

WE NEED MINING. MINING NEEDS YOU.

CAREER AMBASSADOR PROGRAM

What is the Career Ambassador Program?

Developed in partnership between the Mining Industry Human Resources Council (MiHR) and the Canadian Institute of Mining, Metallurgy and Petroleum (CIM), the *We Need Mining. Mining Needs You. Career Ambassador Program* connects knowledgeable and passionate industry representatives with youth to increase awareness of the breadth of career opportunities mining offers and the sector's role in environmental sustainability, social responsibility and technological innovation.

Through virtual and in-person speaking engagements organized with high schools, post-secondary institutions and other groups, Career Ambassadors tell their mining stories, provide guidance, and promote the sector and its numerous benefits and career opportunities.

What are the Career Ambassador Program's Objectives?

- Enhance awareness among youth of the benefits of careers in mining, including financial rewards, working with cutting edge technology and the ability to make a positive difference to the industry and society.
- Improve youth perceptions of the sector, with a focus on mining's role in environmental sustainability, social responsibility and technological innovation.
- Encourage youth to seek opportunities in the sector and choose mining careers.
- Develop leadership and confidence skills among Career Ambassadors.
- Provide formal recognition of Career Ambassador program participation.
- Engage diverse individuals and organizations in mining career awareness.



Image courtesy of Agnico Eagle.

How will the Career Ambassador Program Achieve its Objectives?

- Conduct targeted outreach and program promotion as part of overall marketing and recruitment strategies.
- Provide program information and online Career Ambassador application and request forms.
- Deliver new Career Ambassador information and training sessions.
- Provide Career Ambassadors with a password protected resource of program information, including a toolkit of mining career resources and a PowerPoint template.
- Coordinate speaking engagements.
- Conduct regular program evaluation, including survey distribution to Career Ambassadors, speaking engagement organizers and youth attendees.
- Compensate Career Ambassadors with volunteer credits, enhanced profile within MiHR and CIM publications, websites and social media platforms, and formal recognition on an annual basis in CIM Magazine.

 Inspiring Canada's next generation of mining workers

Who Should Become a Career Ambassador?

Ambassadors are excellent communicators. They provide guidance and advice to diverse youth audiences to promote mining and its numerous benefits and career opportunities. Career Ambassadors may be enrolled in mining related post-secondary studies, employed in any stage of their mining career or have previously worked in mining. Above all, Career Ambassadors are passionate and dedicated to promoting Canada's innovative, safe and sustainable mining sector.

Who Should Request a Career Ambassador to Speak to their Youth Audience?

Elementary and high school educators, post-secondary institutions, youth group facilitators, community leaders and others who are interested in having a Career Ambassador speak to their youth audience can complete a short request form.



Full program and application details are available at:

MiningNeedsYou.ca



ABOUT THE MINING INDUSTRY HUMAN RESOURCES COUNCIL (MIHR)

MiHR is Canada's knowledge centre for mining labour market information. An independent, non-profit organization, MiHR leads collaboration among mining and exploration companies, organized labour, contractors, educational institutions, industry associations and Indigenous groups to identify opportunities and address the human resource and labour market challenges facing the Canadian minerals and metals sector.

MIHR.CA



MINING INDUSTRY
HUMAN RESOURCES COUNCIL
CONSEIL DES RESSOURCES HUMAINES
DE L'INDUSTRIE MINIERE

ABOUT THE CANADIAN INSTITUTE OF MINING, METALLURGY AND PETROLEUM (CIM)

CIM is the leading not-for-profit technical society of professionals in the Canadian minerals, metals, materials and energy industries. With over 120 years of history and more than 10,000 members nationally and internationally, being a member has its benefits.

CIM.ORG

Canadian Institute of
Mining, Metallurgy
and Petroleum



Institut canadien des
mines, de la métallurgie
et du pétrole

Canada

Funding for this initiative is provided
in part by the Government of Canada.