

CAREER MARKETPLACE

USE CASE OFFERING OPPORTUNITIES



Lise Mignon, 49

Occupation: Manager

Employment Status: Indeterminate

Biography

Lise Mignon is confused by the platform, but wants to have a healthy and positive place to find new employees without fighting other departments for resources.

Goals & Expectations

- To find potential employees and keep an eye out for promising talent
- To have more candidates from the outset, hire as quickly and efficiently as possible
- To seek for candidates with "soft" skills in addition to their knowledge and experience
- To quickly and simply fill positions like deployments and micro-missions



Ana Godiva, 41

Occupation: Staffing Advisor

Employment Status: Indeterminate

Biography

Passionate about the hiring process and finding ways to make it easier for everyone.

Goals & Expectations

- For manager to know where to find staff quickly and easily, enable more horizontal movement across the government
- To find the best candidates for the position regardless of the platform and method staffing, while respecting legalities and the Government of Canada Values and Ethics Code
- To have Career Marketplace become an official hiring method for at-level mobility
- To see more data about successful matches on Career Marketplace

PHASES

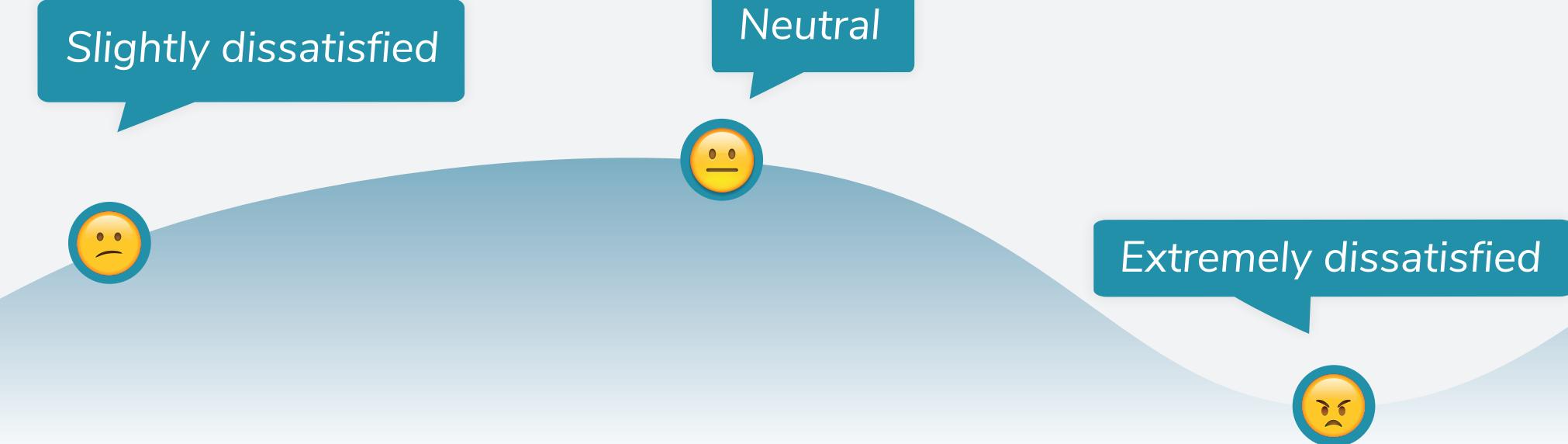
NAVIGATE TO CAREER MARKETPLACE

- Log in to, or create an account on GCcollab or GCconnex
- Navigate to the Career tab, and select Career Marketplace

OR click on a direct link

OPT IN & MANAGE NOTIFICATIONS

- Opt in:
- First time user:** Click "Opt in to Opportunities"
 - OR Returning users:** Opt in or edit opt in settings through "My Profile"
 - Select opportunities of interest
- Notifications
- In your "Account Settings" go to "Notifications"
 - Select the "Email" or "Site" boxes for CM (under Personal Notifications) to turn on notifications



ACTIONS

"Why are there two places to post (GCconnex and GCcollab)?"
 "Which one is more popular?"
 "Why is there two places to post?"
 "Do I duplicate my content to appear on both GCconnex and GCcollab?"
 "Not sure why we need to go here?"

EMOTIONAL EXPERIENCE

THOUGHTS/ QUESTIONS

GAINS

- Easy to find from top menu
- Everything is together in one place

PAIN POINTS

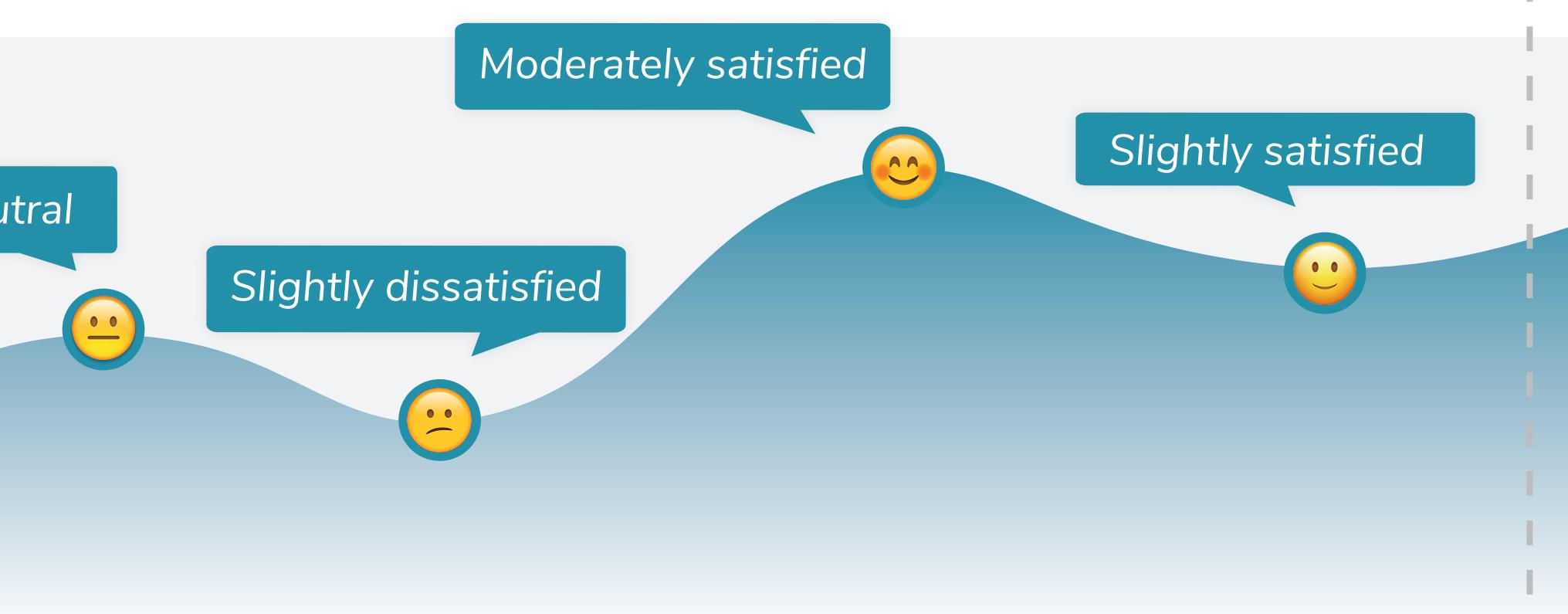
- Hard to follow
- Opting-in is confusing as a first time user. I don't know which ones to pick
- I get too many notifications
- There isn't enough options to manage my notifications

OPPORTUNITIES

- N/A
- Future Career Marketplace could have an onboarding module asking about goals
- Manager creates their own job/team/manager profile
- Regular stats reports related to specific opportunities
- Notifications for each application with link to their profile

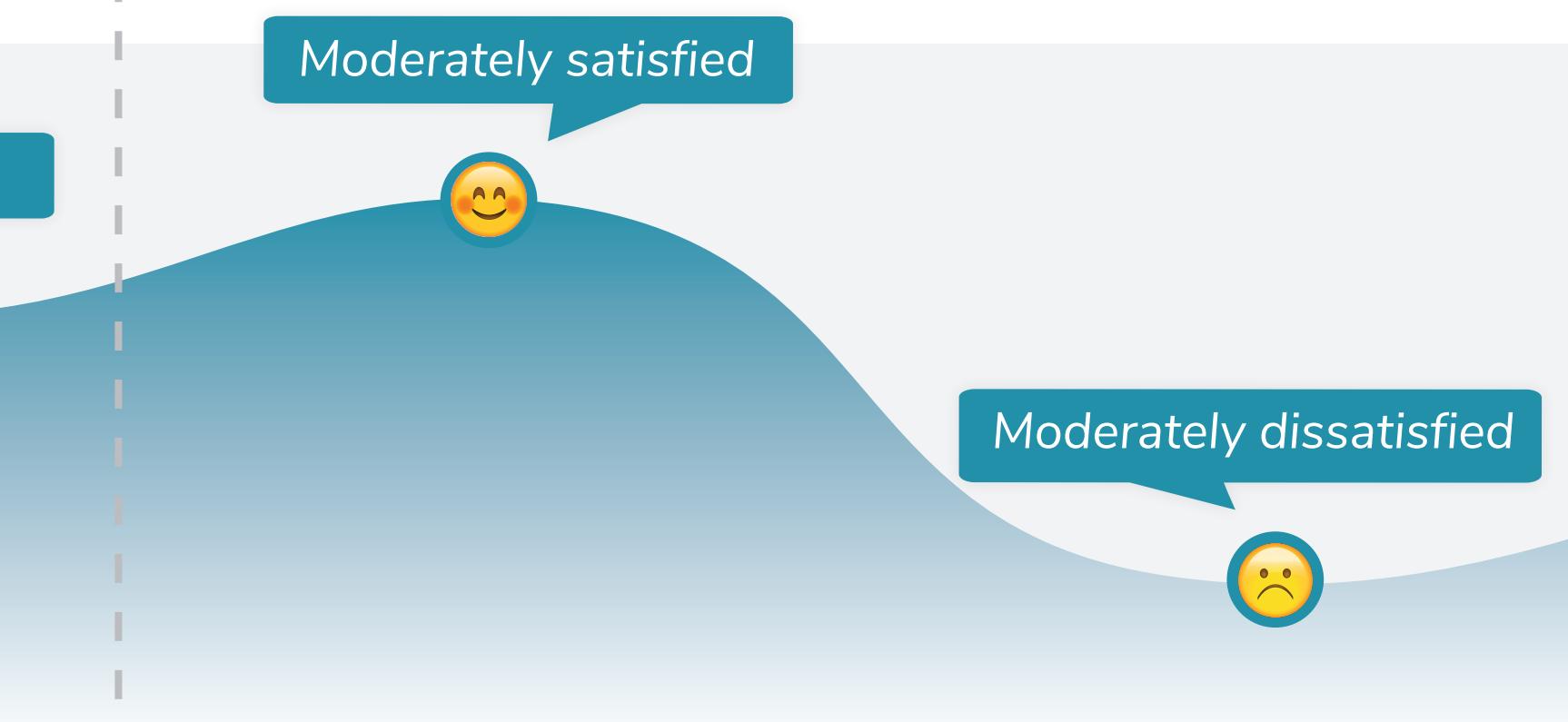
CREATE OPPORTUNITIES (OFFERING)

- Click on "Create Opportunity"
- Fill out (poster) information and select the box to agree to CM terms and conditions
- Fill out the opportunity details and select "Create an Opportunity for others (offering)" for the opportunity role
- Fill out opportunity requirements and click on "Create Opportunity" to post the opportunity
- (Optional) Browse the list of potential applicants suggested after posting an opportunity, and invite them to apply or opt-in to CM
- OR Share opportunity as a Wire post or a message using the opportunity tile



AND/OR

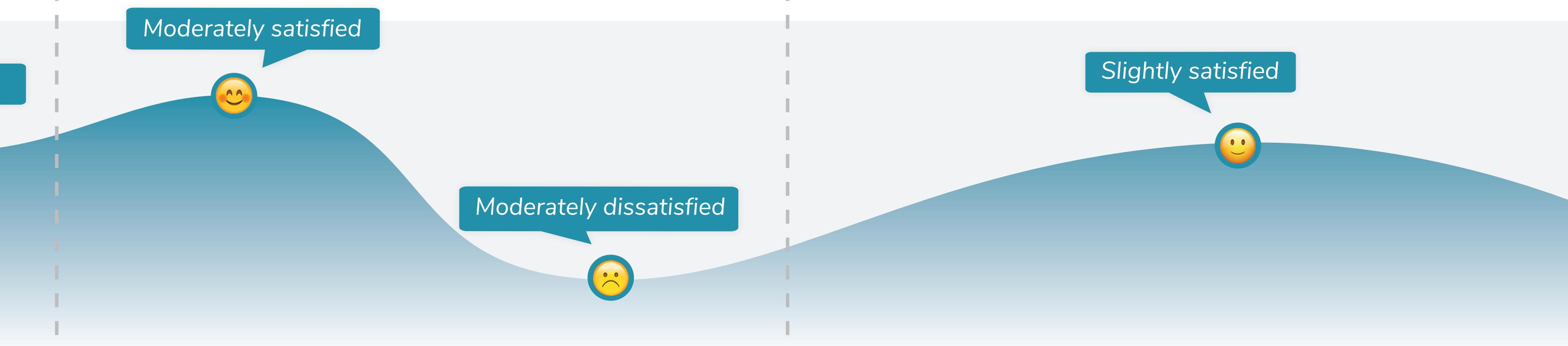
- Scroll (browse) through all "seeking" opportunity posts to find candidates
- (Optional) Search for candidates by keywords, filter or through the "Advanced search" feature
- OR Search from the list of potential candidates through the "Find Members" tab
- Click "View" on available opportunity
- Click "Apply" on available opportunity
- (Optional) Write a message to the poster of the opportunity
- Click "Send"



SEARCH FOR CANDIDATES

- After receiving applications on a created "offering" opportunity, click "View" to see the list of applicants from the opportunity tile
- OR If the application to an opportunity was accepted, click "Accept" or "Decline"
- Browse the list of applicants, click the user(s) name to view their full profile
- Click "Offer" to select an applicant
- Wait for a notification to find out if the chosen applicant has accepted or declined your offer
- Contact applicant by sending email
- OR contact applicant by sending message on Collab/Connex
- Click the "Complete" button to close the opportunity posting

SELECT AN APPLICANT



- "Can I see SLE, education, other data?"
 "When I select a candidate what then? Are they notified?"
 "What are the rules?"
 "Can we see validated assessments they've done on candidate profile?"
 "How can I see candidate's CV?"
 "Should I offer through email and in the system?"
 "Is it optional to inform other applicants?"
 "Do I complete once the opportunity is completed or when hiring process is done?"

- There is a wide range of candidates
- A lot of suggested profiles are not relevant to the posting
- Confused about the opportunity type
- Many profiles are empty
- I may have to select a less desirable candidate because of limited applicants
- I don't know what to do with my post after selecting someone

- Search, advance search, opt in, and filter are confusing
- Search by level is hidden
- Why isn't (search, advanced, opt in, filter) available at the same time?
- Too many postings, many of which are no longer active or are of low quality
- Free-form input makes filtering a broken process for many program areas
- Seeking and offering are all mixed up

- LinkedIn skills validation and references on profile
- Filter by type of applicant (GC employee, student)
- Prompt user to update their profile and their status if still looking
- Search by classification and level
- Change language to clarify
- Provide analysis of posting performance and comparative analysis without needing to manually search and filter

- Prompt to give references and possibility to add to profile
- Standardized templates
- Change status of post after follow up
- Candidate can write testimonial (especially for mentoring and micro-missions)
- Flag managers who post often and update posting on time as "Trusted users" to incentivize people to update things on time
- Candidate can accept or regret offer directly on Career Marketplace
- Link to candidate's email or message, to start a chat with them
- HR notified that the position has been filled

CAREER MARKETPLACE

USE CASE SEEKING OPPORTUNITIES



Corey Jordan, 52

Occupation: Analyst

Employment Status: Indeterminate

Biography

Joined Career Marketplace to find opportunities and connect with other public servants.

Goals & Expectations

- To find new opportunities that are interesting and help him to develop or improve skills outside of his day-to-day position
- To connect with projects in other departments and be aware of what other departments are working on
- To find a promotion at a higher salary level and to get new experience
- To find a team with a work culture that fits him



Jake Piccata, 28

Occupation: Student

Employment Status: FSWEPP

Biography

Currently a student, and wants to secure a career working in the public service.

Goals & Expectations

- To network and build connections with potential employers
- To make a career within the Government of Canada
- To have access to Career Marketplace between contracts
- To gain skills through micro-missions
- To learn more about bridging opportunities

PHASES

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OPT IN & MANAGE NOTIFICATIONS

- Opt in:
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- Select opportunities of interest
- Notifications
 - In your "Account Settings" go to "Notifications"
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APPLY TO OPPORTUNITIES

- Scroll (browse) through all "offering" opportunity posts
- (Optional) Search for opportunities by keywords, filter or through the "Advanced Search" feature
- Click "View" in available opportunity
- Click "Apply" on available opportunity
- (Optional) Write a message to the poster of the opportunity and select box to inform your supervisor of the application
- Click "Send" to apply

AND/OR CREATE OPPORTUNITIES (SEEKING)

- Click on "Create Opportunity"
- Fill out (poster) information and select the box to agree to CM terms and conditions
- Fill out the opportunity details and select "Offer myself for an opportunity (seeking)" for the opportunity role
- Fill out opportunity requirements and click on "Create Opportunity" to post the opportunity
- (Optional) Share the opportunity as a Wire post or a message using the opportunity tile

ACCEPTING AN OFFER

- If the application to an opportunity was accepted, click "Accept" or "Decline"
- OR After receiving applications on created "seeking" opportunity, click "View" to see the list of applicants from the opportunity tile
- Browse list of applicants, click the user(s) name to view their full profile
- Click "Offer" to select an applicant
- Wait for a notification to find out if the chosen applicant has accepted or declined your offer
- Contact applicant by sending email
- OR Contact applicant by sending message on Collab/Connex
- Click on "Complete" button to close the opportunity posting

ACTIONS

Neutral

Moderately dissatisfied

Extremely dissatisfied

Slightly dissatisfied

Neutral

Slightly satisfied

Slightly dissatisfied

Moderately satisfied

Slightly satisfied

EMOTIONAL EXPERIENCE

"This site tries to do way too many things at once."
"What is the difference between GCconnex ad GCcollab?"

THOUGHTS/ QUESTIONS

- Easily accessible, if you know about Career Marketplace
- Helps me determine what I am looking for
- I don't have to check the site if it tells me when there are new jobs

- [CM is] often the only reason I go to platform [Connex/Collab], I need a shortcut

- CM seems like it could be its own application
- Shortcut/favourite to Career Marketplace
- Separate experiences for offering and seeking opportunities
- Clearer terminology
- Clarify how opt in works. Perhaps not have it be the gateway into the site?
- Reminder to update your opportunity

"Why can't I see the job postings? I just want to browse."
"Can I change my opt-in settings later?"
"How can I adjust them to show me only what I want?"

"After some searching, I realized they're [job postings] mostly seeking."
"What happens after I apply to an opp? Do I just wait? Do I get a confirmation?"
"Why are there two versions of search?"
"Does the filter work or will I miss opportunities?"
"How can I search by classification and level?"
"Why ask me to opt in then proceed to show me everything? I'm looking for a tailored experience."
"Why isn't there more info available without clicking? I can't tell where the job is located?"
"Where is there only one look here? How am I supposed to explain my skills?"
"Why do I need to submit info, can't it just be my profile?"

- So many options!
- I like that I can search for jobs (unlike LinkedIn)
- Allows me to really narrow down what I'm looking for

- Job titles never actually match the role
- Doesn't look professional, information scattered
- Expired posts show up, but can't apply
- You can't filter deeper than province (e.g. Ontario, Toronto /≠ NCR)
- Clicking on card (lose my page)
- Organize info on postings consistently throughout every post
- There isn't always a button to apply on "opportunity view"

- Show me what matches my opt in first, and/or have tabs for different types of opportunities
- Difference between seeking and job posting
- Saved searches alerts and saved opportunities (if I don't want to apply right now)
- System can automatically filter for me based on interests and qualifications (recommendation engine)
- Organize info on postings consistently throughout every post
- Open in new tab so as not to lose page/search
- File sharing from applying (resume, cover letter)
- Reuse the info in my account, don't want to resubmit

- Allows me to share my resume with employers instead of having to apply to posters
- Ability to write anything I want

- Why is it an opportunity if I am seeking? Language is confusing
- More parts should be autofilled
- Not enough details about the opportunity

- Integrate profile and opportunity
- Add notice on my profile that I'm looking
- Ability to pick more than one type of opportunity
- More detailed information on location
- Have tabs for language input

"I don't want to wait forever for a response."
"What if I never hear back?"
"Do I follow up in the site or by email?"
"When is the opportunity complete? After the application and match is done? Or after opportunity is done?"
"Whose responsibility is it to remove old posts?"

- I can see what I applied to so I don't duplicate

- Applicants don't have a complete profile to contact them
- Not sure how follow up works on this platform
- I have to go back on the site when I have already accomplished my goal
- Too many steps to get there

- An organized list with key info and status
- Limited amount of time to accept/reject
- Once accepted, notification is sent to poster to close the application
- Ability to reveal additional contact info for manager
- Manager sent reminders to follow up
- A way to ensure people complete opportunity (forced expiry with ability to extend)
- Auto-close (expired) posts which haven't been touched in a month

GAINS

PAIN POINTS

OPPORTUNITIES