



# Partnership Presentation

09.12.17





## **Leadership Summit Priorities**

- 1- Advocacy / United Voice**
- 2- Industry Image / Career Awareness**
- 3- HR / PEOPLE**
- 4- Value Proposition**
  
- 5 – Change your name**



# **The Building Material Council of Canada (BMCC)**

represents **2,400** member merchants and their suppliers.

But as a national organization has never acted collectively as a group.



In 2016 we voted to take action and implement our vision to represent the industry in the public place, especially at the federal government level, while proactively addressing national issues.





# Initial National Initiatives





1.

# Advocacy

- Partnering with an Ottawa based Government Relationship firm
- Will work to lobby the government on issues of importance to our industry
- An on-going commitment to speak with a national voice



2.

# National Career Website

[www.buildingsupplycareers.com](http://www.buildingsupplycareers.com)

- The creation of a single website that speaks to all the opportunities, options and career paths available.
- It will house videos, industry information, and content of interest to those we are trying to attract.



BMCC  
BUILDING MATERIAL COUNCIL OF CANADA

Home **castle** GENTEK METRIE

*where will the building  
supply industry take you?*

MacBook Pro

BMCC

*where will the building  
supply industry take you?*



# Social Media

BMCC





## Social Media Campaign

- To drive awareness of the industry and promote younger people to consider this career path
- To dissuade the misconceptions surrounding the building supply industry.
- Promote and highlight job opportunities of all levels, and to create a national and united voice for the building supply industry.



# First Ideal Target Demographic

**18-25 year-olds**

Individuals who have likely graduated high school, and or college.



# Secondary Target Demographic

**40-45 year-olds**

Parents of teenagers or young adults.



# Third Target Demographic

**Educators and career guidance figures.**

By targeting those who have the ability to influence and career decisions and knowledge of young adults.



# Platforms





# Social Media Content

Useful industry related facts

Did you know facts

Career facts and figures

Earning potential

Infographics of the industry specific data

Animated graphics

**Video testimonials with real industry professionals/employees**




**Building Supply Fact #43**

**There are over 1,200 industry jobs ready to be filled right now**




Like Following Share ...
Watch Video Message

 January 9 · 🌐

Strategy first. Always.

**Building Supply Fact #43**


**There are over 1,200 industry jobs ready to be filled right now**



Like Comment Share

1


Write a comment...

 January 5 · 🌐

This is a student made spec spot for Adidas. Beautiful filmmaking! Give this kid a job!!! <https://www.youtube.com/watch?v=gXfLI3qYy0k>

**Adidas – Break Free**

[www.eugen-merher.com](http://www.eugen-merher.com) Cast Jens Weisser, Herman Van Ulzen, Anja Karmanski, Hiltrud Hauschke, Daniel Hubertus Crew Director / Script – Eugen Merher Producer – ...



YOUTUBE.COM




Like Comment Share

Other in Moncton, New Brunswick

Community See All

- Invite your friends to like this Page
- 629 people like this
- 607 people follow this
- Dave Robichaud and 67 other friends like this

People Also Like

-  **3plus Corporation**  
Market Research Consultant Like
-  **Maria Panopolis**  
Public Figure Like
-  **Venn Innovation**  
Locality Like

Other in Moncton, New Brunswick

English (US) · Français (France) · Español · Português (Brasil) · Deutsch +

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**Did You Know?**

**Most Hardware Store Managers started out at an entry level position right out of school**

**BMCC**  
BUILDING MATERIAL COUNCIL OF CANADA

Like Following Share ...
Watch Video Message

January 9 · 🌐

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**Career Facts**

**There are hundreds of jobs at every level within the building supply industry right now.**

**BMCC**  
BUILDING MATERIAL COUNCIL OF CANADA

Like Following Share ...
Watch Video Message

January 9 · 🌐

Strategy first. Always.

**Career Facts**

**There are hundreds of jobs at every level within the building supply industry right now.**

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Facebook interface for the page "Razor Creative is now: Brainworks Razor".

**Page Header:** Razor Creative is now: Brainworks Razor

**Profile:** Razor Creative is now: Brainworks Razor (@Cut.through)

**Navigation:** Home, About, Photos, Videos, Events, Posts, Community, Create a Page

**Post 1 (January 9):** Strategy first. Always. Watch Video Message

**Post 2 (January 5):** This is a student made spec spot for Adidas. Beautiful filmmaking! Give this kid a job!!! <https://www.youtube.com/watch?v=gXfLI3qYy0k>

**Video:** Adidas – Break Free  
www.eugen-merher.com Cast Jens Weisser, Herman Van Ulzen, Anja Karmanski, Hiltrud Hauschke, Daniel Hubertus Crew Director / Script – Eugen Merher Producer – ...

**Right Sidebar:**

- Other in Moncton, New Brunswick
- Community: See All
- Invite your friends to like this Page
- 629 people like this
- 607 people follow this
- Dave Robichaud and 67 other friends like this
- About: See All
- (506) 382-4200
- Typically replies within a few hours Send Message
- www.razorcreative.com
- Other · Advertising/Marketing · Professional Service
- People Also Like: 3plus Corporation, Maria Panopalis, Venn Innovation
- Other in Moncton, New Brunswick
- English (US) · Français (France) · Español · Português (Brasil) · Deutsch
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3.

## Next Phase







3.

## Free National Job Board & Platform

- The website will also house a single, national online job board where everyone can post and promote careers.



- Powered in partnership with Alongside



# National Job Board

BMCC BUILDING MATERIAL COUNCIL OF CANADA

JOB BOARD CONTACT GETAKIT.FUND

CREATE JOB










Welcome to the new BMCC Job Board

alongside

CREATE JOB

BMCC BUILDING MATERIAL COUNCIL OF CANADA

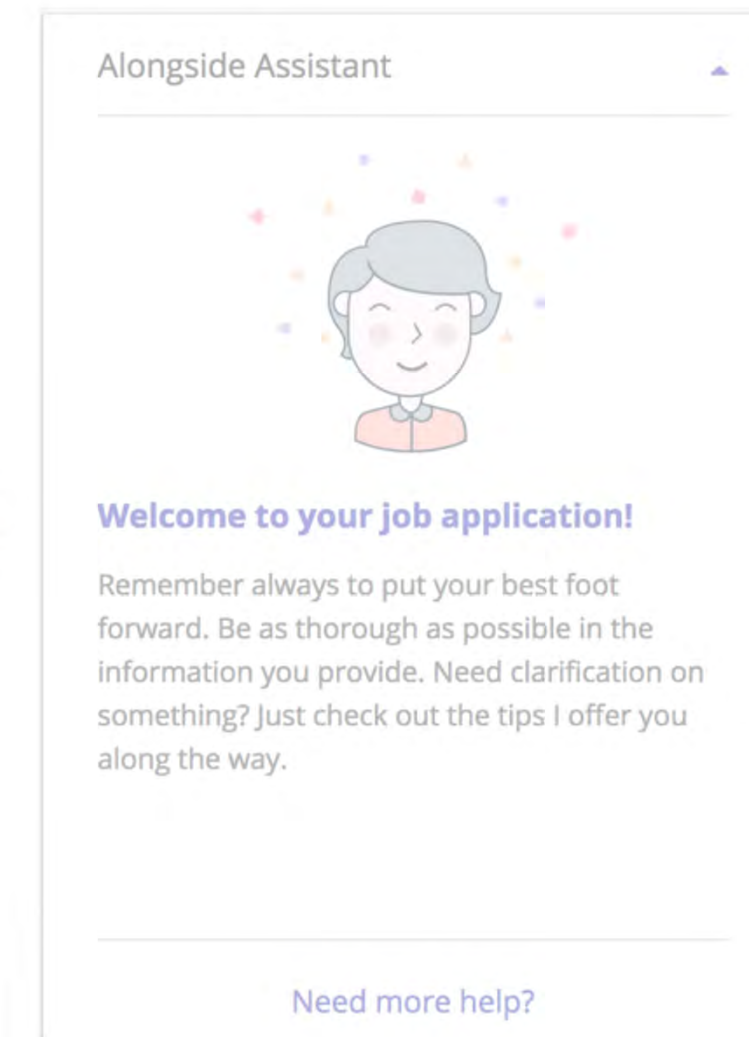
## All Jobs


	<b>An ambitious and talented Senior PHP/Wordpress Full Stack Web Developer who is inspired by the game-changing future of blockchai</b> Blockgeeks   Toronto, ON   Jun 15	<a href="#">VIEW JOB</a>
	<b>Scrappy Tech Sales Hustler</b> HigherMe   Toronto, ON   Jun 15	<a href="#">VIEW JOB</a>
	<b>Full Stack Developer</b> 360insights   Whitby, ON   Jun 13	<a href="#">VIEW JOB</a>
	<b>Digital Project Manager</b> Hifyre   Hamilton, ON   Jun 13	<a href="#">VIEW JOB</a>
	<b>Backend / API Engineer</b> Manifold   Halifax, NS   Jun 13	<a href="#">VIEW JOB</a>
	<b>Digital Media Account Executive</b> ROI Relations Inc.   Toronto, ON   Jun 5	<a href="#">VIEW JOB</a>
	<b>Senior Software Engineer</b> Achievers   Toronto, ON   May 31	<a href="#">VIEW JOB</a>
	<b>Customer Success &amp; Community Feedback Intern / Seasonal</b> CareGuide   Toronto, ON   May 31	<a href="#">VIEW JOB</a>
	<b>Junior / Intermediate Web Developer</b> Trellis   Toronto, ON   May 30	<a href="#">VIEW JOB</a>



## OUR VISION

To connect employers with job seekers through the world's most user-friendly, intuitive and intelligent online recruitment platform.

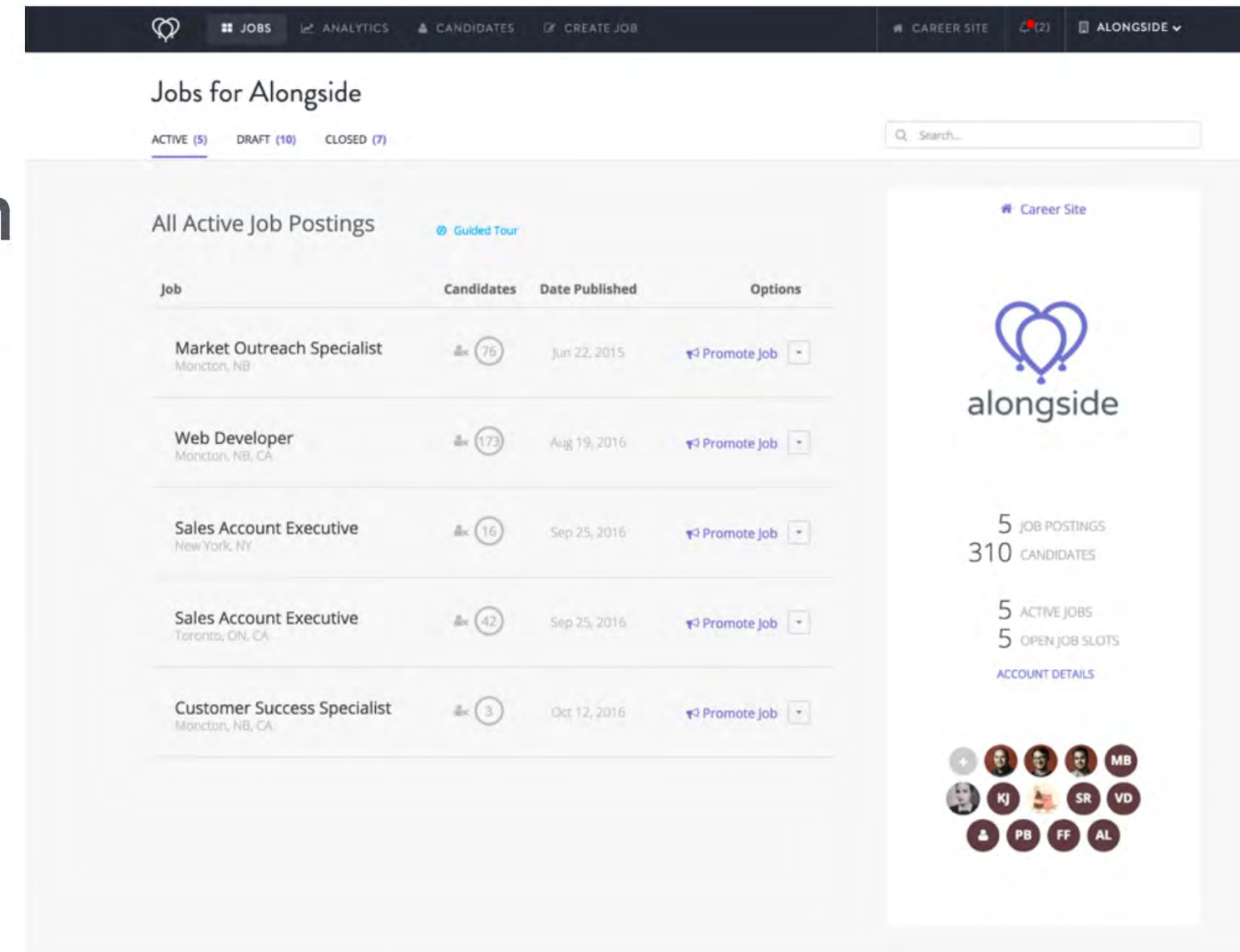


 [angel.co/alongside](https://www.facebook.com/angel.co/alongside) [www.alongside.com](http://www.alongside.com)



## Applicants Tracking System

Alongside allows recruiting managers to easily create job postings, track and screen candidates, share workflows with hiring team members, communicate with job seekers as well as track overall performance of activities related to hiring.







JOBS

CANDIDATES

ANALYTICS

CREATE JOB

CAREERS PAGE



MIRGE

# Director of Marketing and Communications New York, NY, USA

POSTING

QUESTIONS

PROMOTE

SHARE

SETTINGS

Last edit was 3 weeks ago by Yves Boudreau

Live

Promote

## Job Title

Director of Marketing and Communications

## Job Location

New York, NY, USA

Can work remotely

## Job Description

This is where you tell candidates about your company and job opportunity.

**B I** [List, Bullets, Indent, Outdent, Link, Unlink]

Reporting to the CEO, the Director of Marketing will drive customer engagement and acquisition. Are you are data-driven, resourceful and full of creative ideas to connect with online audiences? Do you understand the conversion funnel and are looking for an exciting challenge at a growing company? We want to hear from you!

We need someone who can reach a broad audience – you champion our brand voice and steward our messaging. You love strategy and process but you also love telling stories that drive action. Ultimately you know how to move initiatives forward.

## Responsibilities

List the responsibilities associated with the role.

**B I** [List, Bullets, Indent, Outdent, Link, Unlink]

### Alongside Assistant



Writing a great job posting can be challenging. Here are a few tips to get you started.

[Job Title](#)

[Job Location](#)

[Job Description](#)

[Responsibilities](#)

[Qualifications](#)

[Additional Information](#)

[Core Skills](#)







JOBS

CANDIDATES

ANALYTICS

CREATE JOB

CAREERS PAGE



MIRGE

# Director of Marketing and Communications New York, NY, USA

POSTING **QUESTIONS** PROMOTE SHARE SETTINGS

Live

Promote

## Ask Candidates Questions

Need to know more? Select your question type below and then enter your actual question and away we go!

<b>Short Answer</b> 	<b>Long Answer</b> 	<b>Yes/No</b> 	<b>Multiple Choice</b> 
-------------------------	------------------------	-------------------	----------------------------

- Do you have a valid driver's license?  
*Yes/No (Mandatory)*
- How would you coworkers describe you?  
*Short Answer (Optional)*
- Are you fluent in Spanish?  
*Yes/No (Mandatory)*

## Alongside Assistant



Select your question type(s) below and start learning more about your candidates.

[Short Answer](#)

[Long Answer](#)

[Yes/No](#)

[Multiple Choice](#)

[Need more help?](#)





Sales Account Executive New York, NY

[POSTING](#)
[QUESTIONS](#)
[PROMOTE](#)
[SHARE](#)
[SETTINGS](#)

Live
Promote

[My Favorites](#)
[Recommended](#)
[Popular](#)
[Niche](#)

Your Price \$135.37

Details Add To Cart

Your Price \$572.94

Details Add To Cart

Listed \$340.48 Your Price \$272.11

Details Add To Cart

Listed \$150.44 Your Price \$136.74

Details Add To Cart

Listed \$682.33 Your Price \$490.89

Details Add To Cart

Your Price \$540.12

Details Add To Cart

Alongside Assistant

Promoting your job on **popular** and **niche** job boards is the most reliable way to get candidates. Job boards might seem expensive, but the price of trying other strategies and the cost of a bad hire is much more expensive.

Promoting on these different boards can take up some valuable time. That's why we do all of the posting for you. Just select the best boards for you, we'll do the work and you'll start receiving candidates soon!

[Need more help?](#)







### Candidates for Director of Marketing and Communications -

65 NEW	0 SHORTLISTED	0 DISQUALIFIED	0 HIRED	65 ALL
-----------	------------------	-------------------	------------	-----------

Bulk Actions Add Candidates

Candidate	Last Job	Rating	Votes	Stage
<b>William Culver</b> Chicago, IL, USA Applied: 2017-04-18		●	0 1	New
<b>Melody Konderwich</b> Albany, NY, USA Applied: 2017-04-18	Admin CHV Jul 2012 to Apr 2017	●	0 0	New
<b>Kyla James</b> New York, NY, USA Applied: 2017-04-18		●	0 1	New
<b>Donald Jafar</b> New York, NY, USA Applied: 2017-04-18		●	0 1	New
<b>Mike Kauffman</b> Albion, NY Applied: 2017-04-18	Loss Mitigation Specialist/Customer Assistant Specialist JP Morgan Chase Oct 2011 to Jul 2015	●	0 0	New
<b>Stephanie Caraballo</b> Bronx, NY, USA Applied: 2017-04-18		●	0 1	New
<b>Christina Williams</b> Forest St, East Hartford, CT 06118, USA Applied: 2017-04-18	Shift Supervisor CVS Pharmacy Nov 1999 to Current	●	0 0	New
<b>Chasidy Bumbaugh</b> Greencastle, PA Applied: 2017-04-18	Receptionist Eagle Eye Media Aug 2016 to Current	●	0 0	New

Filters [Reset Filters](#)

Search...

- Filters
- Rating
- Messaged Candidates
- Shared Candidates
- Skills
- Tags
- Language
- Education
- Liked By
- Country
- Questions

[Need more help?](#)







JOBS

CANDIDATES

ANALYTICS

CREATE JOB

CAREERS PAGE



MIRGE

# Analytics

Jobs to Display

All Active Jobs

Period of Candidates

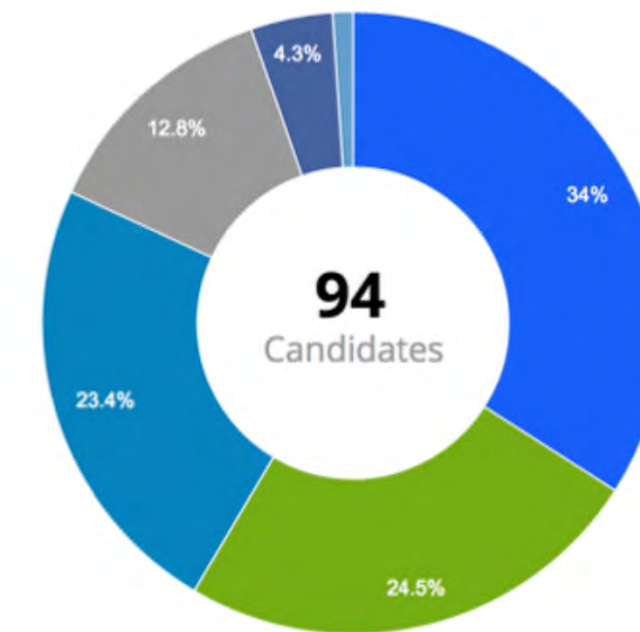
to

Update

All Time | Last 30 Days | Last 7 Days | Year to Date

## Source of Candidates

Source	Candidates
Indeed	32
Glassdoor	23
LinkedIn	22
Other ?	12
Facebook	4
Twitter	1



## Candidate Flow

Source	Applications	Shortlisted	Contacted	Phone Screened	Interviewed	Job Offered	Hired	Not Qualified	Withdrawn
Facebook	4	0	0	0	0	0	0	0	0
Glassdoor	23	0	0	0	0	0	0	1	0
Indeed	32	1	1	0	2	0	1	3	0
LinkedIn	22	0	0	0	0	0	0	0	0
Other	12	0	0	1	0	0	0	0	0
Twitter	1	0	0	0	0	0	0	0	0
<b>Total</b>	<b>94</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>0</b>





# Summary of Activities

Advocacy – Development of a Strategy  
Launch an exciting new National Career Website  
Develop and Execute Social Media Campaign  
Integration of National Job Board with HR Recruitment Tools





# National Strategic Partnership



The

BMCC



BUILDING MATERIAL COUNCIL OF CANADA

**National Strategic Partnership**

is that voice.



Stakeholders who share the vision of the organization come together to support and fund national initiatives.

**When the industry grows and succeeds,  
so too will all its members.**



When you INVEST in the Partnership you **become a leader**  
in the growth and success of our industry.

You take part in the dialogue and actions that directly  
contribute to creating the **best possible climate** for all of us.



A stack of wooden planks is shown on the right side of the image, with a red banner overlay on the left. The banner contains a white maple leaf icon and the text "Partnership Levels".

 **Partnership Levels**





1.

# Emerging

- Designed for regional players who **believe in the big picture** and are interested in helping on a grand scale.





1.

# Emerging

- \$5,000 Annually





2.

# Legacy

- Small to medium national organizations who understand that **together we can make a difference.**





2.

# Legacy

- \$15,000 Annually





3.

# Founding

- Large National organizations who through their leadership **help drive the national agenda.**





3.

# Founding

- \$25,000 annually





# Summary



**When the industry grows and succeeds,  
so too will all its members.**



# Your support will enable:

A stronger voice

Attract more people to our the industry

Educate about career opportunities

Enable a stronger future for all of us



# We Have our First 4 Founding Level Partners:





**Thank You!**

**BMCC**   
BUILDING MATERIAL COUNCIL OF CANADA