

incoming investors. My morning coffee break at Caffè Artigiano serves two objectives: meeting with a colleague from Export Development Canada to discuss areas for partnership and collaboration; and satisfying my craving for a soy latte. In Vancouver, coffee shops tend to be an extension of the boardroom. We are a busy regional office, with regular high-level visits and engagements.

What are some of the highlights of your job?

One of the highlights of working in a regional office is that you have direct contact with

Canadian companies. In Ottawa, I had limited interaction with the business community. Most of my projects were internal and my clients were other government departments and agencies.

How do you like living in Vancouver?

Vancouver is bustling, with countless new restaurants and tapas bars waiting to be sampled. I can walk to major tourist attractions in about 20 to 30 minutes. Having one of the mildest climates in Canada, there are plenty of outdoor activities to try as well. I'm a part-time yoga teacher, so the thriving yoga industry is an added bonus for me.

Vancouver also has its disadvantages. It rains... a lot. Vancouver is also very expensive. My rent is approximately 50 percent more than what I was paying in Ottawa. Since regional offices are not considered formal postings, there is no cost of living adjustment to account for higher rent and real estate. And this is why some of my colleagues have chosen to live outside of the city, relying on long commutes via public transportation and carpooling. But when all is said and done, Vancouver is a pretty amazing place to work and play.

Department News

DFAIT Launches

"A Career Without Borders" Recruitment Drive

By Kyle Nunas, Communications Services (CMS), International Trade Communications Bureau

In September and October of 2007, more than 47 DFAIT officers descended on university campuses from coast to coast. They were part of a massive post-secondary recruitment campaign to promote career opportunities in international trade at DFAIT.

While the Department traditionally receives an impressive number of applications through this campaign, it's important to avoid being complacent in our fiercely competitive labour market. Companies are approaching students earlier than ever before. Whereas recruitment efforts previously targeted graduating students, today companies are approaching students earlier in their post-secondary careers, or even in high school.

Through consultations with students and recruits, the Department continues to promote employment opportunities in international trade across Canada. The Trade Commissioner Renewal Service Division (WTR) works with Human Resources and with the branches involved in international trade to help convey how our work makes a difference, is challenging and exceptionally diverse.

This year's recruitment drive extended beyond the FS recruitment exercise held in previous years to promote entry-level positions such as FS-01, CO-01 and ES-02 officers. The new approach gives potential candidates the opportunity to interact with experienced and newly recruited officers who are passionate about their work.

Nearly 50 officers—a mix of the CO, ES and FS professional groups from Headquarters and Regional Offices—conducted 75 information sessions at 50 universities and spoke to more than 2,500 students. In many cases, the officers were alumni of those universities. For this campaign, the Department placed an emphasis on First Nations recruitment, conducting three sessions specifically targeted to this group.

As part of the recruitment drive, DFAIT also revamped the careers section of its Web site (http://www.international.gc.ca/departement/service/trade_commissioner-en.asp), developed a new PowerPoint presentation and background material, and directed an e-mail campaign to more than 200 university contacts.

The Trade Communications Bureau (CSM) supported the recruitment drive with an advertising campaign and outreach to media. Advertisements ran in 30 campus newspapers and on the social networking site Facebook. Proactive media relations resulted in two articles. The *Globe and Mail's* Jane Taber noted in her weekly "Hot and Not" column on October 6, 2007, that DFAIT—which was deemed "hot"—had

become the first federal department to place advertisements in Facebook in support of its recruitment drive. Charles Ramsay of *Les Affaires* also wrote a piece on the Trade Commissioner Service.

We plan to continue refining our messages to further define DFAIT as a strong employer brand that offers "A Career Without Borders."

A Career Without Borders
Une carrière sans frontières

Applications must be received by October 16, 2007. Visit www.infoexport.gc.ca to apply.

Les candidatures devront nous parvenir au plus tard le 16 octobre 2007. Rendez-vous à www.infoexport.gc.ca pour poser votre candidature.

Foreign Affairs and International Trade Canada / Affaires étrangères et Commerce international Canada

Canada

Advertisement for the "A Career Without Borders" recruitment campaign