

## **City wants to promote local employers in a hiring mode during the COVID-19 pandemic**

(Penticton, BC – April 15, 2020) – COVID-19 has had a huge impact on employment in communities, but it's not all layoffs. Certain companies are needing to hire to meet the unique needs for services and goods required. The City of Penticton's Economic Development Department have launched an initiative to showcase these roles. Using their regional online job posting service, StartHereOkanagan.com, the City invites local businesses to post their vacant positions with a unique COVID-19 Hiring tag that will filter and feature these jobs on a specific webpage created for this purpose.

Economic Development Specialist Andrew Kemp says, "We want to help our businesses hire quickly in these challenging times. The community is disrupted in many ways right now as we encourage people to stay home as much as possible. Helping to ensure that essential services and goods are available to people is critical."

StartHereOkanagan.com is an online job listing service provided free of charge to job seekers and local employers. Initially started as a tool to support employers hiring beyond the local community it has become a very effective resource for hiring locally as well. The site aggregates listings from major job listing services such as Indeed and Neuvoo as well as allowing employers to create company profiles and showcase their workplace culture & opportunities. Over 220 regional employers have profiles on the site. On March 12th an in-person Job Fair was held at the Penticton Trade & Convention Centre to bring together local talent with employment opportunities.

The Economic Development Department is reaching out to business groups and as well as employers directly to spread the message about this initiative.

Kemp's goal is to get all the jobs posted as soon as possible. "If you have immediate hiring needs right now, please add your postings to the StartHereOkanagan website. If you need help doing so, we are available to support you. We want to promote your open positions – but we need you to tell us who you are looking for."

The Economic Development Department urges people to use the COVID-19 job type tag for any vacancy that needs to be filled urgently right now. Employers can go straight to the website and upload their postings or they can contact Jennifer Vincent in the Economic Development department

at [jennifer.vincent@penticton.ca](mailto:jennifer.vincent@penticton.ca). As jobs are posted, they will be featured on the website at [www.starthereokanagan.com/covid-hiring](http://www.starthereokanagan.com/covid-hiring).

-30-

**Contacts:**

Andrew Kemp  
Economic Development Specialist  
City of Penticton  
250-490-2590

Philip Cooper  
Communication Manager  
City of Penticton  
250-490-2583