MARKETING/BRANDING: MARKETING MATERIALS (PRINTED PUBLICATIONS) ENTRY
FOUNTAIN-FORT CARSON HR RECRUITMENT CAMPAIGN

SUMMARY
Fountain-Fort Carson faced multiple employee recruitment challenges, including nationwide staffing shortages and a highly mobile military community. The district needed to compete for talent in a highly competitive environment and stand out in the crowd. The communications and human resources teams partnered with CEL Marketing PR Design to develop a staff recruitment campaign to overcome these challenges.

The overall campaign goals were to increase awareness and applications for employment by targeting unemployed residents, retirees and workers seeking to make a difference or find a happier and more fulfilling job.

Fountain-Fort Carson is located near a military base so the recruitment campaign tagline – "Today's Mission: Love Your Job" – resonated with potential employees. In addition, the use of a camouflage pattern was a value-centric differentiator that appealed to retired/former military, as well as those with an affinity for the armed services.

CAMPAIGN MATERIALS
- Billboards
- Yard signs
- Digital and print flyers
- Newspaper advertisements
- Social media graphics
- Booth items for recruitment fairs, including branded tablecloth, pedestal and backdrop

RESULTS
The campaign has helped raise awareness of the district and opportunities for immediate employment and significantly increased the number of inquiries and applications for hourly roles. The campaign was viewed as a success by the human resources team, and other departments have since requested similar assistance from the communications department to advance district priorities.
The HR recruitment campaign was designed to raise awareness of the Fountain-Fort Carson School District and opportunities for immediate employment there. The campaign has increased the number of inquiries and applications for hourly roles.

At Fountain-Fort Carson School District 8, we are on a mission. We have a diverse team with different strengths, skills and roles. But each of us arrives each day knowing that we are part of one powerful purpose: Working together to support kids and families, where they are today.

You help kids. We help you.
Regardless of position or title, you can help our students learn, grow and thrive. And we keep good people by treating our employees as professionals — and caring for them as people.

- Insurance and benefits
- Resources for physical and mental wellbeing
- Paid training
- Family-friendly culture
- Committed to safety in every school

Our team members are more than a number, an assignment or a timesheet. They are people with talents, interests and relationships — the fabric of our school system. And together, we make a difference.

Who we are.
We are a public school district developing world-class learners in the Fountain and Fort Carson communities. Our schools are home to Colorado’s most diverse learning community, including military families and children. We are committed to meeting the needs of each student, and we are known as a trusted partner to families who have children with special needs.

YEAR-ROUND OPENINGS
All year long, we need great people. Bus drivers, food service workers, paraprofessionals, custodians, substitutes — each of these roles is mission critical.

TEACHER OPENINGS
In addition to hiring licensed teachers from March to July, we also fill open teaching positions throughout the school year.

Apply Today:
Learn more and submit your application at ffc8.org/careers

Billboards
ffc8.org/careers
TODAY’S MISSION: LOVE YOUR JOB
Weikel Elementary

At Weikel Elementary, we are on a mission to serve 750 students in preschool through Grade 5.

We have a diverse team with different strengths, skills and roles that serve the same powerful purpose: Support kids and families, where they are today.

You help kids. We help you.
Regardless of position or title, you can help our students learn, grow and thrive. And we keep good people by treating our employees as professionals — and caring for them as people.

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The school district serves the Fort Carson Army base, as well as the community of Fountain, Colo. The use of a camouflage pattern and the campaign tagline — “Today’s Mission: Love Your Job” — were designed to reflect this identity and resonate with potential employees. A series of yard signs was set up on high-profile lawns to catch the attention of passersby, generating interest and applications.

YARD SIGNS
Fountain-Fort Carson faced multiple employee recruitment challenges in the fall of 2021, including nationwide staffing shortages and a highly mobile military community. The campaign included a variety of materials, including newspaper ads, lawn signs and digital billboards, to stand out and compete for talent in a highly competitive hiring environment.