



Employment and Social Development Canada

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Stream for Higher-skilled Occupations

The Stream for Higher-skilled Occupations allows employers to hire temporary foreign workers (TFW) in higher-skilled positions, such as: management, professional, scientific, technical or trade occupations, when Canadian citizens and permanent residents are not available.

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Recruitment and Advertisement

Employers are required to conduct recruitment efforts to hire Canadian citizens and permanent residents, before offering a job to TFWs.

Recruitment

Recruitment is the process of finding and selecting qualified employees. All employers are encouraged to conduct ongoing recruitment efforts, including advertising the job or contacting the [underrepresented groups](#) that face barriers to employment.

Employers do not need a third-party representative or recruiter to conduct recruitment on their behalf in order to hire a TFW. However, if employers choose to use the services of a third-party representative or a recruiter, they must pay for all the fees associated with this service.

Variations to the advertisement requirements

There are variations to the requirements for advertising for specific occupations and in particular provinces, including:

- [Camp counsellors](#)
- [Digital media occupations](#)
- [On-farm primary agricultural workers](#) NEW
- [Religion instructors](#)
- [Specialized Service Technicians/Specialized Service Providers](#)
- [Warranty Work](#)
- [Owners/Operators](#)

Note:

Employers hiring foreign workers in higher-skilled occupations in Quebec should consult the [Facilitated Labour Market Impact Assessment Process](#) for that province.

Advertisement

A job posting is an announcement of an employment opportunity in a public medium such as newspapers, job posting website, bulletin boards, etc. It provides a broad exposure of the vacancy to Canadian citizens

and permanent residents in Canada who would be potential candidates for the position.

To meet the minimum advertising requirements set by the Program, employers must advertise:

1. On the national [Job Bank](#) or its provincial/territorial counterpart in [British Columbia](#), [Saskatchewan](#), the [Northwest Territories](#), [Quebec](#) or [Newfoundland and Labrador](#)
 - The advertisement must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.
 - The advertisement must remain posted to actively seek qualified Canadians and permanent residents until the date a labour market opinion is issued.
2. Using 2 or more additional methods of recruitment consistent with the normal practice for the occupation.
 - as a minimum, employers must choose one method that is national in scope, since people in higher-skilled positions are often mobile and willing to re-locate for work; and
 - employers can choose one or more recruitment methods among these:
 - print media (national or provincial/territorial newspapers, national journals, magazines with national coverage, specialized journals, professional associations magazines, newsletters, etc.);
 - general employment websites (canadastop100.com, vault.com, workopolis.com, monster.ca, etc.); and,
 - specialized websites dedicated to specific occupation profiles (e.g. accounting, marketing, biotechnology, education, engineering, etc.)
 - The advertisement must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.

Note:

Employers must demonstrate that the print media and websites used to advertise, target an audience that has the appropriate education, professional experience and/or skill level required for the occupation.

The advertisement must include the:

- Company operating name
- Business address
- Title of position
- Job duties (for each position, if advertising more than one vacancy)
- Terms of employment (e.g. project based, permanent position)
- Wage (refer to [Wages, Working Conditions and Occupations](#) tab to determine the established rate for the specific occupation and geographic area)
- Benefits package being offered (if applicable)
- Location of work (local area, city or town)
- Contact information: telephone number, cell phone number, email address, fax number, or mailing address; and
- Skills requirements:
 - Education
 - Work experience

Note:

- Employers recruiting higher-skilled workers, in areas where the use of the Job Bank or its provincial/territorial counterparts is not considered an effective method of recruitment, must provide a written explanation of the alternative method used with their LMIA application
- Third-party representatives or recruiters can be the main contact for any job advertisements

posted on behalf of the employer. However, the ad must be listed under the employer's Canada Revenue Agency business number

Other methods of recruitment could include:

- participation at job fairs;
- partnering with training institutions or offering internships ;
- Use of professional recruitment agencies;
- Consultations with unions for available labour;
- Advertising through professional associations; or
- Recruitment within the company (e.g. considering internal candidates for the position).
 - A Human Resources Plan may outline:
 - the training opportunities for existing employees;
 - include a list of competencies for employees;
 - workshops and/or programs for professional development and career management; or
 - specific programs to target specific employees for advancement.

Note:

Employers must continue to advertise the available position and actively seek qualified Canadians and permanent residents until the date they receive notification that a labour market opinion has been issued

Additional Advertisement Efforts

Employers may be required to conduct alternative or additional advertisement efforts such as, increased duration (length of time) or broader advertisement (whether local, regional or national). These additional efforts would be required if ESDC/Service Canada determines that it would likely yield qualified Canadian citizens and permanent residents who are available to work in the occupation and region.

Proof of Advertisement

Employers must demonstrate that they meet the advertising requirements by providing proof of advertisement and the results of their efforts to recruit Canadian citizens and permanent residents (e.g. copy of advertisement and information to support where, when and for how long the position was advertised). Records of the employers' efforts should be kept for a minimum of 6 years, as stipulated in provincial/territorial and federal legislation, such as the *Income Tax Act*. ESDC/Service Canada may request these documents for future assessments.

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