



RECRUITMENT MARKETING

FY22 PLAN UPDATE

CARRIE ROSE PACE

11/16/21

NOW HIRING
BUS OPERATORS



WE ARE MORE THAN A JOB.

WE ARE A FAMILY, AND MANY EMPLOYEES BUILD CAREERS FOR 20, 30, 40+ YEARS WITH GRTC, AND SOME EMPLOYEES ARE MULTI-GENERATIONAL. GRTC IS A SUPPORTIVE AND CONNECTED WORKFORCE WITH A FAMILY LEGACY.



APPLY TODAY!

NOW HIRING!
GREAT BENEFITS PACKAGE!



NOW HIRING
MECHANICS



NEW FULL TIME MECHANICS ARE ELIGIBLE FOR AN **\$8,500** SIGN-ON BONUS!

TRAINING
\$21.91/HR.

BASE PAY
\$27.84/HR.

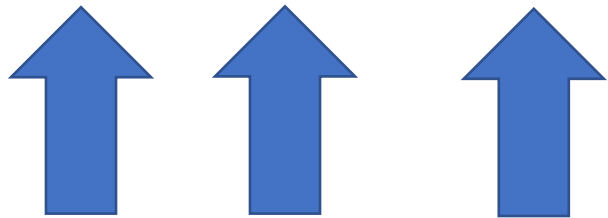
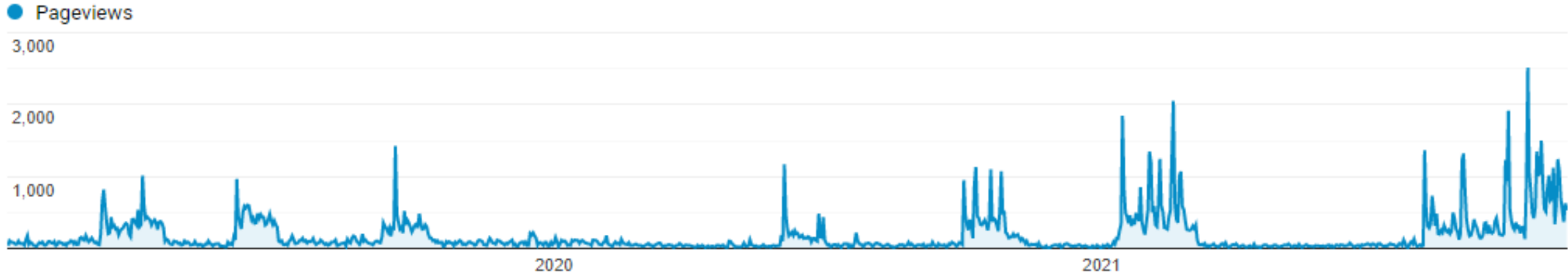
NEW HIRES CAN REACH BASE PAY WITHIN 16 MONTHS.



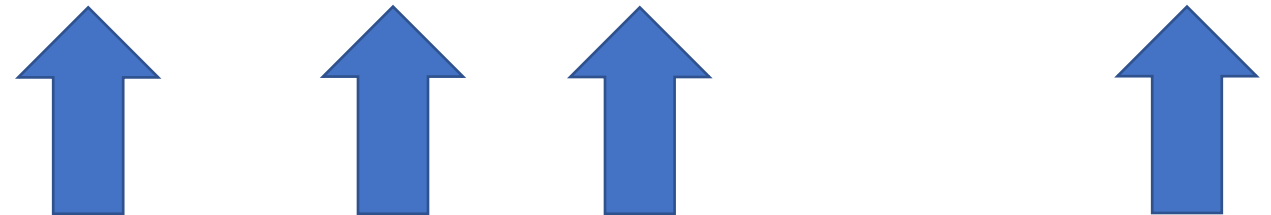
APPLY TODAY!

Increased weekly traffic from several hundred to 1,000 - 2,000.

2019.....2020.....2021.....



Advertising pushes



Advertising pushes

17 new hires directly attributed to marketing leads in 2021:

- 6 operators from TV ads
- 8 operators and 1 mechanic from our website/digital redirect
- 1 operator and 1 mechanic from social media/Facebook ads

FY22 budget so far: \$400,000 (to be expended by Nov 2021)

Previously approved by Board (June 15, 2021 – Federal relief \$)

- NOTE: Cinemedia (movie theater): \$10,000 to be spent Spring 2022

- Total Request for new approval today: \$1,150,110 (*Federal relief \$*)
Not-to-exceed POs:
 - NBC12: \$320,000
 - CBS6: \$294,950
 - WRIC8: \$254,635
 - FOX35: \$160,525
 - Work4 (Facebook jobs): \$20,000
 - Contingency Budget: \$100,000

FY2022 Board Approved CARES Act, CRRSA, and ARPA funds support:

- *ARPA Federal Relief funds for the purpose of ongoing recruitment efforts.*

- Budget \$320,000
- Split: 60% TV – 40% Digital
- Tactics:
 - TV campaigns on NBC12 + CW: programs include local news, prime time programming, football, and special event programming.
 - Display ads, Pre-roll ads, and Splash ads on NBC12.com + News/Weather apps
 - Streaming ads on NBC12 OTT platforms (Apple TV, Amazon Fire, Roku)
 - Email campaigns to NBC12 database
 - Online streaming campaigns on NBC sports website/apps during Olympics + NFL Football
 - Targeted display ads, pre-roll ads, and streaming ads

- Budget \$294,950
- Split: 60% TV – 40% Digital
- Tactics:
 - TV campaigns include local news, NFL Football, CBS Basketball coverage on the weekend, CBS6's broadcast of at least 2 VCU games and the NCAA Basketball Tournament, and prime CBS programming.
 - 175 commercials on CBS 6 Weather Extra at no additional charge
 - Digital Resources:
 - (15) Targeted Recruitment E Blasts – 100,000 impressions to blue collar families with a household income less than \$75,000.
 - 2.1 million Targeted Ad Messenger impressions to adults aged 21-65, military/veterans/retirees, and Hispanic audiences.
 - 1.75 million OTT Targeted commercials

- Budget \$254,635
- Split: 60% TV – 40% Digital
- Tactics:
 - TV campaign: 1,004 spots on programming including local news, prime ABC programs, daytime ABC programs, NFL and NBA sports, and Showcase Richmond.
 - Digital campaign: Pre-roll video (non-skippable) and Social Display ads on WRIC.com, CTV and OTT targeted video, pre-roll video (non-skippable) on premium websites and mobile apps, and targeted email.

- Budget \$160,525
- Split: 100% TV
- Tactics: TV campaign includes programming on local news, NFL, College Football, College Basketball, NASCAR, WWE Smackdown, and prime FOX programs.

- Budget: \$20,000
- Tactics:
 - Facebook Jobs Boards & Targeted Ads with daily lead list sent to HR



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