

New Brunswick's Repatriation Program

FAQ...

What is Repatriation?

Repatriation is the process of returning persons to their place of origin. For the New Brunswick Government, it means attracting former New Brunswickers home.

Why repatriate former New Brunswickers?

All New Brunswickers are key to assisting the province develop a dynamic, prosperous economy. Former New Brunswickers represent a large skilled labour pool, thus an emphasis is being placed on communicating with them, promoting NB's current living and working environment and the many career opportunities at home.

Who is responsible for the Program?

The Department of Business New Brunswick (BNB).

What is the Repatriation Program promoting?

NB careers online. The Repatriation Program centres on a Web site, providing information on living and working in NB, supported by a bank of career opportunities. CareerBeacon.com has been contracted to provide Web site support to advertise career opportunities.



Promotion of Program to former New Brunswickers

- The Repatriation Program will be officially launched in the New Year. On launch day, the Web site address will be unveiled and communicated to all New Brunswickers.
- Following the launch, an Outreach Program involving government officials and NB employers will promote NB's Repatriation Program to former New Brunswickers in six strategic locations across Canada.

Promotion of Program to NB employers

- The Minister of Business New Brunswick, Norman Betts, sent a letter to 2200 NB employers on December 16, 2002 promoting the Program and the opportunity to participate.
- You can assist in promoting the Program by informing NB employers of the opportunity to enhance their existing recruitment efforts by advertising their career opportunities on the Repatriation Web site. The Repatriation Program will be backed by a well-publicized, well-focused marketing campaign that will drive career seekers to the site.
- You can also inform NB employers of the opportunity to participate in the Outreach Program, an officially led tour across Canada to talk to former New Brunswickers about living and working in New Brunswick.

Career Postings

- *When:* employers can start posting career opportunities now through CareerBeacon.com.
- *Discount:* this Program invites all NB employers to participate; in addition, a career posting discount will be offered for the first two postings for employers with sales of under \$10 million in the following sectors: manufacturing, processing, selected services, resources, tourism, universities and research institutes.
- *Cost:* the cost of a career posting is \$375 for a 60 day exposure.
- *Corporate Profile:* For companies in continuous recruitment mode, there is an option to purchase a corporate profile which gives a company unlimited postings.

Contact Information

- **CareerBeacon.com:**
 - post jobs or purchase corporate profile: nbjobs@CareerBeacon.com or 1-877-862-5627
 - visit: www.CareerBeacon.com
- **Outreach Program:**
 - Shannon Ker (506) 453-2694, for service in English
 - Edith Davis Robichaud (506) 453-2850, for service in French
- **Other inquiries:**
 - Andrea Richard Johnstone, Marketing Manager, BNB andrea.richard@gnb.ca.