

City Staff Report

Original signed by: City Manager Johnson

Report Date: March 21, 2023

Meeting Date: March 28, 2023

To: City Manager

From: Manager of Economic Development & Tourism

Subject: Workforce Attraction Videos and Campaign Update

Purpose

The purpose of this report is to provide Council with an overview of the Workforce Attraction videos and marketing campaign that was launched last year.

Summary

Attracting the right people to fill skilled positions is challenging for local employers. This is a common theme that we have heard even prior to current workforce challenges. Using grant funding, as well as contributions from the businesses involved, the City partnered with 4 employers to showcase the variety of work available in Quesnel, and the lifestyle opportunities available when not at work.

4 videos were created, and are available as a playlist on the @ExploreQuesnel YouTube channel:

<https://youtube.com/playlist?list=PLRRrXJCcX-05ojtNvasJsUmAZRsMCl8ka>

The videos and associated social media campaigns directed viewers to a landing page

www.quesnel.ca/work with links to more job opportunities.

Social media campaigns ran through @explorequesnel in 2022, featuring three of the videos.

Overall, the videos had a reach of 325,377 and 683,114 total impressions. There were 8000 link clicks. A fourth campaign will be shared at a later date when that employer is hiring.

Clips from the four videos were compiled into a 30 second commercial, that ran in a public service announcement slot on several networks in Alberta, BC, Saskatchewan, Winnipeg, and Northern Ontario, including: A&E, AMC, CNN, NFL Network, TLC, MSNBC, etc.

During the campaign, the Working in Quesnel page was the 4th most visited page on the City website with 6,824 views by 5,528 users. The City's home page also saw an increase in traffic.

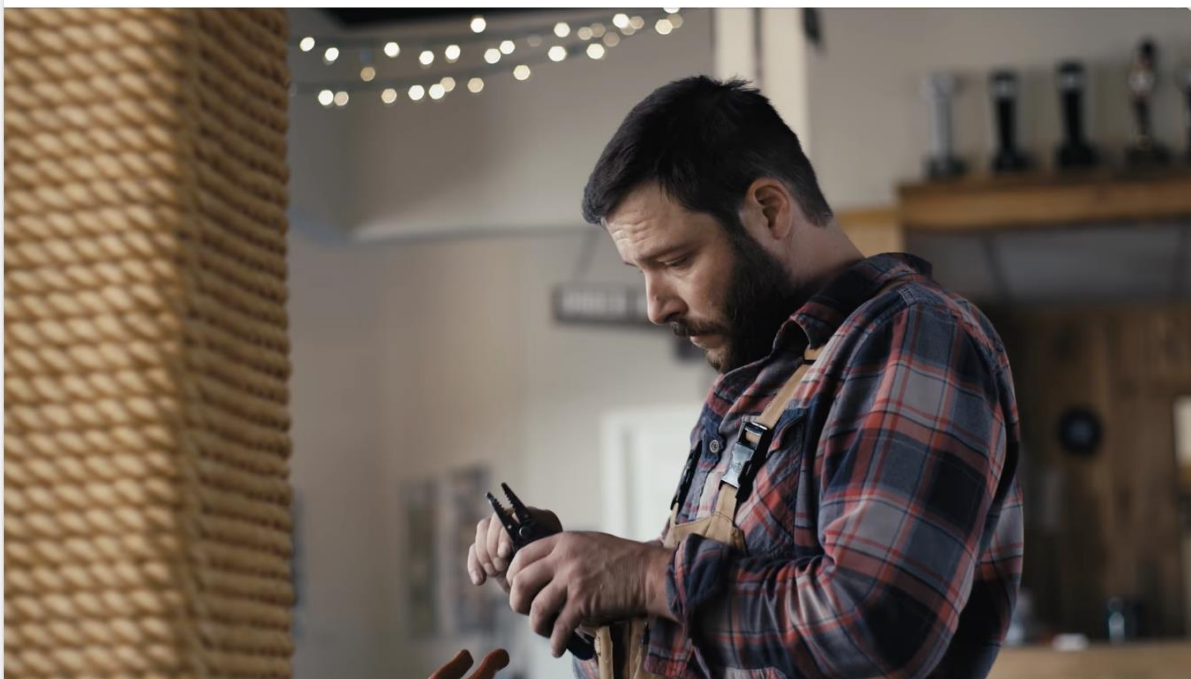


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Recommendation

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Strategic Objective

This initiative falls under business retention, expansion, and attraction in the strategic plan.

Financial Implications

This project was funded by the Province of British Columbia, Northern Development Initiative Trust, and the businesses featured in the videos.

Background

Workforce challenges continue to face employers in Quesnel, across British Columbia, and nationwide. A Local Workforce Strategy is underway to determine further initiatives to encourage employee attraction and retention in Quesnel.