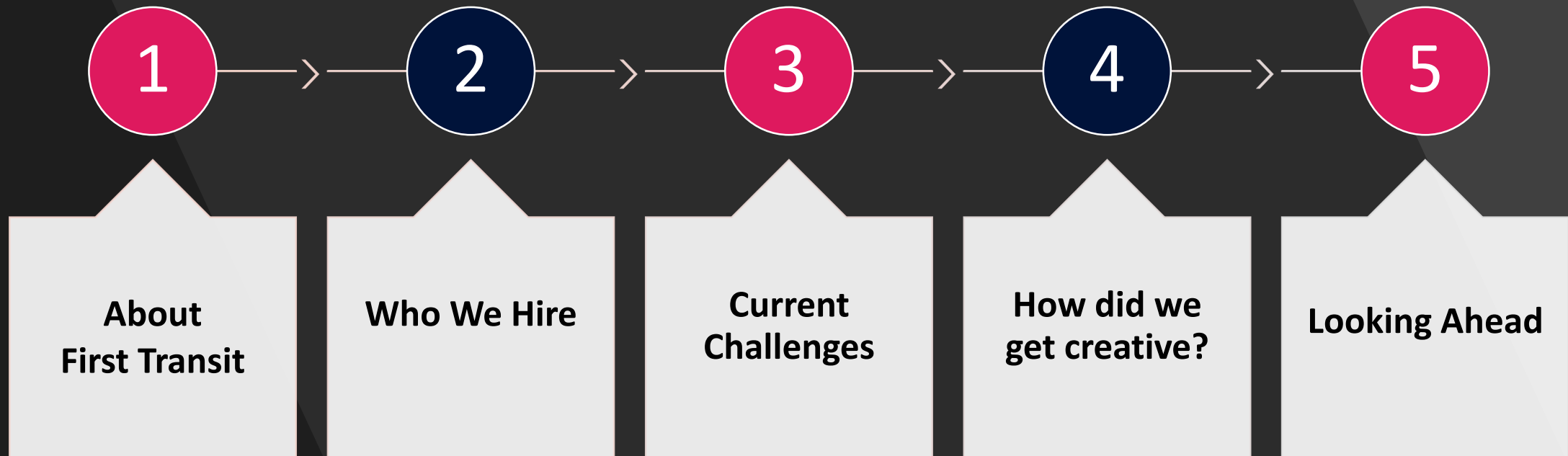


Creative
Recruitment
Strategy:
*Tips for a Challenging
Job Market*

First  **Transit**

Agenda:



About us :

First Transit is a leading provider of transportation contract and management services, moving more than 350 million passengers annually.

First Transit employs more than 19,000 dedicated transit professionals through fixed route, paratransit and shuttle services at more than 300 locations in the US, Canada, Puerto Rico and Panama.



Who do we hire?

Operators

Technicians

Utility Workers

**Customer Service
Reps**

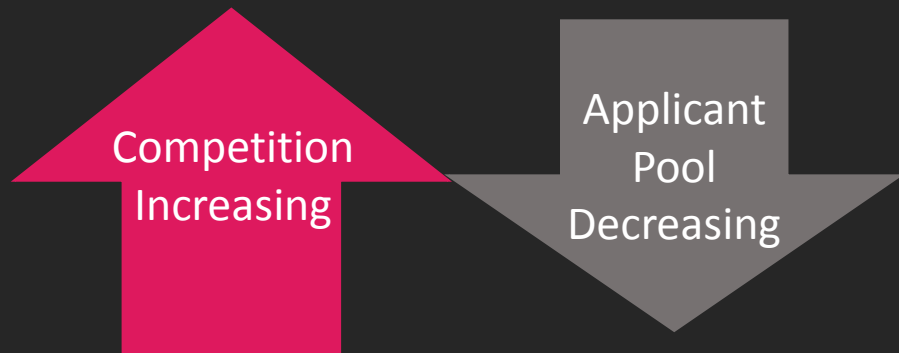
Dispatchers

Supervisors

Managers

**Corporate/Support
Staff**

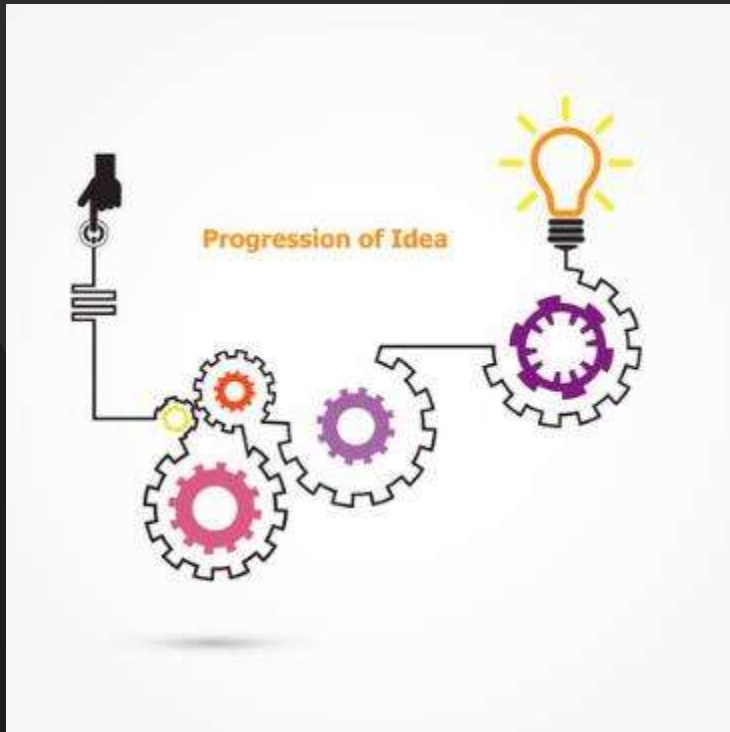
Challenges:



- Quality of applicant
- Competitor wages
- Job stigma
 - Bus driving may not seem as *glamorous* as it once did!



How did we get creative?



- *Team Structure*
- *Mindset*
- *Advertising*
- *Events*

Field Recruiter



Location Staff

Team Structure

- Field Recruiters
 - Time spent on strategy:
 - Online
 - Print
 - Sourcing
 - Grassroots
 - Community Engagement
 - Hiring Events
 - Misc.
 - Time spent in field:
 - Consultative/Onsite Support
 - Process Discipline
 - Best Practices
 - Truly learns market/grassroots campaigns

Tip:
Conventional
is not always
effective.

Team Structure:

Tip: Try something new.

After several unsuccessful attempts to solve one of our most challenging shortages (over **100** drivers short between two locations), we hired a previous driver as our Recruiter in that market. He understood the role firsthand and built genuine relationships with the candidates based on his experience.

Half a year later, we are **17** drivers short.



Mindset

We shifted our **focus** to include both the sources that worked and the rotation of new ideas by trial and error. We made a team commitment to be open-minded and to persevere, despite being told “We’ve tried that. It didn’t work.”

Tip: Hold weekly team brainstorming sessions.



Advertising



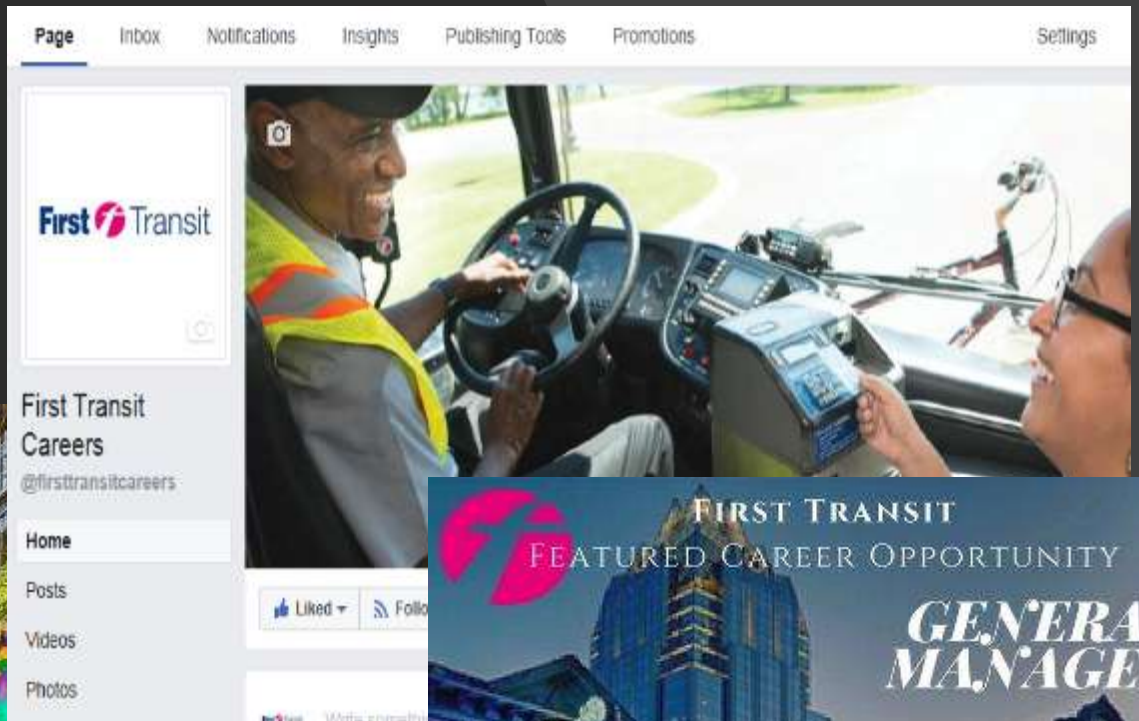
Tip: Review your ad copy.
Combine the following:

- ✓ Eye-catching tagline
- ✓ Competitive or unique benefits
(List these toward the top)

Our “Now Hiring” titles have become “Career Stalled?”, “Wheels Spinning?”, and “**Career running on E?**”.

Advertising

- Social Media Advertising
 - Facebook Careers Page
 - Digital and Free Ad Campaigns
- Management Opening Campaigns
 - Visual aids
- Vehicle Wraps/Recruitment Bus
 - Traveling advertising
- Zip Code Reporting/Grassroots Campaigns
 - Targeted flyers



A collage of recruitment graphics for First Transit. The top section has a yellow background with the First Transit logo and the text 'Management Opportunity in New Orleans!'. The bottom section features a street scene with 'Decatur' and 'Dumaine' street signs, and a yellow box with the text 'General Manager Service Type: Shuttle Apply Now!'. At the bottom of the collage, it says 'First Transit is an Equal Opportunity Employer.'

A large recruitment graphic for First Transit. It features a night cityscape with a 'SOHO' sign and a guitar. The text reads 'FIRST TRANSIT FEATURED CAREER OPPORTUNITY GENERAL MANAGER Location: Austin, TX'. At the bottom, it says 'FIRST TRANSIT IS AN EQUAL OPPORTUNITY EMPLOYER.'

Events

Halloween Hiring Event

Must haves:

- ✓ Feature
- ✓ Fun
- ✓ Food

We try to focus our events on both **recruitment** and **community engagement**.



What's next?

Advertising

Photo and video capabilities in online advertising/careers page

Employee Development

Management Trainee Program

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