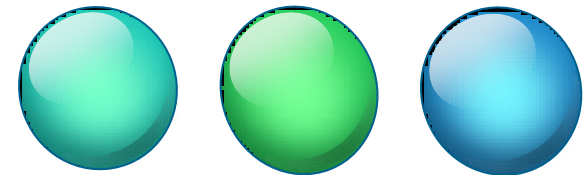




WorkBC

# Labour Market Services Research and Innovation Projects

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Last Update: June 6, 2012





- **WorkBC** - [www.workbc.ca](http://www.workbc.ca) your gateway to find jobs and discover your future career opportunities
- **JobFest** – Attend one of our planned events throughout communities of B.C. to access and learn about all our products and tools
- **Career Trek** – Watch our showcase of videos highlighting popular jobs within B.C.
- **Build a Career** – Use our Smartphone application featuring career suitability quiz to determine your career strengths
- **Job Trend Tracker** – Learn about the B.C. job outlook from 2010 to 2020 to support your career decisions
- **Career Explorers** – Take an excursion through careers in the regions of B.C. using our online game for youths
- **Boss Yourself** – Use our Smartphone application to challenge your skills and knowledge of what it takes to be your own boss



- ✓ Your gateway to labour market products and tools
- ✓ Find Jobs
- ✓ Post and Manage Job Postings
- ✓ Explore Careers and Industry Profiles
- ✓ Research Labour and Economic Trends
- ✓ Access Labour Market Programs
- ✓ Learn about Skills, Training, Funding



The screenshot shows the WorkBC website homepage. At the top left are the 'CANADA STARTS HERE' and 'BRITISH COLUMBIA' logos. The 'WorkBC' logo is prominently displayed in the center. Below the logo is a navigation menu with links for 'Jobs', 'Career Exploration', 'Education & Training', 'Statistics', 'Workplace Resources', 'Toolkit', and 'Help'. A search bar is located below the navigation menu, with a 'Search WorkBC' button and a 'Powered by Wavelength' note. A 'Live Chat Support' button is visible on the right side of the page. The main content area features a large banner for 'JOB FEST ROCK YOUR FUTURE' with a woman holding a ladder. Below the banner is a search bar with 'Find Jobs' and 'Advanced Search' buttons. At the bottom, there is a footer with various links and a 'Site Map | Contact Us | Disclaimer | Privacy | Accessibility | Copyright' notice.

- WorkBC ... the gateway to tools and products
- Integrated job search
- Google site search
- WorkBC News
- Live Chat
- Personalization
- Online Community
- Multilingual

The screenshot displays the WorkBC website interface. At the top, there are logos for 'CANADA STARTS HERE' and 'BRITISH COLUMBIA', followed by the 'WorkBC' logo. A navigation bar includes 'Jobs', 'Career Exploration', 'Education & Training', 'Statistics', 'Workplace Resources', 'Toolkit', and 'Help'. Below this is a search bar with the text 'Enter keyword to search WorkBC' and a 'Search WorkBC' button. A secondary search bar below it has 'Keywords...' and 'Location...' fields, a 'Find Jobs' button, and an 'Advanced Search' link. The main content area shows 'Search results for: Engineer Jobs' with 'Map' and 'List' view options. A list of results is shown, including 'Programmer, interactive', 'Power engineer (3rd Class...', 'Fourth-class power', and 'Drafting technologist'. A map of British Columbia is visible on the right, and a 'Refine Results' sidebar is on the far right. At the bottom, there is a footer with 'Occupation Quick Look: Sales Mngr' and 'Education: 3-4 years post-secondary education The average salary is: \$76,737'.

- ❑ BC Job Board including federal Job Bank
- ❑ Daily updates from common job boards
- ❑ Keyword, location and advanced search
- ❑ List and map view
- ❑ Filtering of Search Results
- ❑ Save results, email notification



# WorkBC

# Integrated Job Bank

The screenshot shows the WorkBC website interface. At the top, there are logos for Canada Starts Here and British Columbia, followed by the WorkBC logo. A navigation menu includes links for Jobs, Career Exploration, Education & Training, Statistics, Workplace Resources, Sign in, Find Jobs, and Post a Job. Below the navigation is a search bar with the text 'Enter keyword to search WorkBC' and a 'Search WorkBC' button. A secondary search bar is also visible with 'Keywords...' and 'Location...' fields and a 'Find Jobs' button. The main content area displays a job listing for 'Mechanical design engineer (Equipment design - must use auto cad)' at 'Accurate Fabricating Ltd., Surrey, British Columbia'. The listing includes details such as Job Posting Number (4244), NOC (Mechanical Engineers (2132)), Salary (\$40,000.00-\$60,000.00/Annually), Positions Available (1), and Type (Full-Time, Permanent). A 'Description' section provides further details on education, credentials, experience, languages, work setting, computer skills, and essential skills. A map shows the location of Accurate Fabricating Ltd. at 12875 - 88th Avenue, V3V0K3, Surrey. An 'Apply To' section includes an email address (hr@accuratefabricating.com) and a website URL (http://www.accuratefabricating.com).

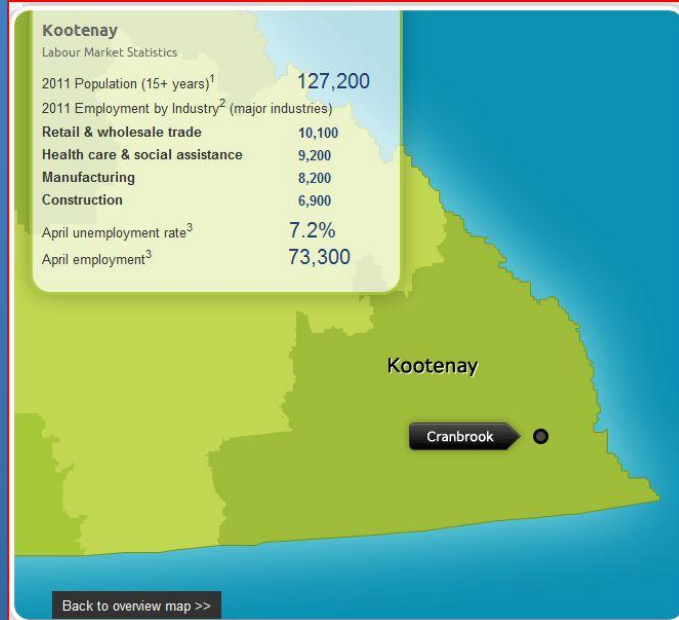
- ❑ Job Details and how to apply
- ❑ Location mapping
- ❑ Save jobs to personal workspace
- ❑ View statistics

The screenshot shows the WorkBC Career Profiles page for Bakers (NOC 6252). The page layout includes a top navigation bar with tabs for Jobs, Career Exploration, Education & Training, Statistics, and Workplace Resources. A search bar is prominently displayed with the text "Enter keyword to search WorkBC" and a "Search WorkBC" button. Below the search bar, the page title "Career Profiles Bakers 6252" is visible. The main content area is divided into several sections:

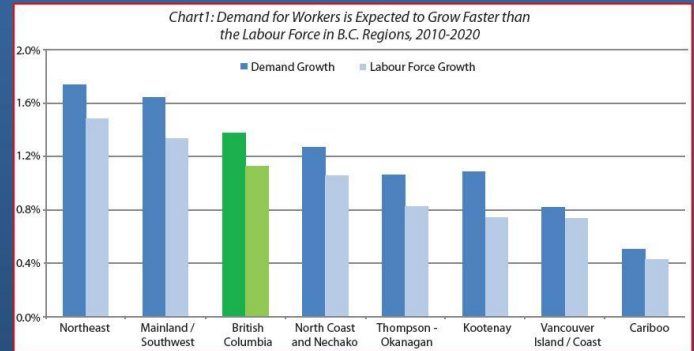
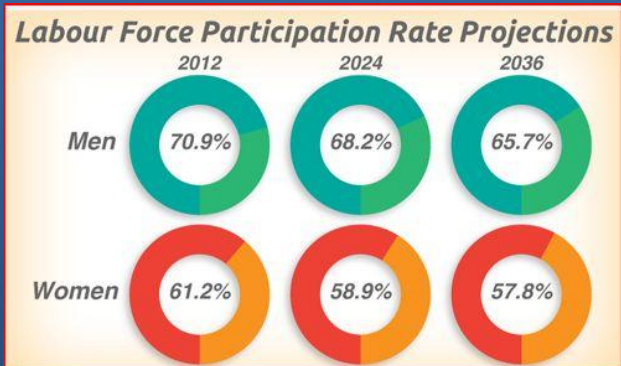
- Left Sidebar:** Contains navigation options like "Save", "Compare", "About the Career", "A Fast Look", "Duties", "Working Conditions and Qualifications", "Current Workforce", "Employment Prospects and Career Paths", "Related Occupations and Resources", "Career Trek Video", and "A Day in the Life".
- Main Content Area:**
  - Key Career Choice Factors:** Lists "Minimum education required" (Secondary school and apprenticeship program or completion of college program), "Salary" (Poor, 1 star), "Occupation Size" (Excellent, 5 stars), "Job Stability" (Below Average, 2 stars), and "Future Prospects" (Limited, 2 stars).
  - A Fast Look:** Provides a brief overview of the profession.
  - Some Occupations in this Group:** Lists related roles such as baker, baker apprentice, bakery supervisor, and head baker.
- Right Sidebar:** Features "Related Job Openings" with a listing for "Remote Fire Camp Baker needed, Clearwater" and "Career Trek" and "Bull Bakers" video thumbnails.

- ❑ Keyword search
- ❑ Browse careers
- ❑ Career overview - Duties, Skills, Salary, Education, employment outlook
- ❑ Access career videos
- ❑ Interviews focusing on a day in the life
- ❑ Compare profiles
- ❑ Save profiles



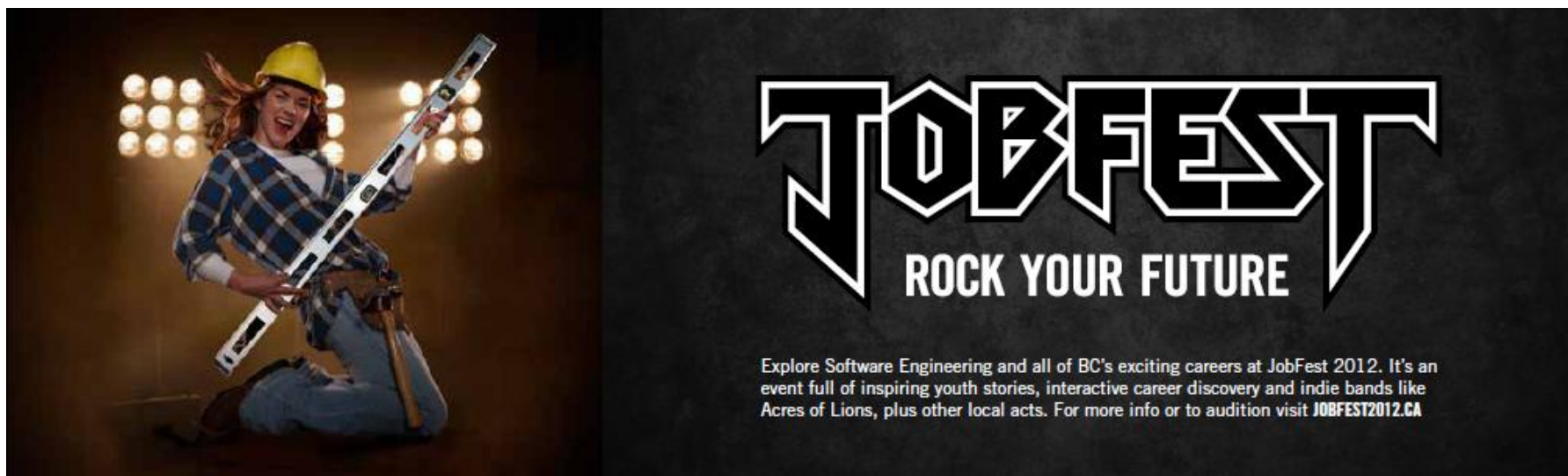


- ❑ Regional Outlook
- ❑ Future prospectus
- ❑ Key Economic Sectors
- ❑ Demand versus Supply indicators

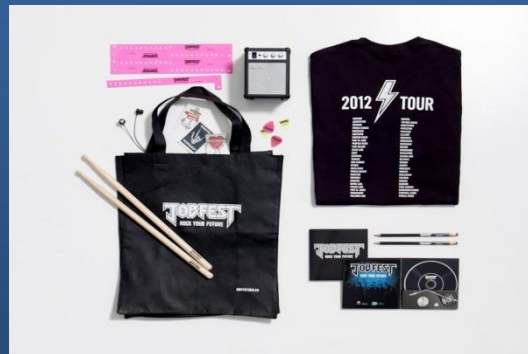
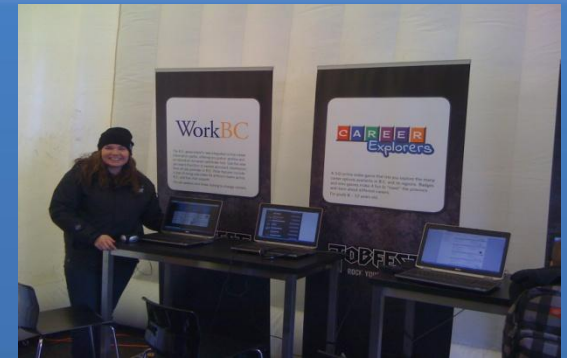
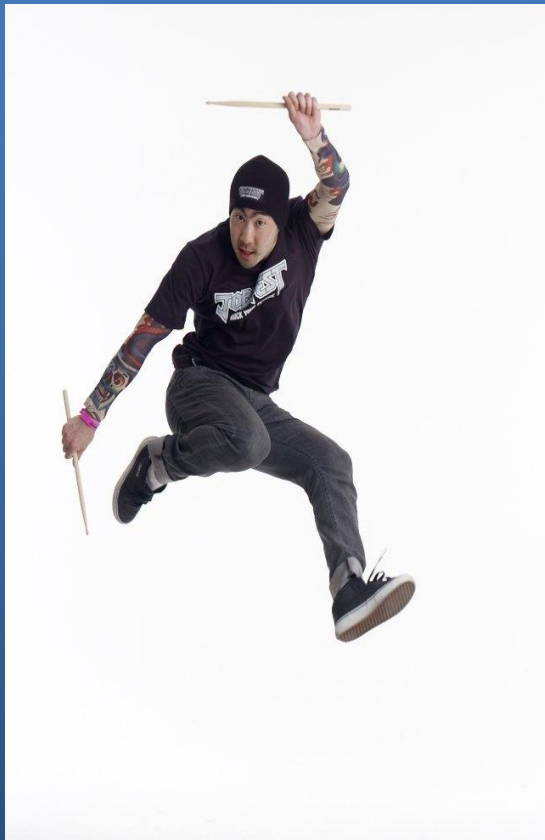




- ✓ Exhibition Event – North and South Tours
- ✓ Over 50 events across BC communities
- ✓ Rock theme targeted to youth 15 - 25
- ✓ Brings career information and resources to the community
- ✓ Peer to Peer delivery



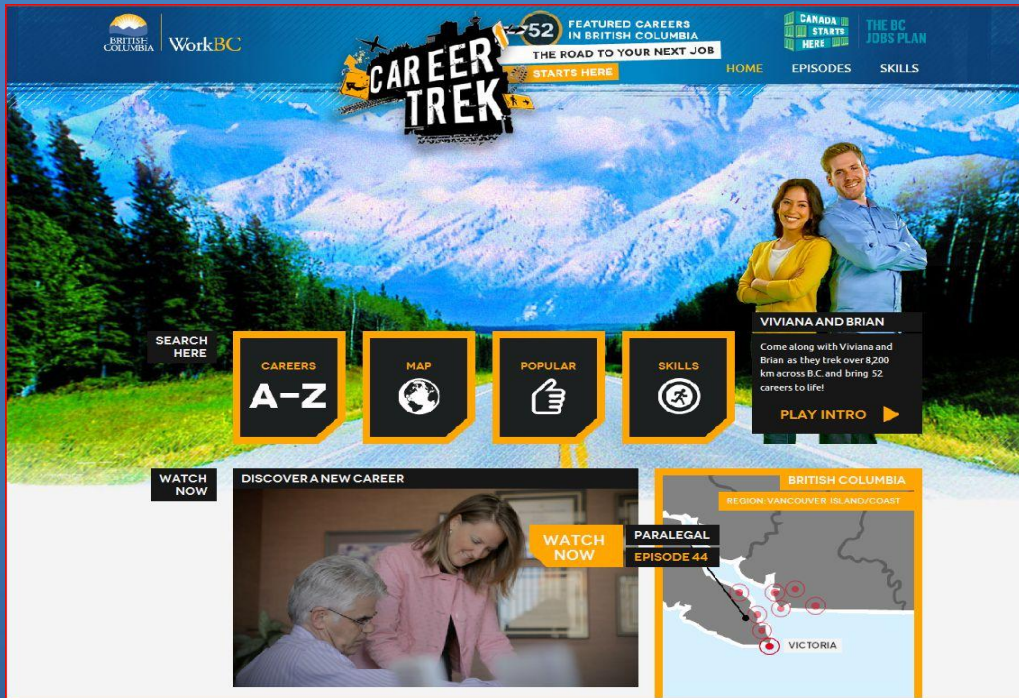
- ❑ JobFest ... Rock Your Future
- ❑ Community events to access products and explore your future
- ❑ Face to Face assistance with interests, Tool Access, Featured Speakers, Local Entertainment
- ❑ Event tailored to community culture
- ❑ Community Outreach





- ✓ Video cross section of BC jobs
- ✓ 52 – representative of different regions and 5 top careers within region
- ✓ Real day to day experience of what it is like to work in the career
- ✓ Filmed with persons working in the career within B.C.
- ✓ Features skills requirements



**Displayed:**

Careers sorted in alphabetical order.

Map locations where the videos were filmed.

Careers sorted by the number of times they were viewed.

Careers sorted in alphabetical order.

**Filters:**

- Search by job title or National Occupational Classification (NOC)
- Filter by salary
- Filter by field of work, e.g. Health, Tourism
- Filter by education required

- Filter by skills required

- ❑ Meet Viviana and Brian – your hosts
- ❑ Travel across BC regions to experience day in the life of the career
- ❑ Access by name, map, location, popularity skill

The screenshot displays the Career Trek website interface. At the top, there are logos for Canada Starts Here and British Columbia, along with the WorkBC logo. A banner for '52 FEATURED CAREERS IN BRITISH COLUMBIA' is visible. The main content area features a video player for 'BAKER NOC 6252' with a play button. Below the video, there is a description of the episode, which is filmed in Cowichan Bay, Vancouver Island/Coast. The description mentions a baker named Viviana who makes croissants and plans to open her own bakery. To the right of the video, there are statistics for employment trends, growth, unemployment rate, salary, and education. A sidebar on the right lists key skills for the occupation, including Clerical Ability, Detail-Oriented, Directive, Finger Dexterity, General Learning Ability, Innovative, Manual Dexterity, Methodical, Motor Coordination, Numerical Ability, Object-Oriented, Social, Spatial Perception, and Verbal & Written Comprehension.

BACK TO RESULTS

52 FEATURED CAREERS IN BRITISH COLUMBIA  
THE ROAD TO YOUR NEXT JOB  
STARTS HERE

HOME EPISODES SKILLS

KEY SKILLS

CLERICAL ABILITY

DETAIL-ORIENTED

DIRECTIVE

FINGER DEXTERITY

GENERAL LEARNING ABILITY

INNOVATIVE

MANUAL DEXTERITY

METHODICAL

MOTOR COORDINATION

NUMERICAL ABILITY

OBJECT-ORIENTED

SOCIAL

SPATIAL PERCEPTION

VERBAL & WRITTEN COMPREHENSION

SKILL DEFINITIONS

BAKER NOC 6252

EPISODE 42  
FILMED IN COWICHAN BAY, VANCOUVER ISLAND/COAST

A baker in Cowichan Bay demonstrates how she uses machinery and hand skills to make a variety of baked goods. Viviana makes croissants! The baker takes pride in baking products that make her customers happy. She plans to open her own bakery business.

EMPLOYMENT TRENDS: 2010-2020

EMPLOYMENT GROWTH

UNEMPLOYMENT RATE

SALARY: \$11K - \$33K

EDUCATION: 1 TO 2 YEARS POST SECONDARY

WORKFUTURES BC, C.A. NOC 6252  
GET THE FULL STORY

- Each episode provides a journey through the career
- Highlights key skills, employment trends, outlook, salary, education
- Related Occupations

- ✓ Create innovative and unique products that support a broad and diverse range of markets and access points
- ✓ Provide a single channel of access to showcase all products and tools
- ✓ Developed through business partnership and synergy with other branches and Ministries (BC Jobs Plan, Ministry of Social Development, Advanced Education, Small Business Branch, Service Canada)
- ✓ Focus group reviews and input to shape the product outcome
- ✓ Formal analytics
- ✓ Evaluation and Surveys
- ✓ On-going improvements based on feedback
- ✓ Products developed and launched during the time period of March 2011 – May 2012