations in Canada, with the number of working age adults declining as our population experiences more rapid aging than other parts of the country. This means our care needs are inverse to the labour supply - there are more people who require care and support, and fewer people to provide it!

This demographic reality is a challenge for all industries; but recruiting staff in the long-term care sector can prove even more challenging. There are a host of reasons why this is so, and the NBANH recruitment team is committed to working hard on your behalf to address systemic issues, to provide the daily HR support you need to successfully recruit and hire qualified staff, and to rebranding the nursing home sector as a choice career by celebrating the wonderful work you do every day and showcasing the value of working in long-term care.

Of course, we all know 2020 has been quite the year, yet despite its challenges our nursing homes have persevered. Our management teams have gone the extra mile by investing time and energy into the recruitment process and stepping into new territory. Look at the activity we have seen at various homes:

- Learning to use online platforms to effectively advertise jobs and reach broader pools of candidates
- Producing and sharing awareness content on social media
- Developing creative hiring incentives
- Collaborating with staff to create flexible work schedules that address the needs of the staff and the home
- Investing energy in return-to-work programs for staff on leave
- Participating in job fairs locally, online, and internationally
- Partnering with local schools and colleges to engage youth in projects and student placements
- Advocating for change through partners such as NANB and GNB
- Welcoming IENs by learning a new process. Homes have also gone above and beyond to welcome newcomers into their communities and integrate with their team; all the while supporting them on their journey to achieve their professional goals and to become Canadian citizens

This year our management teams have demonstrated a newfound commitment to recruiting qualified, caring, and professional staff. May 2021 bring even more focus and success on the recruitment and retention front. We are ready to help and have been working steadily behind the scenes on new and innovative ways to address some of the common challenges our sector has faced for years. As we continue to work on innovative solutions and systemic issues, we are also here to provide daily support for your ongoing recruitment and retention needs. For example, we have been able to match homes with candidates on short notice and have even assisted with interviews. Please do not hesitate to reach out today! We are ready to discuss your individual needs and challenges; and are always looking to hear your success stories!

Cheers,

NBANH Recruitment Team