

The Choose Jackson campaign was our system's recruiting campaign for the 2025-26 school year. The campaign included social media graphics, which were boosted through Meta Marketing, sharing information regarding the system accepting certified applicants for the upcoming school year and the system's third annual Choose Jackson Career Fair. The campaign also included Choose Jackson social media reels, in which staff from throughout the system shared why those chose to pursue a career inside Jackson County and provided advice to prospective applicants. Each social media flyer and video provided the system's career page url, [www.jacksonschools.ga.org/careers](http://www.jacksonschools.ga.org/careers), which provided additional information and a link to apply. Each of the marketing material displayed the 2024 AJC Top Workplace logo, an honor the system earned following a third-party staff survey regarding the culture and climate of the school system.