

DiversityJob.ca Launches Canada's First Career Website Focussed on Equal Opportunity Employment (<http://www.diversityjob.ca>)

16:34 EST Thursday, October 10, 2001

DiversityJob.ca empowers employers to attract equal opportunity talent

An uncertain economy shakes confidence in the workplace long before it impacts the bottom line. In difficult times, 'staying the course' with a diversity driven hiring plan can help sustain and bolster companies through a volatile market cycle. Diversity in the workforce is just "good business sense," according to Ellen Passmore, a manager at the Government of Ontario's equal opportunity office. "In order to have the best workforce, you've got to have a diverse workforce," Passmore said, pointing out that the working population is aging. "There needs to be a labour force that replaces them.. In order to get the best employee you've got to use the widest net."

Passmore's advice will resonate with experienced managers who know workforce diversity is key to their business survival strategy. Understanding diversity and managing it well, especially during economic downturns, can result in cost savings due to less absenteeism, turnover, and job dissatisfaction. An inclusive, multi-cultural corporate environment also increases job satisfaction, raises productivity and enhances a company's image so it can continue to attract prospective clients and customers.

Just in time to address the challenges facing today's managers, DiversityJob.ca, Canada's first career website specializing in equal opportunity employment, has launched an on-line job board listings of both part-time and full-time positions from companies seeking diversity candidates.

Fortunately, for diversity candidates facing unemployment, the skills they developed during the 1990's economic boom are easily transferred to positions with firms who are maintaining a proactive effort to accommodate and foster an inclusive employment environment.

DiversityJob.ca has a variety of tools specifically designed for the diversity job seeker. State of the art features include:

- "Employer" and "Job Seeker" sections to post job openings and resumes, respectively.
- A resume posting and editing service allowing candidates to make their resumes viewable by employers.

- A powerful keyword driven search engine that combs the job listing database searching for job type and location suitable for the candidate.
- A job search agent that can automatically send appropriate resumes to employers with online listings.
- E-Newsletters with recent hot postings, job tips and career advice for the diversity candidate.
- Links to additional career portals.

Joe Chan, President, decided to launch DiversityJob.ca, Canada's first job site specializing in equal opportunity employment. Chan, 23, a consummate entrepreneur with marketing experience both in Canada and Hong Kong, came up with the concept for DiversityJob in December 2000 after discussing with friends their mutual challenges as minorities seeking employment in Canada. "There weren't many resources out there to help new Canadians and minorities," says Chan. "And I knew others were facing the same situation I was."

Chan decided to create the resource he needed, and simultaneously help others- by launching an employment resource highlighting the talents of new Canadians, women, minorities, native Canadians, and disabled persons.

DiversityJob.ca extends the reach of traditional job websites across the country and supports employers with an equal opportunity hiring strategy by offering a larger pool of qualified applicants. Additionally, it gives the diversity job seeker instant access to opportunities in their particular field.

"Diversity candidates improve productivity and add to profitability," remarks Chan, "individual differences present companies with opportunities to examine business issues from varying perspectives. Incorporating these different viewpoints gives employers greater agility and creativity. It's all about building better teams."

About DiversityJob.ca

Based in Toronto, Ontario DiversityJob.ca is Canada's first nationwide online network that specializes in diversity employment, connecting equal opportunity employers with the qualified individuals they seek. DiversityJob.ca is committed to leading the field by combining cutting-edge technology and services that give job seekers and employers more control over the job search.

For more information, contact Joe Chan, President at

7321 Victoria Park Ave., Suite 157