

ConnectingMyCommunity

Local Strategies for Promoting a Transit Frontline Worker Recruitment Campaign •

- # Create memorable advertising that highlights the agency's frontline workforce by using their images, voices, and stories.
- # Identify a target audience, and craft messaging with benefits, images and themes the audience will find attractive. Then place your ads in media outlets where that audience will see them.
- # Populate the "Careers" page on your agency's website with relevant application information that is clear and concise. Drive potential job seekers to the website through the agency's social media.
- # Post frontline worker career opportunities on multiple platforms for job seekers, including LinkedIn, Indeed, TransitTalent, and Government Jobs.
- # Use buses, trains, bus stops, and transit hubs for recruitment advertising.
- # Highlight aspects of the agency that make working there unique by distinguishing public transportation from other career opportunities. Emphasize items such as the full range of benefits, perks offered, and the positive community impact of working for the agency.
- # Host and participate in promotional events, including job fairs and career days. Create or review the outreach and turn-out plan, and design an attractive event and a streamlined initial application process.
- # Dedicate time and resources to establishing strong and lasting outreach and recruitment partnerships with workforce development agencies, community organizations, and career and technical education high schools and community colleges. •

Learn from other successful transit worker recruitment campaigns by visiting www.Transitworkforce.org/ConnectingMyCommunity