

Our Now Hiring Campaign was a multi-channel marketing initiative designed to address a critical need for bus drivers, custodians, substitutes, and other hard to fill vacancies. With staffing shortages affecting our district in a myriad of ways, we recognized the urgency of implementing a strategic recruitment campaign to attract qualified candidates to our team. Part of our campaign utilized billboards to generate awareness and drive attendance to a series of hiring events hosted by our district. These events provided interested candidates with the opportunity to meet with district representatives, learn about job openings, and apply on-site. As a direct result of our campaign, dozens of individuals were offered positions, successfully bringing much-needed staff to the Bethel School District. We strategically placed billboards in high-traffic areas to maximize exposure and attract local job seekers. The messaging was clear, consistent, and action-driven, ensuring that potential applicants felt informed and motivated to take the next step. This campaign demonstrates the power of an old-school marketing tactic that complimented a more modern digital campaign.