

A Career Fair Toolkit for Recreation and Parks Professionals



Career fairs provide opportunities to build relationships, spark curiosity, and show how recreation and parks help communities thrive. They can function as a resource for finding dedicated candidates. From planning your booth to making connections, this toolkit can support recreation and parks professionals turn career fairs into lasting community-building opportunities.

BENEFITS OF CAREER FAIR PARTICIPATION FOR YOUR STAFF AND AGENCY

Participating in career fairs offers more than just recruitment opportunities. Some benefits are:

- **Organization Visibility:** Showcase your agency's programs, facilities, and community impact.
- **Growing Future Talent:** Engage with candidates early to support consistent, long-term recruitment efforts.
- **Professional Development:** Career fairs build staff skills in public speaking, recruitment, and community engagement.
- **Diversity & Inclusion:** Reach new and underrepresented groups in your hiring processes.

CAREER FAIR READINESS: STEPS FOR PREPARATION

SELECT THE RIGHT CAREER FAIRS

- Look for events hosted by educational institutions, community organizations, and local job fairs.
- Prioritize areas where you regularly recruit or want to increase your agency's visibility.

BRING THE RIGHT TEAM

- Include staff who are engaged, approachable, and knowledgeable.
- Have team members who can speak to career paths and first-hand experiences in the sector.

CREATE AN INVITING BOOTH

- Use branded materials (e.g., tablecloths, banners, brochures).
- Consider giving away small branded items (e.g., stickers, pens, notepads,) to attract interest and leave a lasting impact.



ENGAGE ATTENDEES

- Ask open-ended questions such as:
 - "What interests you about working in parks or recreation?"
 - "Have you volunteered or worked with a community program?"
- Share stories about the variety of roles and their community impact.



OFFER INTERACTIVE EXPERIENCES

- Set up a hands-on demo or activity related to recreation and parks
 - Such as a plinko board, sport skill station, or a trivia quiz.



PROVIDE CLEAR APPLICATION PATHWAYS

- Provide QR codes linking directly to online applications.
- Collect contact information with sign-up sheets or digital forms for interested candidates to receive job posting updates or newsletters.

SHOWCASE CAREER OPPORTUNITIES

- Show how seasonal or entry level positions can grow into full time roles in recreation and parks.
- Promote mentorship, training, and certification opportunities.
- Display current job openings using printed and/or digital postings.

NETWORK BEYOND RECRUITMENT

- Connect with attending agencies to build partnerships.
- Collect attendee feedback on recreation and park services.
- Promote agency opportunities to participants, not just job seekers.

AFTER THE EVENT: STEPS FOR LASTING IMPACTS

Career fairs are just the starting point for expanding your agency's hiring network and deepening community connections!

By investing time in these next steps, your agency can continuously improve, grow stronger, and make every future career fair even more successful:

Ensure timely follow-up with interested job seekers.

Consider gathering feedback from attendees, if possible.

Debrief with your team and reflect on what went well and opportunities for improvement.

EXTEND YOUR IMPACT: ESSENTIAL RESOURCES FOR ENGAGEMENT

To maximize your outreach, it's essential to know where and when local career fairs are happening. This section will help your agency identify and track down opportunities to engage with potential candidates in your community and beyond.

Connect with Your Networks

Your current staff, volunteers, and community partners can be valuable connectors. Encourage them to share job fair opportunities, explore relevant events, and spread the word to help expand your outreach.

Familiarize Your Agency with Community Job Fairs

Stay informed about career fairs hosted by schools, universities, community centres, and workforce agencies.

Build a calendar of recurring events to ensure early access and participation!

Keep a Record of Past Fair Performances and Contacts

Maintain a record of previous events: number of attendees, contacts made, types of questions asked, and follow-up outcomes. This will help you refine your future participation and track return on investment.

Use Online Platforms

Leverage platforms such as Eventbrite, LinkedIn Events, Canada Job Expo, Career Fair Canada and local Chamber of Commerce websites to find career fairs and hiring expos.



To enhance your career fair participation, this toolkit includes helpful resources designed to support both your agency and interested candidates. You will find ready-to-use documents such as FAQs pages, brochures, and informational materials tailored specifically for job seekers in recreation and parks.

These tools will help you provide clear, consistent follow-up and ensure candidates stay engaged with your agency long after the event ends.



Eventbrite



LinkedIn



Canada Job Expo



Career Fair Canada



Learn more about Community Compass and access more FREE resources!



arpaonline.ca/program/community-compass

