



## **CAAT Lifetime Retirement Pension**

Talent Recruitment Toolkit for Colleges

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# About This Toolkit

The 'Proud to offer lifetime retirement pension' toolkit is designed for a talent team that leads with what matters to prospective employees and ties pension communications into an effective recruitment engagement tactic. It is intended for human resource professionals at your organization who drive the attraction of talent and look to optimize their existing recruitment strategy to bring the best talent onboard.

With the specific purpose to complement your existing recruitment approach, it will guide you through the range of downloadable campaign materials, key messages, templates and digital assets for you to use to help your organization become a valued voice when recruiting top candidates.

This kit is a work in progress and we're seeking your support in helping us pilot this version. As a participant of this pilot, you will be able to influence content development, provide feedback on your experience to help inform future enhancements and contribute to a wider strategic discussion about how CAAT can support employers in their quest to recruit top talent.

# Offering a Lifetime Retirement Pension: Your Recruitment Advantage

With the ongoing shortage of talent, it is more important than ever for organizations to have an employee value proposition that differentiates them from others.

So, what's a key benefit employees would value, and organizations could leverage to make them more attractive to prospective candidates? **A lifetime retirement pension!**

We know financial wellness is a valued priority for employees and that **71%** of Canadian employees of all ages would forgo a higher salary to have a true pension plan that provides predictable lifetime income in retirement<sup>1</sup>.

Within various industries, we have consistently seen that defined benefit (DB) pension plans play a key role in attracting top employees. And, we've seen that organizations that offer an attractive pension design stand out with job seekers.

So, how can you optimize your recruitment efforts that ultimately result in amazing new hires? We believe that the right communications tactics build meaningful relationships with candidates and are at the heart of successful recruiting.

We created this pension-powered communications package to help your recruiters, HR, and talent management teams nurture best candidates into applicants and further cement your reputation as an employer of choice.

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<sup>1</sup> Employees worried about their long-term financial health are distracted and stressed – that affects their wellbeing.

# Tips On Making the Most of the Toolkit

To help you make the most of this toolkit and the awareness it will drive, we have created a suite of new tools, templates and resources for you to use in your recruitment activity.

How to use the campaign to attract more high-quality candidates:

- Use the campaign assets to make sure that you are attracting the most motivated candidates when recruiting. You can use them at any time, not just when you're launching a new recruitment strategy.
- Use the campaign logo to co-brand your own materials and show a link between your recruitment activity and the talent pool. You will benefit from campaign recognition, while retaining your own brand and identity.
- Make sure you add the clickable campaign logo to your job posting and career webpages to direct candidates to a dedicated webpage with engaging copy and video content on DBprime and DBplus, this will help you increase the number of quality candidates applying for roles in your industry.
- Share your success stories of how the campaign has supported your most recent recruitment using the contact information in the kit. This will help us prove the effectiveness of this campaign kit and measure positive outcomes for both employers and job seekers.

# Using the Campaign Logo On Your Materials



We have created a new campaign logo which is available for you to use on any recruitment materials that you have developed. Your materials will benefit from the awareness and recognition increasing their impact on jobseekers, whilst retaining your own branding and priorities.

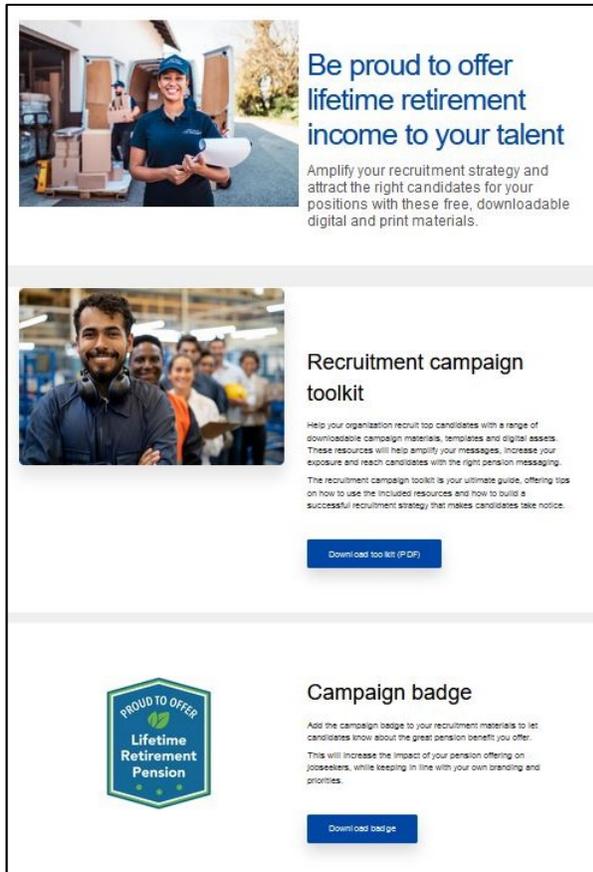
## **How to access the campaign logo:**

- Visit [www.recruitwithcaat.ca](http://www.recruitwithcaat.ca)
- Download the campaign logo along with the guidelines on how to use them.

We would love to see how you're using the campaign logo – please share examples by contacting [employer services](#).

# Content Resource Landing Page For You

Access it at: [www.recruitwithcaat.ca](http://www.recruitwithcaat.ca)



**Be proud to offer lifetime retirement income to your talent**

Amplify your recruitment strategy and attract the right candidates for your positions with these free, downloadable digital and print materials.

**Recruitment campaign toolkit**

Help your organization recruit top candidates with a range of downloadable campaign materials, templates and digital assets. These resources will help amplify your messages, increase your exposure and reach candidates with the right pension messaging.

The recruitment campaign toolkit is your ultimate guide, offering tips on how to use the included resources and how to build a successful recruitment strategy that makes candidates take notice.

[Download toolkit \(PDF\)](#)

**Campaign badge**

Add the campaign badge to your recruitment materials to let candidates know about the great pension benefits you offer. This will increase the impact of your pension offering on jobseekers, while keeping in line with your own branding and priorities.

[Download badge](#)

**Tip:** We have created a resource rich landing page for you, which is a bundle of tools to support your recruiting content. It includes templates, tools and samples that can be easily integrated with your existing recruiting materials. These are readily available, downloadable assets that will help you amplify your messages, increase your exposure and reach candidates with the right pension messaging.

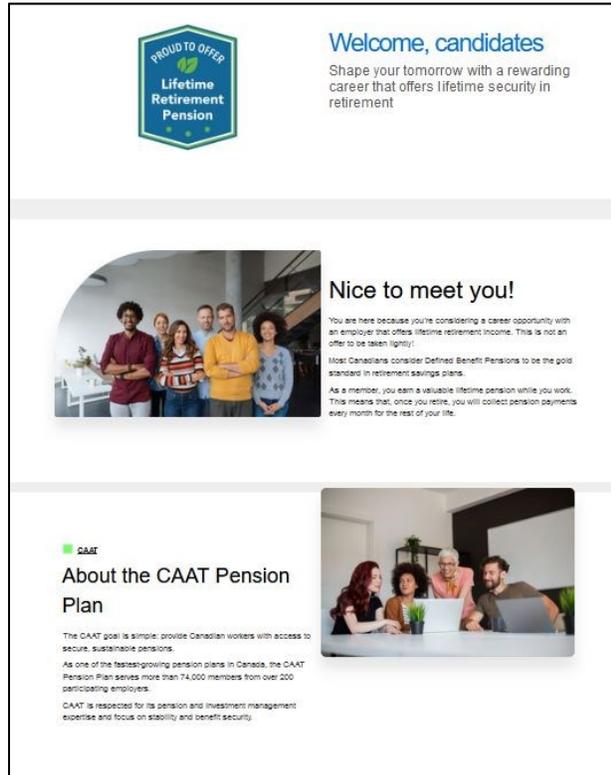
This is an effective way to use pension content and showcase your company prior to your first interview with your ideal candidate.

## Assets available include:

- Special campaign logo and user guidelines
- Job posting templates
- Sample content for career page
- Social media headers, image posts and template copy to use on your social channels to engage potential recruits
- Extra resources such as FAQs for interviews, LinkedIn and Twitter post mock-ups to help you attract candidates

# Pension Plan Landing Page For Candidates

Access it at: [www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent)



The screenshot shows a landing page with three main sections. The top section features a blue shield logo with the text 'PROUD TO OFFER Lifetime Retirement Pension' and the heading 'Welcome, candidates' followed by the text 'Shape your tomorrow with a rewarding career that offers lifetime security in retirement'. The middle section has a photo of a diverse group of people and the heading 'Nice to meet you!' with text explaining that the page is for those considering a career opportunity with lifetime retirement income. The bottom section is titled 'About the CAAT Pension Plan' and includes text about the plan's goal to provide secure, sustainable pensions to Canadian workers, its status as one of the fastest-growing pension plans in Canada, and its focus on stability and benefit security.

This page offers information and resources with a special focus on the rewarding nature of a career that offers lifetime security in retirement. It helps job seekers understand why most Canadians consider Defined Benefit pensions the gold standard in retirement savings plans.

**Tip:** Listing all employee pension benefits makes an organization more attractive to candidates so it should be visible and easy to find. To help you benefit from the effects of this campaign, we created this dedicated pension-focused landing page, which includes multiple exciting resources such as interactive videos and call to actions. Videos are more shareable and often are more motivating than text and still images. You can also encourage your staff to share this page with their referrals to increase your candidate pool and boost your recruitment activity.

## Content includes:

- Introduction to CAAT Pension Plan
- Employee benefits in simple and clear language
- Videos
- Factsheets

# Sample Content For Your Careers Page



## Careers Page



### Benefits

Our employee benefit package includes a defined benefit pension to help you create a secure future. The CAAT Pension Plan provides you with a predictable lifetime retirement income, survivor benefits, early retirement options, and more without the stress of making investment decisions.

CAAT makes it easy for you to build stable, secure retirement income while you work. Learn more at [caatpension.ca/landingpage](http://caatpension.ca/landingpage)



**Tip:** We have created this exciting content for you to add to your careers page. Encourage your HR staff to integrate this copy, as well as the clickable logo into your existing careers pages.

### Copy to add:

Our employee benefit package includes a defined benefit pension to help you create a secure future. The CAAT Pension Plan provides you with a predictable lifetime retirement income, survivor benefits, early retirement options, and more without the stress of making investment decisions.

CAAT makes it easy for you to build stable, secure retirement income while you work.

Learn more at [www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent).

# Sample Content For Your Job Postings

## JOB POSTING

Discover your new career. We are looking for someone who has experience working across a variety of projects and is always looking for a new challenge. If you enjoy leading initiatives, endless opportunities for innovation and want to grow in our company, we would love to hear from you.

### Role and Responsibilities

- Develops and delivers company training
- Consults and works with various departments
- Completes needs assessments projects
- Develops and implements learning plan for staff
- Conducts research and analysis
- Regularly reviews and updates materials
- Models leadership behaviours in the workplace

### Benefits

We want to help our employees build a secure future for themselves and their loved ones. As an employee, you have access to CAAT Pension Plan's defined benefit pension that provides you with a predictable lifetime retirement income, survivor benefits, early retirement options and more without the stress of making investment decisions. For more information, visit [caatpension.ca/landingpage](http://caatpension.ca/landingpage)



Apply Now

**Tip:** Help boost your recruitment with using this job description template. Personalize it by adding details about the role you're recruiting for. Add the clickable logo to your template to easily direct candidates to a dedicated pension-focused landing page, which includes multiple exciting resources.

### Benefit description:

We want to help our employees build a secure future for themselves and their loved ones. As an employee, you have access to a defined benefit pension through the CAAT Pension Plan that provides you with a predictable lifetime retirement income, survivor benefits, early retirement options without the stress of managing it yourself and making investment decisions.

For more information, visit [www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent).

# Sample Copy For Your Company's LinkedIn Page

**Tip:** Give yourself an edge in the recruitment market by promoting the fact that you offer the CAAT Pension Plan on your LinkedIn page or other corporate social media accounts. Share the following post copy daily, weekly or when you have a new job opening. Make sure to insert the hashtags and images included in Appendix A. Refer to Appendix B for social post mock-ups.

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- Join us and be part of a great pension plan! The CAAT Pension Plan offers a secure, lifetime retirement income for members, and other great features like conditional inflation protection in retirement, survivor benefits and early retirement features. Learn more about the valuable benefits of being a CAAT member: **[www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent)**
- Our employees have access to a defined benefit pension plan. The CAAT Pension Plan's DB plus design gives our employees peace of mind, knowing that they are building a secure and predictable pension while they work. Learn more about the CAAT Pension Plan: **[www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent)**
- Why work for us? We offer a secure retirement pension for our employees through our participation in the CAAT Pension Plan. CAAT provides more working Canadians with financial security in retirement and allows employers to offer cost-effective defined benefit pensions with no financial risks. See open opportunities: **[www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent)**
- The CAAT Pension Plan offers our employees what they want in a pension plan. As members of this plan, our employees will retire with the certainty of predictable and secure lifetime pension payments, plus other valuable retirement features. Learn more about what it's like working: **[www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent)**
- As part of our commitment to our talent, we offer a pension plan that supports the long-term financial security of our employees. View job listings: **[www.caatpension.ca/pensions-for-college-talent](http://www.caatpension.ca/pensions-for-college-talent)**

## Hashtags:

#DBprime #DBplus #dbpensions #definedbenefit #retirementplanning #CAATPension  
#powerofplus

# Additional Resources

Use these online resources to support communications during the offer phase or during orientation.

- Handbook for [DBprime employees](#)
- Handbook for [DBplus employees](#)
- [DBplus information sheet](#)
- Find [more valuable resources on our website](#)

This graphic is titled 'What you need to know about defined benefit plan DBplus'. It features the DBplus logo at the top. Below the title, it states: 'An innovative defined benefit (DB) pension plan that provides guaranteed lifetime retirement income'. The graphic lists four key benefits, each with an icon and a numbered box:

- 1 Predictable and secure retirement benefits**  
Benefits are payable for life with valuable inflation protection, survivor benefits, and early retirement features.
- 2 Reduced stress**  
No investment decisions and guaranteed retirement income for life.
- 3 Increased security**  
A fully funded, sustainable pension plan that isn't reliant on the financial health of any one employer.
- 4 Funds consolidation**  
Save peacefully and watch your money grow.

At the bottom, it includes the CAAT Pension Plan logo, the website 'www.caatpension.ca', and the reference code 'DBplus-Four Facts-04-2021-E'.

# Appendix A: LinkedIn Images and Social Post Mock-ups

**How to use:** Be sure to include these images with your LinkedIn posts to emphasize your messaging and stand out with job seekers.



## LinkedIn:

 **Your Company**  
101,509 followers  
4d

Our employees have access to a defined benefit pension plan. The CAAT Pension Plan's design gives our employees peace of mind, knowing that they are building a secure and predictable lifetime pension while they work. Learn more about the CAAT Pension Plan: <https://lnkd.in/e2D8h-p>

#DBprime #DBplus #dbpensions #definedbenefit #retirementplanning  
#CAATPension #powerofplus



83 Likes · 2 Comments

 Like  Comment  Share

## Twitter:

 **Your Company** @yourcompany

Our employees have access to a defined benefit pension plan. The CAAT Pension Plan's design gives our employees peace of mind, knowing that they are building a secure and predictable lifetime pension while they work. Learn more: [caatpension.ca](https://caatpension.ca)

#CAATPension #powerofplus



# Appendix B: CAAT FAQ Guide For Interviews

**How to use:** Use these talking points to attract, engage, delight and convert candidates by highlighting the impact of pension plan you offer.

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## What is the CAAT Pension Plan?

The CAAT Pension Plan is a modern defined benefit (DB) plan that serves more than 70,000 members from over 100 employers across Canada. As of January 1, 2021, CAAT is 119% funded, has \$3.3 billion in reserves, and over \$15.8 billion in assets.

CAAT invests funds and manages pensions for the benefit of Plan members. It is a jointly sponsored pension plan (JSPP), meaning members and employers have an equal say in Plan decisions about benefits, contributions and funding, and share the responsibility of Plan decisions.

## What are the features of my pension?

The CAAT Pension Plan allows members to earn a valuable lifetime pension while they work. Your pension includes features members want:

- **A secure pension paid for life**  
As a member, you would get secure, predictable pension payments for life.
- **Your employer contributes on your behalf**  
In addition to your contributions, your employer will also make contributions to the CAAT Pension Plan on your behalf.
- **Inflation protection in retirement**  
The impact of inflation on the pension you earn under DBprime or DBplus will be partially offset by the Plan's conditional inflation protection. This helps your pension retain purchasing power over time.
- **A pension for your surviving spouse**  
A lifetime pension is payable to your surviving spouse. In case of death before retirement, more options are available.

## Are there other ways I can increase my pension?

You may be able make a purchase, enabling you to retire with a larger pension if you:

- worked part time or on contract for an employer prior to that employer participating in the CAAT Pension Plan;
- had an unpaid leave of absence during your CAAT Plan membership;
- were a member of a Canadian registered pension plan before working for an employer that participates in the CAAT Plan.

During your CAAT Pension Plan membership, there may be times when you temporarily stop working and contributing to CAAT due to a leave of absence, and wish to restore those gaps in your contributions (e.g. an approved leave of absence without pay). If this applies to you, you can make a purchase, which will increase your pension. Purchases are subject to the limits imposed by the Income Tax Act.

**Can I move between full-time and part-time or contract employment?**

In the event you move to permanent full-time employment during your membership, whether for your existing employer or a different participating employer, you will continue to contribute to the Plan, under DBprime or DBplus (depending on the Plan design your employer offers for full-time employment). When you retire, your lifetime monthly pension will be made up of whatever you earned under DBprime plus whatever you earned in DBplus, with all participating employers.

**How does my Defined Benefit Pension compare to a Defined Contribution Plan or a Group RRSP?**

This brief comparison demonstrates the difference between the CAAT Pension Plan, DC plans, and Group RRSP.

	<b>Defined Contribution Plans</b>	<b>Group RRSP</b>
<ul style="list-style-type: none"> <li>✓ Secure predictable lifetime pension</li> <li>✓ Early retirement available at age 50</li> <li>✓ Inflation protection</li> <li>✓ No-cost survivor benefits</li> <li>✓ No investment decisions</li> </ul>	<ul style="list-style-type: none"> <li>Retirement payouts are uncertain</li> <li>Must save more to retire early</li> <li>No inflation protection</li> <li>Risk of outliving savings</li> <li>Retirement timing depends on investment volatility</li> </ul>	<ul style="list-style-type: none"> <li>Retirement payouts are uncertain</li> <li>Must save more to retire early</li> <li>No inflation protection</li> <li>Risk of outliving savings</li> <li>Retirement timing and income dependent on market volatility</li> </ul>