

CANADIAN SCHOOL **Counsellor**[®] MAGAZINE



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Jamais assez bien:

Les ados, l'image corporelle et les drogues de performance

Trauma-Informed Practice
in School Settings

La pratique sensible aux traumatismes
en contexte scolaire

Hope Blooms:

Youth urban community gardening program



Mobilize - The Great Canadian Work Experience

New youth employment program helps young Canadians explore career paths while working their way across the country.

Mobilize is now hiring adventurous, motivated, excited, energized and unsure millennial graduates.

Mobilize Jobs is an innovative employment program that uses Canadian youth to fill labour shortages across the country. Focusing on industries that depend on seasonal labour, it matches unemployed millennials with jobs that used to depend on local and/or foreign workers, offering a travel adventure with great work experience.

But how do we tap into the high energy of millennials and get them interested in working across the country, far away from friends and family? By designing a jobs program around their needs – and making it very possible for them to succeed.

“Canadian millennials are an untapped resource,” says Benjamin Guth, founder of Mobilize. “But based on our research, we know they don’t want traditional jobs. They’re looking to build skills, but they also want to travel and have an adventure. They want experiences. Plus, they want something they don’t have to organize themselves. So seasonal job experiences are a natural fit.”

Two problems, one solution

Canada faces a couple of big issues. One, significant youth unemployment in Ontario, Atlantic Canada and Alberta. Two, labour shortages due to a lack of local interest and changes to the Temporary Foreign Worker (TFW) program. Mobilize Jobs addresses both by matching staff-strapped employers with unemployed youth from elsewhere in Canada.

“Young Canadians need jobs now instead of remaining unemployed in their current locations, often still living at home with their parents,” says Guth. “We can help them get the experience they need to start careers and contribute fully to our economy. Mobilize is the connector program that does just that!”

The program is the “foot in the door” many millennials need. “Before joining Mobilize, I didn’t feel like I was getting too far on my own,” says Mobilizer James Rocheleau. “Now, six months later, I’ve learned an entirely new field, gained new skills, got three excellent work references, and can now see myself pursuing a career I’d never considered. Plus, I’ve met great people along the way and made memories I’ll always cherish.”

It’s an adventure, first and foremost

The biggest draw of the program is the travel. Mobilize doesn’t try to get BC youth to apply for BC jobs – there’s no excitement in that. But young people from Alberta or the Maritimes are more likely to consider a season in Ontario cottage country or the Rockies for the sheer adventure factor. And when it’s all organized for them and their housing is thrown in, it’s less intimidating of a challenge and more like a work/travel adventure.

The program takes care of all hiring and payroll, provides housing, and groups employees into team “pods” that live and work together for the duration of their Mobilize experience. They can sign up for six months or a full year – the level of commitment is flexible.

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“The free housing a major differentiator,” says Guth. “It’s hassle-free and it really minimizes their expenses, so they can save money – or spend it on having fun in some of Canada’s most amazing locations.”

“From the moment the Mobilizers arrived, they were a breath of fresh air! I appreciate their positive attitude, willingness to work/help in any department, their ‘over and above’ service skills for our guests, and their excitement to experience the beautiful BC mountains.”

- **Christine Latimer**, General Manager, Best Western, Valemount, BC

Great locations

“Since we launched in January 2015, we’ve deployed over 200 young Canadians to 20+ locations in BC, Alberta, Saskatchewan, Manitoba, Ontario and the Yukon,” says Guth. “This year, we’ve placed over 120 for the upcoming summer season. But this is just a start. Next year, the plan is to go nationwide; as we grow, we’re starting to make a real impact on labour shortages and youth employment from coast to coast.”

This summer, Mobilize has workers in more than 13 locations across five provinces – the list changes with each seasonal deployment. Some employers stay in the program all year round while others only need us for their busy season.

Work placements are available for summer and winter deployments in the tourism, hospitality and restaurant sectors. That can mean working at a hotel, resort, golf course, restaurant, ski hill, in landscaping, etc. New types of placements come up every season.

How the program works

Employers are chosen based on culture, ability to train and staffing requirements. Each one is a partner that is fully committed to the program and to solving labour shortages with Canadian youth.

After a thorough screening process (multiple reference checks, police clearances and interviews) Mobilizers are matched into pods of two, four or more based on demographic, experience, attitude, etc. These pods work, explore, and live together for the season. Each Mobilizer gets customized training, including Emerit hospitality-specific training and provincial/territorial alcohol handling certification.

Mobilizers travel to a new employer each summer and winter season, doing a different job in a new location. They have the opportunity to learn, gain valuable skills and make connections while earning a full-time salary (plus tips where applicable) – and they get free housing and monthly performance bonuses. Mobilize Jobs acts as the employer of record and handles all requirements and costs associated with that.


Mobilize
The Great Canadian Work Experience

“In essence, we are creating the most exciting co-op-style program imaginable,” says Guth. “At the end of their seasonal deployments, we encourage Mobilizers to return to their favourite placements for permanent employment.”

Calling all high school graduates!

Youth 18-30 can apply to the program at www.mobilizejobs.ca/apply. Applicants must be 18 or older, legally able to work in Canada, able to relocate for seasonal opportunities, have a high school diploma, supply two references and have a clean background check.

For details, stories, photos, testimonials and more, visit www.mobilizejobs.com. 

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