EVIDENCE OF NEED
In a highly competitive hiring environment – particularly with the teacher shortage in South Carolina and across the country – a primary goal of our advertising and marketing activities is to support the efforts of our Human Resource Services staff in attracting and recruiting highly qualified teachers, administrators and support staff to Richland One by promoting our competitive salaries and benefits, our comprehensive professional development opportunities and the many advantages associated with the district’s location in South Carolina’s capital city.

Our program goals were to:
- Find and attract top-notch candidates
- Increase recruitment event attendance

PLANNING
Marketing Coordinator Kiosha Boyles serves as the project manager and executes all district marketing and advertising efforts. The target audience for this campaign are job seekers throughout the Midlands. We coordinated with the Director of Classified Employment Services and the Coordinator of Recruitment in the Human Resource Services office to learn of key incentives and critical needs positions to promote. For recruitment, we target a wide range of positions from bus drivers and cafeteria workers to teachers and administrative positions. As a result, we use a variety of communications channels to reach each target audience where they consume information. We used the following mediums for this campaign: static and digital billboards, radio advertisements, cable and streaming TV commercials, print advertisements, social media, district website, and more.

EXECUTION/COMMUNICATION
We promoted recruitment messages throughout the year with a heavier push leading up to recruitment events, such as the Teacher Interview Day and job fairs. We began marketing for recruitment events about 4 to 5 weeks prior to the event. With more and more communications going online, we began to incorporate more digital communications strategies to our campaign, such as streaming TV ads and digital ads on the websites of popular local media outlets. We revamped our career page on the Richland One website and created a custom URL (www.richlandone.org/careers) to serve as the hub for the incoming digital traffic.

EVALUATION
The methods we use to measure and evaluate the effectiveness of our marketing and advertising activities include registration and attendance at employee recruitment events; website traffic; and ad engagement and impressions. Additionally, we added a question to the recruitment event surveys to gauge how registrants learned about the event. Throughout the marketing campaign, we reached over 787,497 people and garnered over 18,384,943 impressions.
Richland One – Golden Achievement Award Entry Form
PR Project: Recruitment Marketing

BILLBOARDS

New Year
New Career
Teachers • Bus Drivers • Food Service • Maintenance
Richland One | RichlandOne.org

YOUR CAREER STARTS HERE
Teachers • Bus Drivers • Food Service • Maintenance
RichlandOne.org

BUS DRIVER INTERVIEW DAY
October 22 • 9am-1pm
Register at RichlandOne.org/Careers

VIRTUAL INTERVIEW DAY
November 13 • 9am - 12pm
Register at RichlandOne.org
Richland One – Golden Achievement Award Entry Form
PR Project: Recruitment Marketing

PRINT ADS

Join Our Team!

Richland County School District One is seeking candidates for the following teaching positions: Secondary Math, Middle School Science, Middle and Secondary Spanish, High School French, and all levels Special Education.

Must possess bachelor’s degree in the subject area/equivalent or education, and possess a valid SC teaching license in the subject area.

Apply online at RichlandOne.org.

For questions, contact Human Resources at 803-231-7426

SOCIAL MEDIA

Come Join Our Team!

In Richland County School District One, we're always looking for more employees to join our team and help us empower all of our students to achieve their potential and dreams. To view a list of current employment opportunities and to apply online, please go to our website, richlandone.org.

RICHLAND ONE ENGAGE • EDUCATE • EMPOWER

WE ARE HIRING!
FALL VIRTUAL INTERVIEW DAY
SATURDAY, NOVEMBER 13
9 A.M. – 12 P.M.

For questions, contact Human Resources at richlandone.org/CAREERS

WE ARE HIRING!
BUS DRIVER INTERVIEW DAY
OCTOBER 22 | 9AM-1PM
HEYWARD CAREER & TECHNOLOGY CENTER

Starting Pay: $16.68/Hour
Mileage Reimbursement
Paid CDL Training
Health & Dental
Richland One – Golden Achievement Award Entry Form
PR Project: Recruitment Marketing

DIGITAL ADS

RICHLAND ONE VIRTUAL INTERVIEW DAY
• November 13
• 9 a.m. to Noon
SIGN UP NOW

Interviewing Teachers, Social Workers, Nurses and School-Based Instructional Support.

TOP HEADLINES

RCSD investigating homicide at Columbia apartment complex
Updated 11/19/2021 | By WIS News 11 Staff
Deputies responded around 5 p.m. to 21 National Guard Rd. for reports of a shooting.

Everything you need to know about Election Day 2021
Updated Nov. 1, 2021 at 3:41 AM ET | By Raven Wiles
Tuesday is Election Day across South Carolina.

It’s just simply not enough: South Carolina’s search and rescue team says it needs more funding from state for disaster response
Updated 11/19/2021 | By Mary Greer
Registration Deadline: November 3rd
Sign up Today!

Columbia mayoral race looks to be headed to runoff

Fest! Sponsored

Pedestrian hit by three cars, killed in hit-and-run in Richland County
Troopers are investigating after a pedestrian was struck by three different cars and died in a hit-and-run.

Interviewing Teachers, Social Workers, Nurses and School-Based Instructional Support.

RICHLAND ONE VIRTUAL INTERVIEW DAY
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