

# Government of Alberta ■

## Employment and Immigration

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### **Alberta Employment and Immigration is offering a JOB of the DAY Radio Campaign**

*A free service offered to local employers*

The Job of the Day Campaign has been initiated to meet the growing demands of employers to fill available positions within their companies. After a 13 week pilot campaign, this radio advertising proved to be an effective tool for employers to inform potential job seekers about their company and a job vacancy.

#### **The Details:**

- **Radio Campaign** will run from Sept 12, 2011 to April 16<sup>th</sup>, 2012 (Monday-Friday)
- **Your 30 - 45 second Job of the Day advertisement** will be aired three times on the chosen day at 7:20am, 6:30pm and once overnight on both Lloyd FM and Wayne FM
- **Website Presence:** Your job will be posted on Lloyd FM [www.969lloydfm.com](http://www.969lloydfm.com) and Wayne FM [www.waynefm.com](http://www.waynefm.com) websites.
- **Job Board:** Your job will be posted in the local office of Alberta Employment and Immigration on their public Job Board and circulated to Career and Employment counsellors.

#### **What do we need from you?**

- **Job of the Day Agreement Completed**
- **Participation in program evaluation** to ask job applicants how they heard about your available position.
- **To agree to complete a 5 question phone/email survey** with Alberta Employment and Immigration within one month of your radio ad being aired.

For further information, please contact Jean Vidal at 780 581-1123 [jean.vidal@gov.ab.ca](mailto:jean.vidal@gov.ab.ca)

# Job of the Day Agreement

**Description of Services:** The Job of the Day Campaign was initiated to meet the growing demands of employers to fill available positions within their company. After a 13-week pilot campaign, this radio advertising proved to be an effective tool for employers to inform potential job seekers about their company and a job vacancy. Your 30 to 45-second Job of the Day advertisement will be aired three times on the chosen day at 7:20am, 6:30pm and once overnight on both Lloyd FM 95.9 and Wayne FM 93.7 at no cost to your company. Your job advertisement will also be placed on the radio stations' websites at [www.959lloydfm.com](http://www.959lloydfm.com) and [www.waynefm.com](http://www.waynefm.com)

The following agreement between \_\_\_\_\_ and Alberta Employment and Immigration

Company Name

is intended to meet the Job of the Day program description as noted above. Information provided for the purpose of the Job of the Day campaign will be used to support the development of your feature advertisement. Keeping in mind that your ad will only be a maximum of 45 seconds in length, please complete the following information, highlighting the most important information you want to be included in the Job of the Day radio advertisement:

<b>Company Name and Location</b>	
<b>Position Available</b>	
<b>Qualifications Required</b>	
<b>Salary/Benefits</b>	
<b>Job Seekers should be directed to contact:</b>	
<b>Where can job seekers find additional information</b>	
<b>Other Info:</b>	

AEI is asking all Job of the Day participants to assist in our program evaluation. As a condition of this agreement you consent to ask job applicants how they heard about your available position and you agree to complete a 5 question phone/email survey with Alberta Employment within one month of your radio ad being aired.

Name of Company Official: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Telephone No. \_\_\_\_\_ Email Address: \_\_\_\_\_

Complete and return this form by email to [jean.vidal@gov.ab.ca](mailto:jean.vidal@gov.ab.ca) or fax to Cosette Green at 780 871-6428