

Fact Sheet



Background

In response to a strong need for a credible and comprehensive source of Canadian petroleum industry career information, the [Petroleum Human Resources Council of Canada](#) was charged with creating the [Careersinoilandgas.com](#) website. The site was launched in November 2007.

The development of the site was directed and funded by key stakeholders within the upstream segment of the industry. The website is the result of many months of work and collaboration among eight key partners: the Petroleum HR Council, [Enform](#), and six industry associations:

- [Canadian Association of Petroleum Producers \(CAPP\)](#)
- [Petroleum Services Association of Canada \(PSAC\)](#)
- [Canadian Association of Oilwell Drilling Contractors \(CAODC\)](#)
- [Small Exploration and Producers Association of Canada \(SEPAC\)](#)
- [Canadian Energy Pipelines Association \(CEPA\)](#)
- [Canadian Association of Geophysical Contractors \(CAGC\)](#)

Audience

Audiences that may find useful and relevant resources on the website include:

- Youth
- Skilled immigrants
- Aboriginal peoples
- Under-employed
- Mid-career transfers
- Career, employment and guidance counsellors
- Education and government professionals
- Parents
- Employers and HR professionals
- Industry/sector associations and/or councils

Resources

Developed for Canadian audiences, the [Careersinoilandgas.com](#) website provides a wealth of information on career options and the world of work within the Canadian petroleum industry. More specifically, the website:

- Describes the oil and gas industry and how its different sectors work together.
- Explains the steps the industry takes to keep its operations as safe and clean as possible.
- Describes what it's like to work in the industry and profiles employees in different roles.
- Details hundreds of career opportunities available within the industry.
- Introduces education, training needs and programs for various careers.
- Connects job seekers with industry employers advertising on the site.



Achievements

- The Petroleum Human Resources Council of Canada launched its first ever marketing campaign in March and April of 2009. The campaign promoted Careersinoilandgas.com as a central source of information on potential oil and gas careers. The campaign called “Smudges,” ran in the Greater Toronto Area (GTA), aimed at youth aged 18 to 24. With a combination of billboards, ads in entertainment magazines, campus papers and online ads, the campaign made a local impact in Toronto and surrounding areas in Ontario.
- The Careersinoilandgas.com website is actively marketed to job seekers in numerous ways, including a bi-monthly e-Newsletter, ads, online marketing strategies, website links, social networking, giveaways and at career/trade fairs across Canada.
- Since its launch in November 2007, site traffic has grown 94%.
- On average, the site welcomes close to 10,000 total visitors every month, from around the world.
- Top tier site found in online searches for oil and gas careers, as ranked by the most popular search engines (Google, MSN and Yahoo).
- All of the major petroleum industry associations, in addition to various companies, educational institutions, libraries, community and economic development organizations, government departments and job search sites, link directly to Careersinoilandgas.com.
- In June 2008, the website was awarded Top HR Initiative at the [Energy TV Awards](#).

New content and resources are being added daily, including [Day in the Life](#) career profiles highlighting real people with real jobs in the petroleum sector.

The Careersinoilandgas.com website is *the* central information resource portal for career opportunities, education and professional growth in the Canadian oil and gas sector.

For comments or questions about this website, please contact:

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