

The high level of skill needed to be a truck driver has never been formally recognized. Canada's National Occupational Classification (NOC) code – which groups more than 40,000 occupations into one of four skill levels – only lists drivers as “low skilled”.

Why does this matter? A “low skilled” NOC code limits the trucking industry's access to training and retraining funds. Experienced drivers in other countries cannot be recruited through traditional immigration channels. There is also a matter of pride. Everyone wants to be recognized for the skills they bring to the job.

Every time a recruiter says, “no education required” or “no experience necessary”, it leads people to believe the job is easier than it really is. Some researchers who are investigating NOC codes will even pose as would-be truck drivers to learn about the knowledge, skills and abilities that our industry demands. You don't want to leave anyone with the wrong impression. Consider how the language in your recruiting ad can help.



Want driving recognized as a skill?

AZ Driver Wanted

Experience: 2 years

Education: 3-4 years secondary school and 2 years on-the-job training or related cross-border experience.

Salary: Per mile, hourly and/or average annual earnings.

* we offer formal training for candidates who have not yet reached the minimum requirements.

1. Require

a minimum of 3-4 years of secondary school, and more than 2 years of on-the-job training or specific work experience.

2. Avoid

any references to “no experience necessary” or “no education required”. If you accept candidates with limited training and experience, stress only that you “offer formal training for candidates who have not yet reached minimum requirements”.

3. Highlight

specific knowledge, skills and abilities that the job requires. Reference those listed in the National Occupational Standard for Commercial Vehicle Operators (Truck Drivers). The document can be downloaded for free from www.truckingHR.com.