

AMBASSADOR PROFILE & RECOGNITION



WE NEED MINING. MINING NEEDS YOU. CAREER AMBASSADOR PROGRAM



Inspiring Canada's next generation of mining workers



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

Canadian Institute of
Mining, Metallurgy
and Petroleum



Institut canadien des
mines, de la métallurgie
et du pétrole



The success of the We Need Mining. Mining Needs You. Career Ambassador Program relies on qualified and passionate individuals to communicate mining's value to our standard of life and to encourage youth to pursue careers in the sector. The program connects knowledgeable and enthusiastic individuals with youth to increase awareness of mining careers, improve perceptions of the industry and ultimately encourage the pursuit of careers in mining. Career Ambassadors participate in a volunteer capacity and sign on to a minimum one-year, two speaking engagement commitment.

Career Ambassadors are selected based on the following set of criteria. Applicants are not required to meet all qualifications and may offer other qualifications not specified below.

General Experience and Profile

- Experience pursuing mining employment, including the various entry points to jobs in mining, the types of opportunities available and the mental, physical and safety demands of the job.
- Experience as a Canadian educator, including a range of experiences in the education sector and subject matter expertise.
- A basic understanding of the elements and drivers of the four stages of the mining cycle (exploration, development, operation and closure/reclamation).
- Knowledge of the mining sector's advancements in environmental and wildlife protection, improvements in health and safety, social and governance focus, technology and innovation, equity, diversity, inclusion and work-life balance.
- Awareness and appreciation of mining's economic and social contribution to Canadian society, including contribution to GDP, the number of workers in the mining sector, salary ranges, type of work skills required, the increasing gap between demand for workers versus supply of workers, etc.
- Effective, enthusiastic and confident interpersonal verbal and written communication skills.
- Ability to engage diverse youth audiences by applying effective, respectful and inclusive facilitation methods.
- Passionate and dedicated to an innovative and progressive future for Canada's mining sector.

Education

- Enrolled in mining studies or a related discipline, ideally having completed a third-year level of courses at a post-secondary university or technical mining institution.
- or**
- Completed post-secondary university or educational institution mining studies, education studies or related discipline.

Note: Individuals without a post-secondary education who are employed in the mining industry are eligible to be Career Ambassadors.

Employment

- Currently employed in the early stages of a mining career.

or

- Previously held mining operation work experience.

or

- Currently employed as an educator.

Note: Levels and types of work can range from job placements to part-time and full-time employment. The important attribute is the individual's effort to pursue a mining career and willingness to speak about their career journey.

Volunteerism

- Diverse experience in volunteerism and community service.
- Membership in mining organizations, university clubs, community associations.
- Outreach experience in STEM clubs, science centers, educational programs.

Note: Previous volunteer experience is considered an asset.

Diversity

To ensure the Program appeals to various youth and involves all social and cultural groups, the Career Ambassador selection process is to reflect Canada's diverse make-up. Career Ambassadors are to reflect Canada's diversity as per the Mining Association of Canada's [formal statement on equity, diversity and inclusion](#):

- i. Women
- ii. Youth
- iii. Indigenous peoples
- iv. Newcomers
- v. Persons with disabilities
- vi. LGBTQ2S+ communities
- vi. Racialized persons

Responsibilities

- Complete a Career Ambassador information training session facilitated by the MiHR Program Coordinator, along with equity-focused modules that will help Ambassadors get started.
- Review and respect the program's Code of Conduct.
- Incorporate the provided program toolkit resources into all Career Ambassador Program-related presentations.
- Conduct outreach in conjunction with the MiHR program team to high schools, post-secondary institutions, community groups and other organizations to secure speaking engagements.
- Deliver a minimum of two speaking engagements per year with diverse youth audiences.
 - Speaking engagements can be virtual and/or in-person.
 - Audiences may include, but are not limited to, community, high school and post-secondary education groups/clubs, science/STEM classes and online study groups.
 - Presentations will include a Career Ambassador's lived mining experience; provide audiences with information about Canada's mining sector; promote innovative and current aspects of the sector; and offer career guidance and advice.
- Remain current and aware of mining news, advances in technological innovation and the sector's contribution to environmental, social and governance (ESG) criteria, including its focus on equity, diversity and inclusion.
- Evaluate each speaking engagement through the MiHR-provided evaluation form and survey.

Recognition

Career Ambassadors participate in the Program on a volunteer basis, and do not receive financial compensation. Therefore, Career Ambassadors must see their participation as being valuable to their personal and professional goals.

Non-monetary compensation is provided through:

- Clear recognition of the value and importance of the Career Ambassador program and its participants.
- Access to educational resources, outreach materials and trainings relating to Canada's mining sector.
- Enhanced profile within MiHR and CIM publications, websites and social media platforms.
- Volunteer credits.
- Formal recognition on an annual basis in the CIM Magazine.
- Providing opportunities for university/technical students to meet senior industry representatives.
- Invitation to provide Program video testimonials and speaking engagements to industry.

Note: MiHR's Program Coordinator maintains contact with Career Ambassadors on a regular basis to maintain engagement and satisfaction in Program participation.



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