



## **Northumberland Manufacturers are Determined to Recruit a Skilled Workforce**

Northumberland, ON (May 27, 2019) – For the past year and forecasted for the near future, the supply of a skilled trade/labour workforce has not been able to meet the demand of our Northumberland manufactures. While driving around the County, you will see many road signs promoting available jobs and the promotion of career fairs; it doesn't take a genius to figure out – we need employees!

The Northumberland Manufacturers Association launched a recruitment video hoping to entice our neighbours to the west and north, to Northumberland to apply for secure employment at one of our leading manufactures. In partnership with Northumberland County, the manufacturers created a video showcasing their strengths and what they have to offer. “A visual marketing tool made sense for us; we are quite proud of our innovative global manufacturing facilities here in the County, we should market ourselves and share our career opportunities outside our region. We need to be creative in this competitive recruitment landscape, and we hope that by sharing our needs and all the amazing opportunities we have to offer, we can fill our vacant job openings” stated Fred Kosseim, NMA President.

“Northumberland County is in a geographical location, where potential employees from Durham Region and Peterborough can enjoy a short carefree commute to work and still enjoy competitive wages, benefits and security in their employment. We hope our viewers see what we do: global advanced manufactures sharing their opportunities and are inviting skilled workers to join us in our future development and success”, shared Darla Price, NMA Managing Director.

Over the past 7 months the NMA has been actively participating in opportunities to strengthen their HR practices, share resources and upskill their workforce. Manufacturers are working together, learning of new innovative ways to increase their HR network and to start implementing non-traditional ways of supporting their workforce. Over the next year we expect to recruit and fulfill over 100 skilled and non-skilled jobs.

The NMA has encouraged its partners, members and community to share the video and help support an important initiative to bring qualified skilled employees to our trailblazing County.

**Video Link:** <https://youtu.be/kqQF6n6sndU>

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### About the NMA

The Northumberland Manufacturers' Association (NMA) actively represents manufacturers in Northumberland County. The purpose of the NMA is to promote continuous improvement, innovation, high performance and productivity enhancements through collaboration, education and advocacy.

The NMA works to achieve its goals through strategic partnerships with industry associations, government, and stakeholders such as the Northumberland CFDC, and local economic development offices, universities, colleges and training centres.

Visit [www.thenma.ca](http://www.thenma.ca) to learn more.

For more information contact:  
Darla Price, Managing Director  
Northumberland Manufacturers' Association

T: 289-677-4988  
darla.price@thenma.ca