

MINING NEEDS YOU.
Career Ambassador Program

OVERVIEW



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 Mining Needs You. Career Ambassador Program connects industry professionals with youth to showcase mining careers and the sector's role in environmental

sustainability, social responsibility and innovation. Through virtual and in-person speaking engagements at schools and community groups, Career Ambassadors share their experiences, offer guidance, and highlight mining's diverse opportunities.

What are the Program's Objectives?

- **Increase awareness** among youth of the benefits of careers in mining careers, including financial rewards, cutting edge technology, and the ability to make a positive difference to the industry and society.
- **Improve perceptions** of mining, emphasizing sustainability, social responsibility and innovation.
- **Encourage** youth people to explore and pursue careers in the sector.
- **Develop** leadership and confidence among Career Ambassadors.
- **Provide formal recognition** of Career Ambassador program participation.
- **Engage** diverse individuals and organizations in mining career awareness.

How will the Program Achieve its Objectives?

- Targeted outreach and program promotion as part of overall marketing and recruitment strategies.
- Program information and online Career Ambassador application and request forms.
- Information and training sessions for new Career Ambassadors.
- A password-protected resource hub with career information, a toolkit, and presentation templates for Career Ambassadors.
- Regular program evaluations, including survey distribution for Career Ambassadors, event engagement organizers and youth attendees.
- Recognition of Career Ambassadors through volunteer credits, enhanced profiles within MiHR and CIM media, and annual features in CIM Magazine.

Who Should Become a Career Ambassador?

Career Ambassadors are **skilled communicators** who provide guidance and insight to youth audiences about mining and career opportunities. They may be **students** enrolled in mining-related post-secondary programs, **professionals** employed at any

stage of their mining careers, or **individuals** who have previously worked in the mining industry. Most importantly, **Career Ambassadors are passionate about promoting Canada's innovative, safe, and sustainable mining sector.**

Who Should Request a Career Ambassador?

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

About the Canadian Institute of Mining, Metallurgy and Petroleum (CIM)

The Canadian Institute of Mining, Metallurgy and Petroleum 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