

Revealing the current job market on PEI

by Gloria Welton

Human Resources

Island Recruiting is a professional human resource consulting firm that opened its doors on PEI in 2008. This recruiting service helps employers solve hiring challenges. The company recently surveyed over 900 Island employers in all Island sectors about their hiring plans for 2010.

“The labour market is changing,” says **Blake Doyle**, owner of **Island Recruiting** in Charlottetown. “The baby boomers working now are nearing retirement. Much of the labour market is mobile, and young people may head out of province to work. But as a result of the western boom slowing down, it seems that fewer people are leaving and many want to return.”



Blake Doyle, owner of Island Recruiting, specializes in matching employers with potential employees.

Survey indicates employers are hiring

“In general most businesses are planning to hire more employees in 2010,” says Blake. “But plans for increases in hiring seem to be more for the first quarter of the year. Employers may find it difficult to plan further ahead not knowing how fast their businesses will grow after a decline in sales during the recession period.”

Matching jobs with the right person

“As a recruitment firm, we encourage employers to plan ahead for their future labour force needs,” says Blake. “The good news is that jobs are materializing, which is a great indicator for our economy. The other good news is that we are seeing an increase of people moving to PEI to work, whether they are new to the province or returning Islanders.”

“The fact remains that we have a high unemployment rate, but we also have employers who can’t find qualified workers. This may indicate a shortage of workers with skills that match the jobs available. When the economy fully recovers, the issue then may be that employers will experience a tighter market. There will be fewer qualified candidates to choose from and the need for effective recruiting will be greater.”

The key is to bridge the gap between employers’ hiring needs and the skill levels of the workforce. This can be done through good communication and planning.

“A recruiter can screen applications and narrow down the field of applicants to a short list of people with the right qualifications. Then the employer can interview the screened candidates to make the final hiring decision. Also, a recruiter can present a broader choice of eligible applicants, not just those who respond through traditional means.”

Labour market inventory

“We are looking at initiating a labour market inventory for PEI. By better tracking the current skills of job seekers and the skills demanded by employers looking for workers, job seekers can better anticipate what the job opportunities will be and employers can better plan their hiring and training investments.”

For more information, contact **Blake Doyle**, Island Recruiting, at **367-3799**.

To explore jobs available on PEI or get help hiring staff, visit www.islandrecruiting.com



Film making industry is growing on PEI

by Patricia Roy

Self Employment

Susan Rodgers is self employed in a expanding Island industry. She is the owner of **Blue Mountain Entertainment**, a film production company located in Summerside.

In 2008, shortly after spending a year at a Vancouver film school, she started her business to pursue her dream of making films when she returned to PEI.

“People involved in film making on the Island are working hard to build an industry because we are all committed to living here. Our families are here and we want to stay and work in our chosen field. But while we’re busy growing our businesses and the industry, we also have to be realistic and find ways to make a living.

“One stream of business involves my passion projects and the second stream is making videos and commercials for businesses, non-profit groups and/or government. This stream is my bread and butter,” she says.

Early days

Early in her career, Susan worked in museum management. In 2003, she directed and produced a short film called *Bobby’s Peace*. The film was later sold to two television networks.

Susan also worked as a double for two actors in the *Emily of New Moon* television series. “People may think this kind of work is glamorous, but it also involves long hours and a lot of ‘hurry up and wait,’” she says with a chuckle. “I learned a lot while working on the set and my aspirations to work in film making have continued to grow since those days.”

Staff needed

“I have been really busy since setting up my business,” says Susan. “I usually hire people on a project by project basis. I used over 30 people for one recent production and I will need as many for an upcoming project. People hear about my need for workers through word of mouth, but I may need to advertise in the future.”

Susan is currently seeking a **technician** and an **account executive**. “I need an account executive who could seek out work project opportunities. Payment would be on commission. I also need a technician to help me sort through the technical aspects of production.

Help to get the business started

“After my employment with the museum ended, I went to **PEI Career Development Services** in Summerside. They helped me work out which field I was best suited for, which led to attending film school. I received help to set up my business from **Community Business Development Corporation** in Summerside.

Susan was eligible for the program now called **Self Employ PEI**, administered through **Skills PEI**, a division of the Department of Innovation and Advanced Learning. The program assists individuals by providing financial support, business training, and counselling during the development and implementation of their business plan.

Advice for would-be entrepreneurs

“Owning your own business certainly has its challenges,” she says. “Although these challenges may seem huge, they are usually not unsurmountable. It really helps to have family support and know you are not alone in what you are going through to get your business off the ground.”

She also advises drawing up a solid contract allowing for partial payment in advance or at the half-way point of a project. “Cash flow is very much needed in order to hire people and keep the business going, whether you are a service provider, a contractor or a film maker.”



Susan Rodgers recently moved her business to the Holman’s building in Summerside.

For more information, visit www.bluemountainentertainment.ca or call **724-4100**.



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