

DECODING GEN-Z



Mary Barroll
President



CharityVillage Webinar

TalentEgg

hatching student & grad careers

TalentEgg is Canada's most popular job board and online career resource for students and recent graduates.



ATTRACT, TARGET AND RECRUIT TOP TALENT

BROADCAST YOUR RECRUITMENT MESSAGE

POSITION YOUR EMPLOYER BRAND

MARKET YOUR JOB OPPORTUNITIES

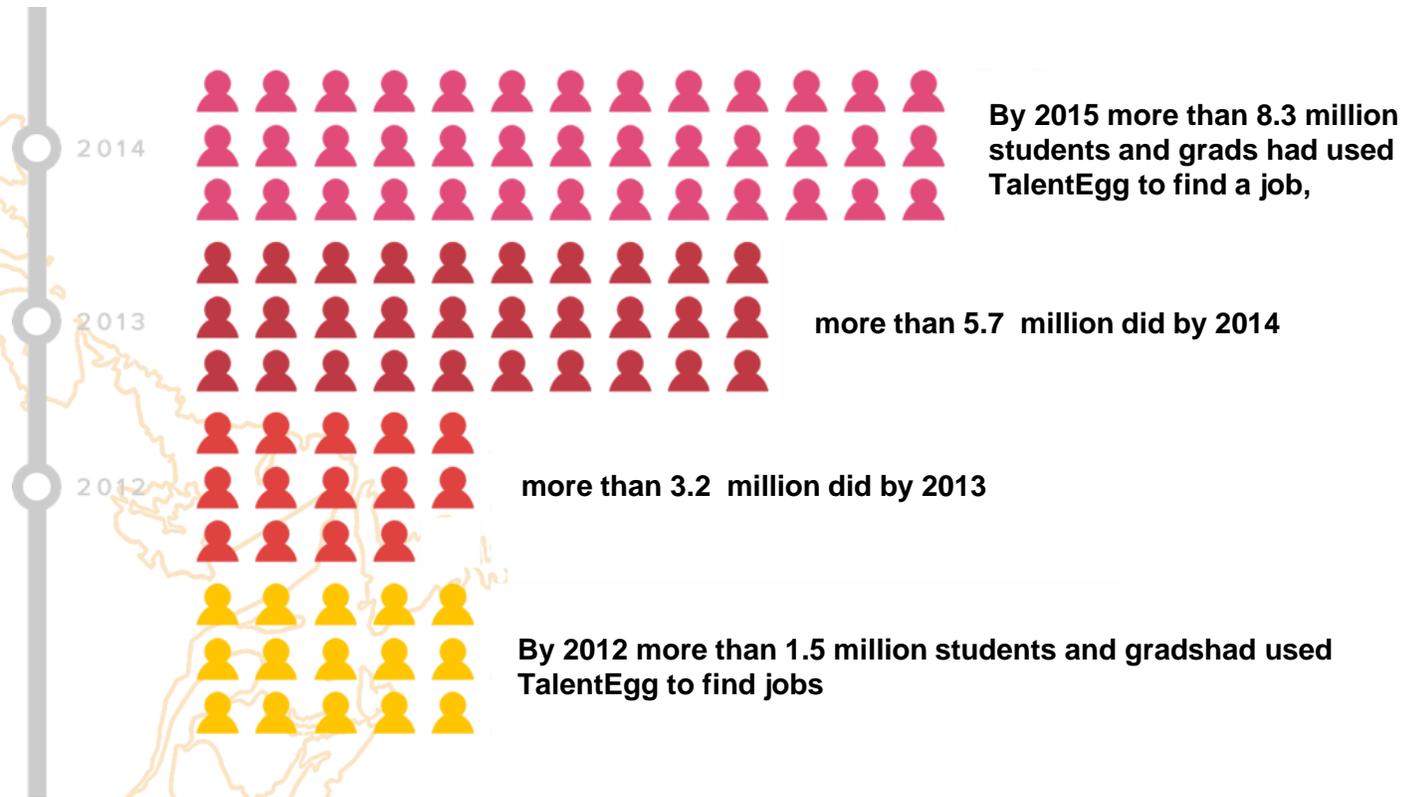
Targeted demographic

TalentEgg is used by 18-34 year old career-oriented, ambitious university and college students, recent graduates and early career professionals from across Canada.

Wide Reach

Every month 250,000 students and recent graduates engage and interact with employer profiles, job listings and career content on TalentEgg.ca.

By the end of 2017 over 13 million students and grads had used TalentEgg to develop skills and find jobs -- and even more will in 2018!



TalentEgg

TalentEgg's 10th Anniversary

Our Philosophy: To foster relationships between recruitment professionals and young candidates looking for meaningful job opportunities



Our Insights into Campus Recruitment and Gen Y and Gen Z

We offer an Annual Campus Recruitment Guide and in-depth surveys on Gen Y and Gen Z students to find out what they value in an employer.

Video

Growth Opportunities

Corporate Social Responsibility

Campus Ambassadors

Career Development

Social Media

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mid 1990s - 2000s



GEN Z



NETFLIX



By 2020...

1 out of 4 of workforce

GEN Z

**applying to internships
and co-ops this year...**

● Decoding the Gen Z Factor:

Recruiting Gen Z



Our survey group included **students as young as 16**, and still **96%** reported that **they are already thinking about their careers!**



55% say they've already **“absolutely”** decided on a **career path**

● Decoding the Gen Z Factor:

On the Job



Amongst parents, teachers, friends, and counsellors, the main driver behind **48%** of Gen Z's career success is ***themselves***.



32% of Gen Z surveyed states that **their greatest aspiration is to be in their dream job 10 years from now**

- **Decoding the Gen Z Factor:**
Hardworking and career-focused



41% of Gen Z students believe “**professional experience and development**” is the most important benefit employers can provide



55% of students say “**gaining job experience**” is the most important thing they are looking for in a job. **24%** say a “**future career path.**”

● Decoding the Gen Z Factor: Career Growth



33% of Gen Z students plan to **stay in a job for 1-3 years**, while **29%** said they plan to **stay at a company for 4-6 years**.

Decoding the Gen Z Factor



72.2% of surveyed Gen-Z students **work part-time jobs**



54.9% said most important to “gain job experience” while **23.6%** “future career path” - also important “mentorship” and “job security”

**Show candidates how
their career will make a
difference and develop
their potential**

According to TalentEgg's 2017 Student Survey, the top 3 values employers can offer candidates are strong culture fit, challenging work, but **most importantly**, skills training and **professional development**.

● Decoding the Gen Z Factor:

Hardworking and career-focused



33.3% of students **volunteer regularly**



80% of students **volunteer at least sometimes**



45.8% **volunteer** in order to **build career skills while contributing to local communities**

- **Decoding the Gen Z Factor:**
Hardworking and career-focused



Another turndown for a job. How am I supposed to get the experience you require when no one will hire me?! **#frustrated #PostGradProbs**

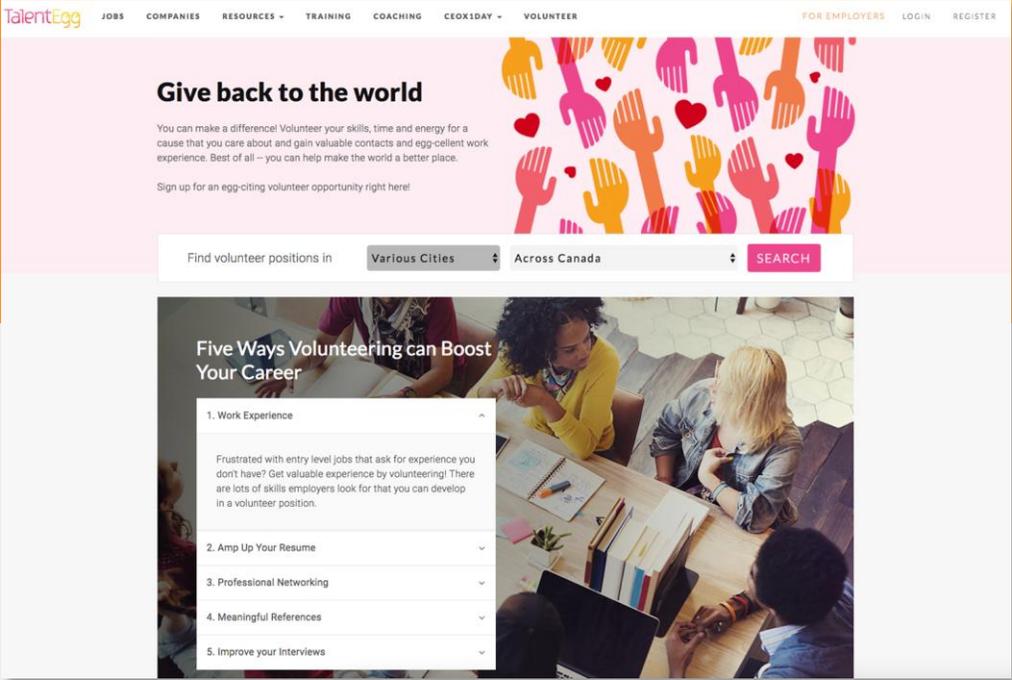
Free Volunteer Job Board

talentegg.ca/volunteer



CHARITY VILLAGE
a non-profit recruitment organization

The screenshot shows the Charity Village website interface. At the top, there's a navigation bar with 'Home', 'Jobs', 'eLearning', 'Directories', and 'Using Notes'. Below this is a search bar with 'Find a Job' and a description: 'Find your next position on Canada's favourite site for nonprofit professionals.' There are input fields for 'Enter Job Title / Skills' and 'Postal Code', and a 'Search' button. To the right, there's a 'MYDESK' section with 'Apply Applications & Manage' and 'My Desk Help'. Below the search bar, there are 'Featured Employers' including 'The Hub for Beyond 21 Foundation', '2017 RBC Race for the Kids', and 'Administrative Assistant'. There's also a 'Meet this Issuing Hero' section with a photo of a man and the text 'THE ENERGIZER'.



TalentEgg JOBS COMPANIES RESOURCES TRAINING COACHING CEOXDAY VOLUNTEER FOR EMPLOYERS LOGIN REGISTER

Give back to the world

You can make a difference! Volunteer your skills, time and energy for a cause that you care about and gain valuable contacts and egg-celent work experience. Best of all – you can help make the world a better place.

Sign up for an egg-citing volunteer opportunity right here!

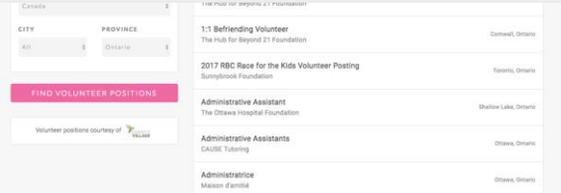
Find volunteer positions in **Various Cities** **Across Canada** **SEARCH**

Five Ways Volunteering can Boost Your Career

1. Work Experience
2. Amp Up Your Resume
3. Professional Networking
4. Meaningful References
5. Improve your Interviews

Frustrated with entry level jobs that ask for experience you don't have? Get valuable experience by volunteering! There are lots of skills employers look for that you can develop in a volunteer position.

The screenshot shows the TalentEgg Volunteer page. It features a navigation bar with 'TalentEgg', 'JOBS', 'COMPANIES', 'RESOURCES', 'TRAINING', 'COACHING', 'CEOXDAY', 'VOLUNTEER', 'FOR EMPLOYERS', 'LOGIN', and 'REGISTER'. The main heading is 'Give back to the world' with a sub-headline: 'You can make a difference! Volunteer your skills, time and energy for a cause that you care about and gain valuable contacts and egg-celent work experience. Best of all – you can help make the world a better place.' Below this is a call to action: 'Sign up for an egg-citing volunteer opportunity right here!'. There's a search bar with 'Find volunteer positions in' and dropdown menus for 'Various Cities' and 'Across Canada', and a 'SEARCH' button. The main content area has a background image of people working together and a list titled 'Five Ways Volunteering can Boost Your Career' with five items: '1. Work Experience', '2. Amp Up Your Resume', '3. Professional Networking', '4. Meaningful References', and '5. Improve your Interviews'. A paragraph below the list reads: 'Frustrated with entry level jobs that ask for experience you don't have? Get valuable experience by volunteering! There are lots of skills employers look for that you can develop in a volunteer position.'



Canada

CITY: All PROVINCE: Ontario

FIND VOLUNTEER POSITIONS

Volunteer positions courtesy of 

Job Title	Organization	Location
1:1 Befriending Volunteer	The Hub for Beyond 21 Foundation	Camwell, Ontario
2017 RBC Race for the Kids Volunteer Posting	Sunnybrook Foundation	Toronto, Ontario
Administrative Assistant	The Ottawa Hospital Foundation	Shallow Lake, Ontario
Administrative Assistants	GAUPE Tabling	Ottawa, Ontario
Administratrice	Maison d'Amie	Ottawa, Ontario

The screenshot shows a search results page for volunteer positions. It includes a filter for 'Canada' and dropdown menus for 'CITY' (set to 'All') and 'PROVINCE' (set to 'Ontario'). There's a prominent 'FIND VOLUNTEER POSITIONS' button. Below that, it says 'Volunteer positions courtesy of' followed by a logo for 'The Hub for Beyond 21 Foundation'. A table lists several volunteer opportunities with columns for 'Job Title', 'Organization', and 'Location'. The listed jobs are: '1:1 Befriending Volunteer' at 'The Hub for Beyond 21 Foundation' in 'Camwell, Ontario'; '2017 RBC Race for the Kids Volunteer Posting' at 'Sunnybrook Foundation' in 'Toronto, Ontario'; 'Administrative Assistant' at 'The Ottawa Hospital Foundation' in 'Shallow Lake, Ontario'; 'Administrative Assistants' at 'GAUPE Tabling' in 'Ottawa, Ontario'; and 'Administratrice' at 'Maison d'Amie' in 'Ottawa, Ontario'.



1:1 Befriending Volunteer

Beyond 21 is a charitable organization that operates a supportive program for adults (21+) who have a developmental disability. Our vision is to enable adults with

Camwell, Ontario

Using terms available on 1 year

The screenshot shows a job listing for '1:1 Befriending Volunteer'. It features a background image of colorful hands and hearts. The text reads: '1:1 Befriending Volunteer', 'Beyond 21 is a charitable organization that operates a supportive program for adults (21+) who have a developmental disability. Our vision is to enable adults with', 'Camwell, Ontario', and 'Using terms available on 1 year'. There's a 'Back to Volunteer Search' link at the top left.



● Decoding the Gen Z Factor:

Passion and impact



Nearly **70%** of students consider a **company's social responsibility initiatives to be important**

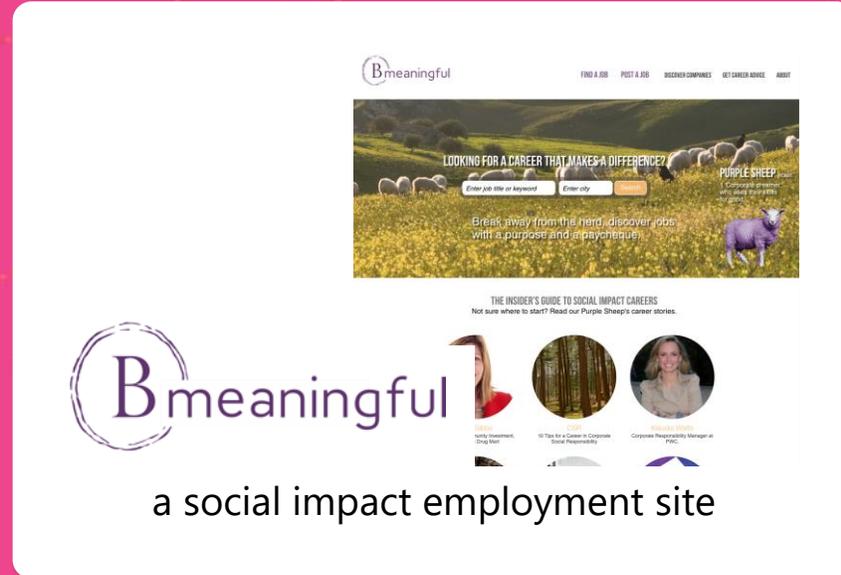


Second to “**negative company culture and workplace,**” the absence of social responsibility initiatives by an employer was enough to make them consider turning down a job offer

**Highlight your
commitment to social
impact, your
organizations cause,
mission and values**

Students and new graduates are invested in the meaningful impact their careers can have within the community. Highlighting the difference you makes in the world allows them to visualize their careers with purpose within your organization.

● Decoding the Gen Z Factor: Passion and impact



Nearly a third of Gen Z students say that they would take a **10-20%** pay cut to work for a cause they deeply care about

● Decoding the Gen Z Factor: Career Growth



40% of our recent survey respondents said that the opportunity for **career growth and development** is the **most important factor** to them when considering a potential employer

Individualize and customize your recruitment process

Celebrate how different individuals will fit with your culture and thrive. Entry-level candidates want to know how they can grow within your organization, and why your company is the perfect place for applicants with their skill set.

● Decoding the Gen Z Factor: Resourceful & Media Savvy

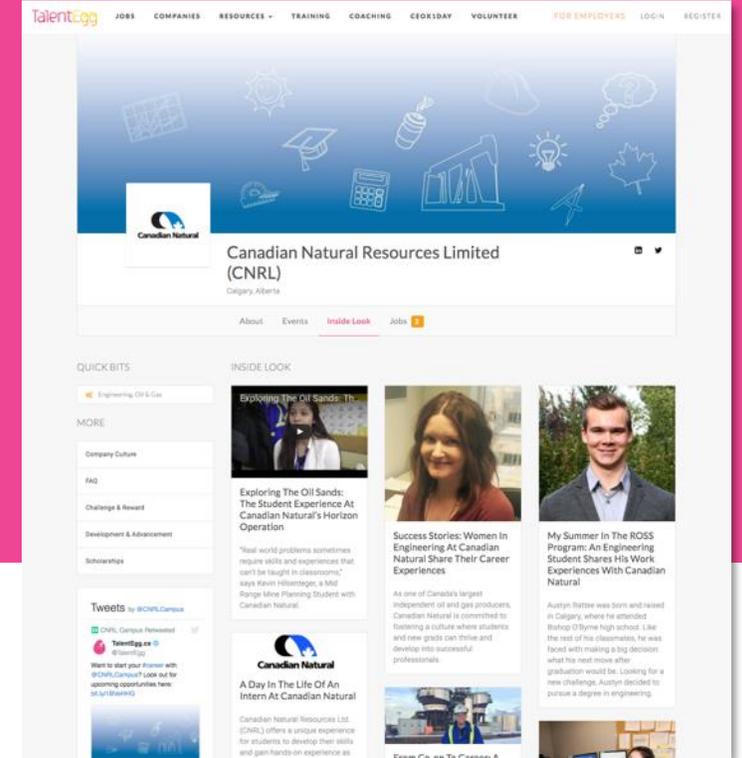
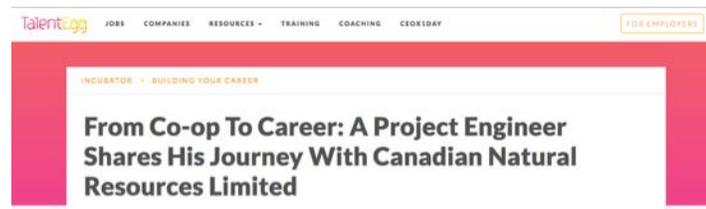
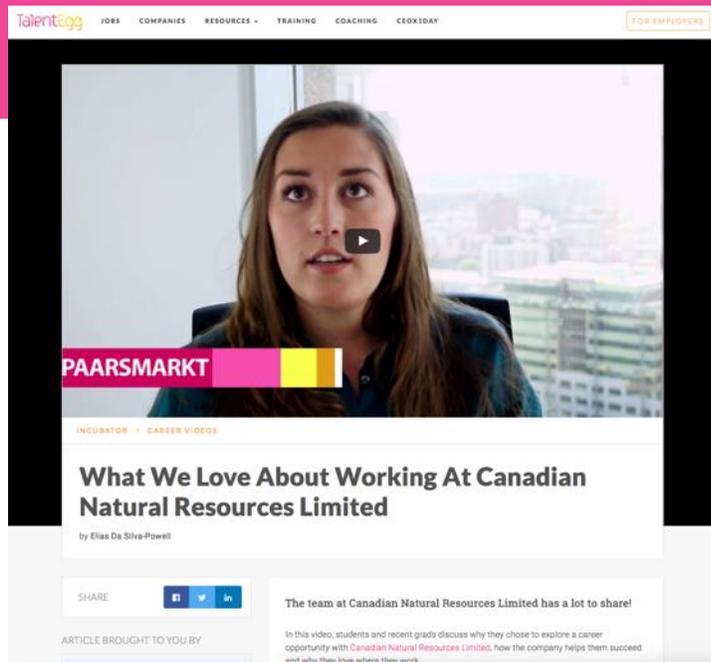


54% of students polled believed that it is highly important for employers to have a **strong social media presence and online visibility**

CAMPAIGN ELEMENTS

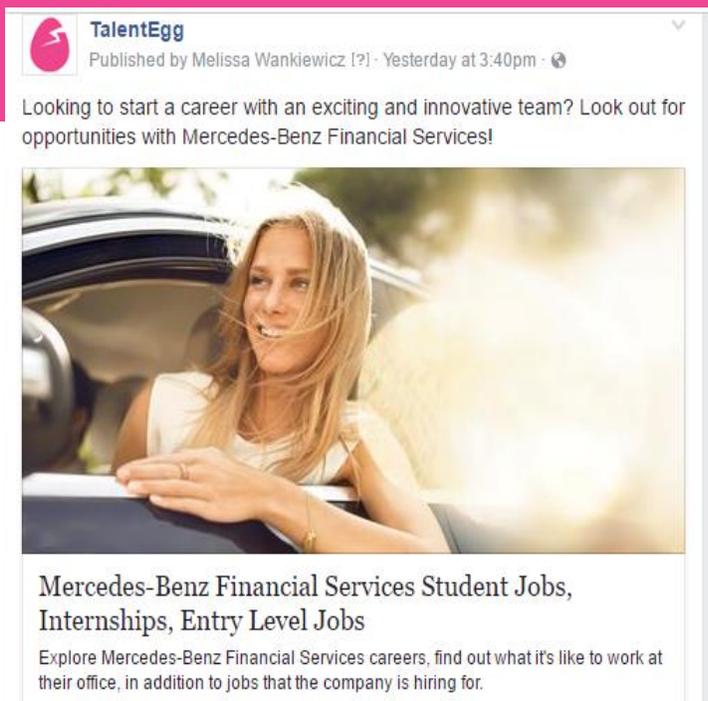
Custom Video and Editorial Content

- Students and recent grads respond to genuine, relatable content that informs and inspires them
- We produce, execute and promote custom written editorials and videos on your behalf



Branded Email & Social Media Marketing

Reach your ideal candidates by targeting students and recent grads in TalentEgg's large, proprietary user base that match your hiring criteria, including: **Major, Graduation Year, School, Location, Career Interest**



TalentEgg
Published by Melissa Wankiewicz [?] · Yesterday at 3:40pm · 🌐

Looking to start a career with an exciting and innovative team? Look out for opportunities with Mercedes-Benz Financial Services!



Mercedes-Benz Financial Services Student Jobs, Internships, Entry Level Jobs

Explore Mercedes-Benz Financial Services careers, find out what it's like to work at their office, in addition to jobs that the company is hiring for.



Make a difference with Bell 

Are you socially aware and looking for opportunities to make a positive impact in the community?

At Bell, employees are given a number of different opportunities to get involved in one of the company's many national campaigns.

Start your career at Bell and help give back to the community with your colleagues!

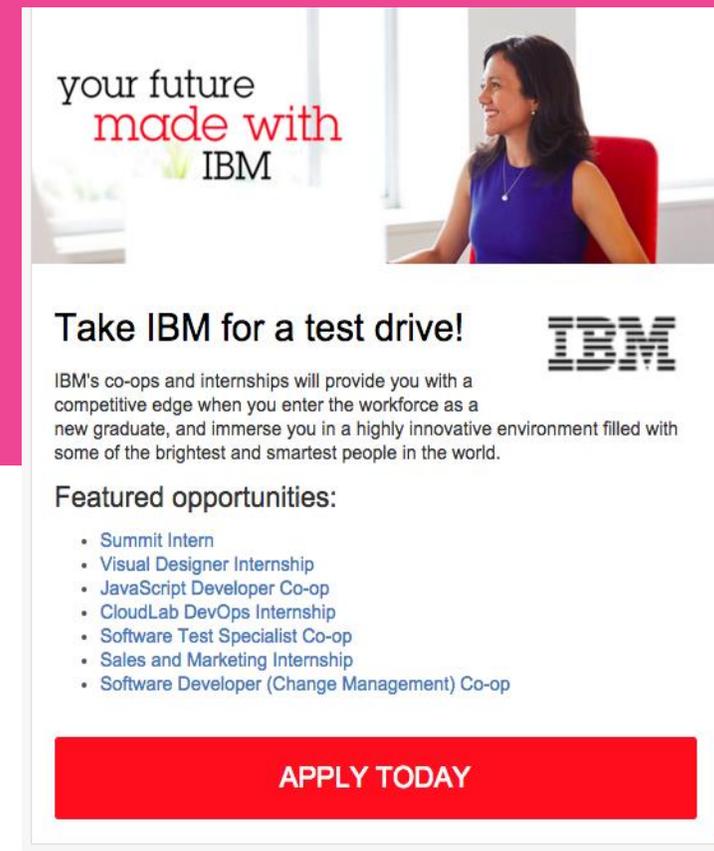
[LEARN MORE](#)

On January 27th, join the #BellLetsTalk conversation and help fight to end the stigma surrounding mental illness.



TalentEgg.ca @TalentEgg · 23h

.@SunLifeCA is #hiring for a Sales Manager, Financial Centre position in #Edmonton! Apply:



your future
made with
IBM

Take IBM for a test drive! 

IBM's co-ops and internships will provide you with a competitive edge when you enter the workforce as a new graduate, and immerse you in a highly innovative environment filled with some of the brightest and smartest people in the world.

Featured opportunities:

- Summit Intern
- Visual Designer Internship
- JavaScript Developer Co-op
- CloudLab DevOps Internship
- Software Test Specialist Co-op
- Sales and Marketing Internship
- Software Developer (Change Management) Co-op

[APPLY TODAY](#)



TalentEgg.ca @TalentEgg · 4h

#Toronto, ON: @CPPIB is #hiring an Associate, Principal Credit Investments! Apply to join their team:



Social Media & On-Campus Outreach

Benefit from our large and engaged following who interact with and share TalentEgg content on **Facebook**, **Twitter**, **LinkedIn** and **Instagram** on a daily basis.

 **TalentEgg**
February 20 at 12:30pm · 🌐

Want to work with the City of Toronto? They're currently hiring an Assistant Planner in the Community Planning division.



Assistant Planner, Community Planning at City of Toronto - Toronto, Ontario
Apply to the Assistant Planner, Community Planning role at City of Toronto based in Toronto, Ontario

 **TalentEgg**
14 hrs · 🌐

Export Development Canada is hiring a current MBA Student for a work term. Join their team in the Structured and Project Finance sector.



MBA Student, Structured and Project Finance at Export Development Canada - Ottawa, Ontario
Apply to the MBA Student, Structured and Project Finance role at Export Development Canada based in Ottawa, Ontario
TALENTEGG.CA

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 **TalentEgg.ca** @TalentEgg · 23h
.@SunLifeCA is #hiring for a Sales Manager, Financial Centre position in #Edmonton! Apply:

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Software Engineering Intern at Accenture - Montreal, Quebec
Apply to the Software Engineering Intern role at Accenture based in Montreal, Quebec
talentegg.ca

 **TalentEgg.ca** @TalentEgg · 5h

Have strong interpersonal #skills? Consider a career in Vehicle and Equipment Finance! Learn all about the industry:

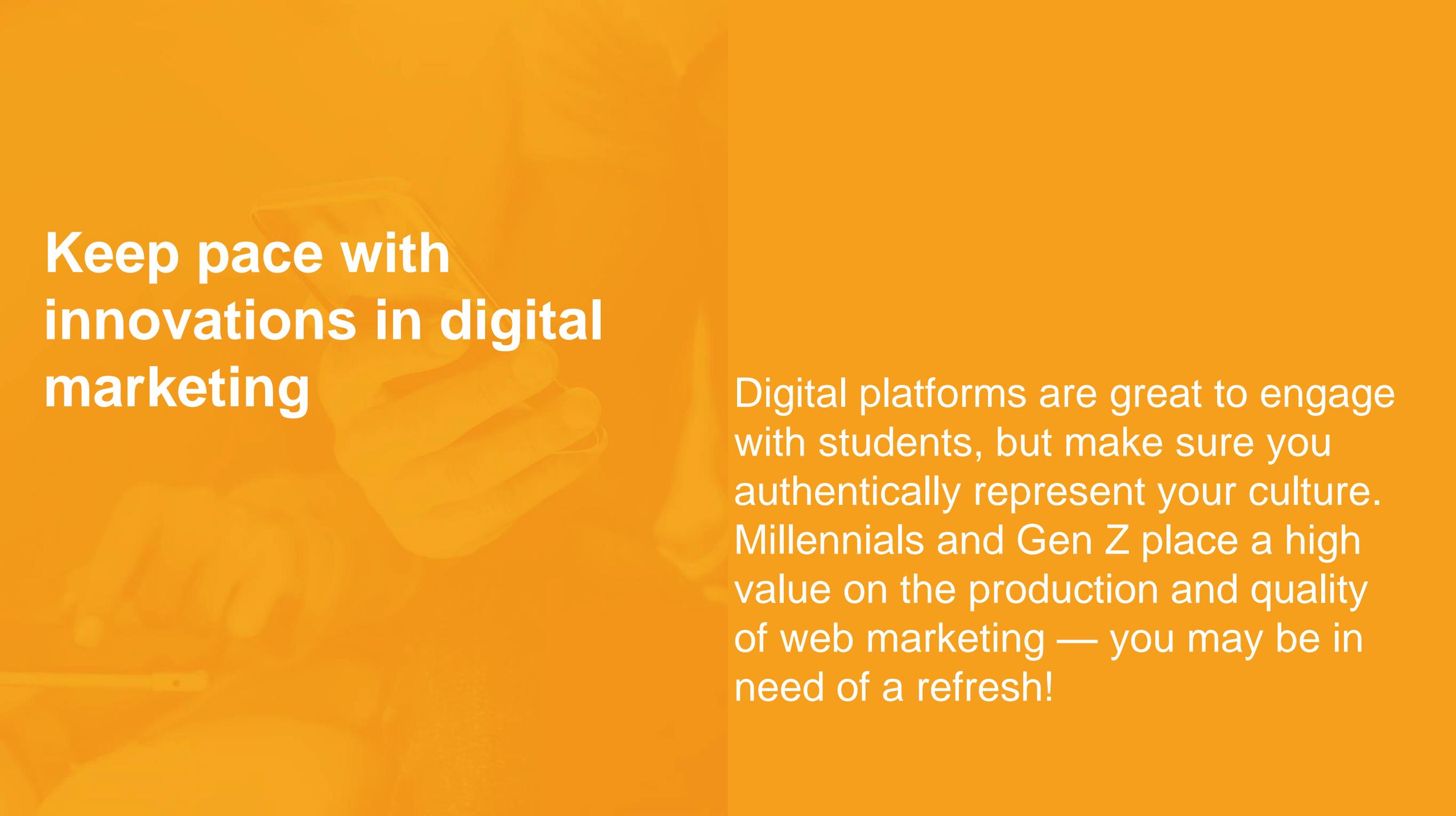


Career Guide: Vehicle & Equipment Finance
Student jobs and graduate jobs site for Canadian students and new graduates seeking internships, entry level jobs & summer jobs in Canada.
talentegg.ca

👍 1 ❤️

 **TalentEgg.ca** @TalentEgg · Feb 7
Love Labatt? Now you can work for them! Internships are open across Canada. Take a

Considering a Healthcare Career Path?

A hand holding a smartphone against a warm orange background. The hand is positioned in the center-left of the frame, with the phone held in a way that the screen is visible. The background is a solid, warm orange color with a subtle, faint pattern of a hand holding a phone, creating a layered effect.

Keep pace with innovations in digital marketing

Digital platforms are great to engage with students, but make sure you authentically represent your culture. Millennials and Gen Z place a high value on the production and quality of web marketing — you may be in need of a refresh!

● Decoding the Gen Z Factor: Resourceful & Savvy



“I think your video series is a great and engaging way to get your brand more recognized by students.”

“Have you considered creating a Snapchat account to showcase your brand? Or Instagram stories? You could also try Facebook Live.”

“Sharing tips and relevant articles makes your Twitter feed interesting!”

● Decoding the Gen Z Factor: Resourceful & Savvy

● authenticity is magnetic



● Feature your employees

● unfiltered and real content



● High quality video

TalentEgg in 2018

NEW APPROACH TO DIGITAL MARKETING



**Video Job
Descriptions that
go beyond the
talking head**

[Job Description Video](#)

PASSWORD – TJX (in caps)

TalentEgg in 2018

NEW APPROACH TO DIGITAL MARKETING

Apply Now!



**Interactive,
engaging and
shareable content**
[20 Sec Social Media Clip](#)
Password TJX (in Caps)

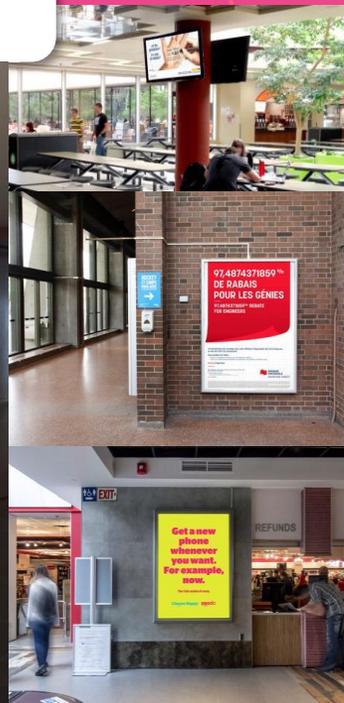
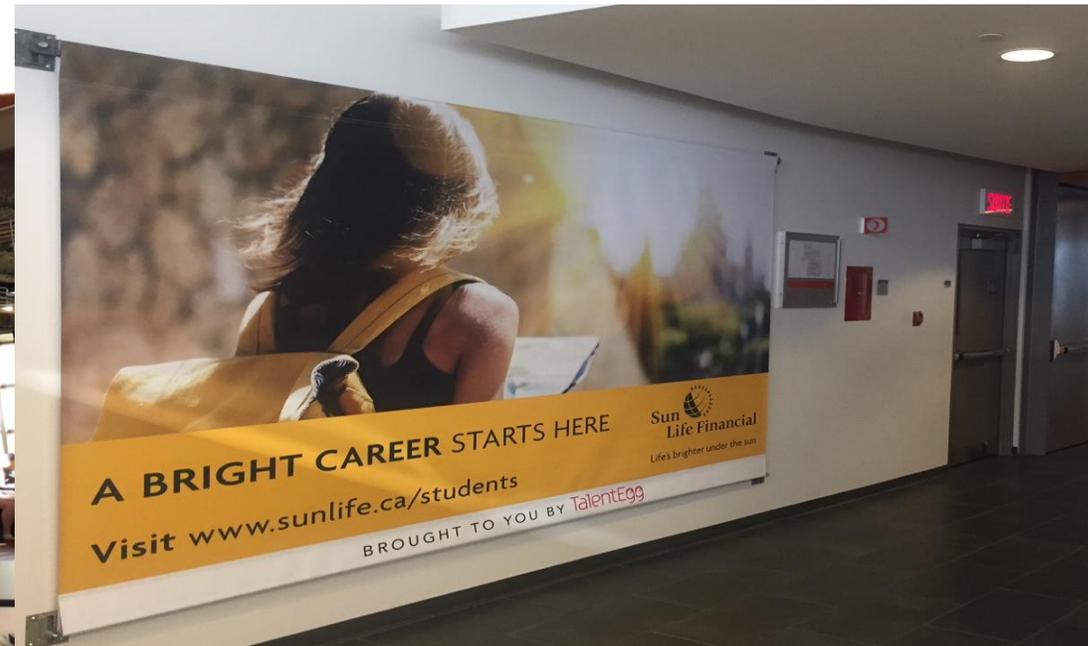
On Campus Marketing and Promotional Campaigns

Out-of-Home Place-Based advertising: bring your recruitment campaign and employer brand directly to students within their on-campus spaces

Decoding the Gen Z Factor: Resourceful/savvy



Over **70%** of students believe that **it's important for an employer to have a strong presence on campus**



GEOFENCED MOBILE MARKETING

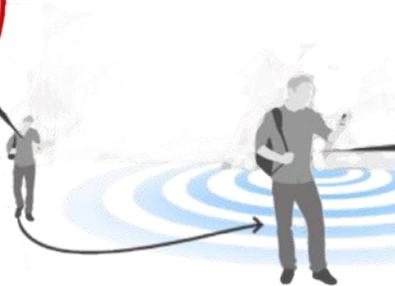
Bridge the physical and digital world by targeting geofenced place-based locations where students live, play and study.

Geofence a whole campus or target a specific building to amplify your employer value proposition, brand messaging and extend your reach, driving students online to engage with your employer brand and your postings for internships, co-op programs and entry level jobs. Measure clicks and brand engagement to prove mobile campaign ROI.

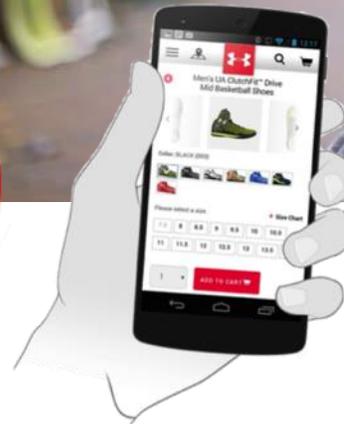
It's completely customizable!



1. USER IS VIEWING AN APP OR BROWSING THE MOBILE WEB OUTSIDE GEOFENCE



2. USER ENTERS GEOFENCE NEAR MURAL OR POI AND RELEVANT AD IS DISPLAYED WITHIN APP OR MOBILE SITE



3. USER CLICKS ON AD AND MOBILE CONTENT IS LOADED ON USER'S MOBILE DEVICE

● Decoding the Gen Z Factor: Influence and Campus Ambassadors



While this generation is as digital as ever, Gen Z is looking for advice with a human touch! While almost **50%** reported that they are **exclusively looking for career opportunities online** they value **face to face interactions**



63% said that they would be **very interested in participating in a student ambassador program**



**Invest in on campus
marketing, ambassador
programs or peer-to-
peer mentorship
networks**

Campus Ambassadors should be influencers who create an impact in their school communities. By partnering with leaders of student government, teams, and clubs, employers can expand their brand awareness in Canada's top educational institutions.

● Decoding the Gen Z Factor:

On the Job

Although they are fluent in the world of social media, text messages and email, Gen Z would much rather have genuine face time with higher-ups



Give your recruitment strategy a “human face” and initiate genuine connections with your candidates

Students and new grads are attracted to employers that share their personality and genuine organizational values, highlight their executives’ personal brands, and create opportunities for connection between employees.

Office Hours and Twitter Chats

VIRTUAL INFORMATION SESSION

- Is a 1-hour virtual chat on TalentEgg.ca that can be done from the comfort of your own desk
- Office Hours & Twitter Chats allows employers to field and answer questions, and engage with potential candidates



Office Hours with Bell

December 1st at 4 p.m. (EST)

Learn all about Bell's egg-ceptional internship opportunities!

Students – are you looking for a career-launching internship? On **December 1st at 4 p.m. EST**, we will be joined by Bell's experts. They'll be answering your career questions on their amazing opportunities, the application and interview process, their company culture, and more! Click the

Comment From Trevor - Career Co...

Jeremiah – the industry as a whole is growing! And, is not going anywhere. In fact, we added 12,000 positions to our workforce at the height of the last economic recession. Keep in mind that as new risks and perils emerge – think cyber, increased impact of extreme weather, or even the evolution of automated vehicles... the industry will need to continue to adapt and evolve to meet these needs. Often, this requires additional staff and expertise. That being said, need tends to be greatest for underwriters, claims professionals, actuaries, and brokers as these are the areas of the industry which have the greatest numbers of professionals working in them.



Office Hours with Northern Health

January 14th at 4 p.m. (EST)

Ready to hatch an egg-citing career in healthcare?

Join us for Office Hours with Northern Health on **January 14th at 4 p.m. (EST)** to learn about amazing career opportunities. They'll be answering your questions about the hiring process, available roles, and more. Sign up and submit and advance career question below!

[SIGN UP HERE](#)



Jeremiah asks:

"What career path offers the most growth potential?"

Office Hours with Grant Thornton

Office Hours with Grant Thornton An instinct for growth™

LIVE Send questions or comments

Comment From Yana Marakhova People & Culture Consultant, Attraction

Hi Raymond, majority of the networking happens in the 3rd and 4th year for most of the students. Not to worry, you won't be missing out on much!

via • 2 minutes ago

Comment From Raymond Kong

Would that mean that graduates who switched into accounting towards the later years of their studies be missing out on networking opportunities?

via • 2 minutes ago

Comment From Krista - Manager, Talent Attraction Operations at Grant Thornton

Hi Zachary, some of the most common mistakes we see applicants make year over year are spelling and grammar mistakes. These types of mistakes show a lack of attention to detail and make your resume look sloppy. Surprisingly enough, another common mistake we see are applications addressed to other firms. Ensure that you take the time to review your application and tailor it to each organization you are applying too. Your resume is often the first time we are 'meeting you' and you want to ensure that you stand out from the crowd!

via • 3 minutes ago

[LEARN MORE ABOUT GRANT THORNTON →](#)

LIVE: Office Hours with Career Connections

Office Hours with Career Connections

broker of Loss Adjuster, I'd invite you to do a little bit of research and further networking to determine which role might be a good fit for who you are and what you are looking for in your career. Chances are, there is a role with your name on it in the insurance sector!

via • about an hour ago

Jeremiah asks:
"What career path offers the most growth potential?"

TalentEgg's new Video Interviewing Services offer screening services while providing face time with candidates, improving diversity, transparency & efficiency



Application responses

Project ID: CV178115 [DUPLICATE PROJECT](#) [RETURN TO PROJECTS](#)
[VIEW SCREENING ROOM](#) [EDIT VIDEO APPLICATION PAGE](#)

TalentEgg
Company: TalentEgg Inc. Position: TalentEgg Contributor (Article/Editorial Writer) Deadline: November 24th, 2017

Tags
Enter tags...

4 Responses	0 Needs review	4 Reviewed	2 Shortlisted
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Search by name or keyword [SHARE CANDIDATES](#) [CANDIDATE LIST .CSV](#)
[SELECT ALL](#) [DESELECT ALL](#) [ADD TO SCREENING ROOM](#) [EXPORT TO LIST](#)

[CLEAR](#)
Filter: All Shortlisted
Sort: Scorecard Keywords AI score

mark Que 84% VIEW ANALYZE	Inna Kakoian 49% 25% 77% VIEW ANALYZE	Shaan Jessa 55% 38% 82% VIEW ANALYZE	Deven Knill VIEW ANALYZE
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Project details

Question	Response limit	View this video for more information.
1. Why are you interested in working for TalentEgg and why do you think you'd be a good fit?	60 seconds	
2. What relevant research and writing experience do you have and how will that help us communicate to our	60 seconds	

● Decoding the Gen Z Factor:

Recruiting Gen Z

transparency

social impact

mentorship

Highlight potential career paths

Questions?



Mary Barroll

President

mary@talentegg.ca

TalentEgg
hatching student & grad careers