



Fall 2021 Staff Recruitment Toolkit



Let us help!

THESE MATERIALS WERE DEVELOPED TO HELP RECRUIT STAFF FOR
AFTERSCHOOL PROGRAMS.

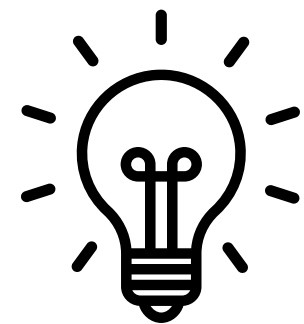
FOR EACH TIP, WE'VE PROVIDED SAMPLE COPY AND/OR TOOLS THAT CAN
BE USED AS-IS OR TAILORED TO MEET YOUR NEEDS.

What you'll find in this toolkit:

For designed materials (flyers and graphics), you'll find links to editable user-friendly files in google slides. It's easy to revise text, substitute different photos and add logos to suit specific messages and needs.



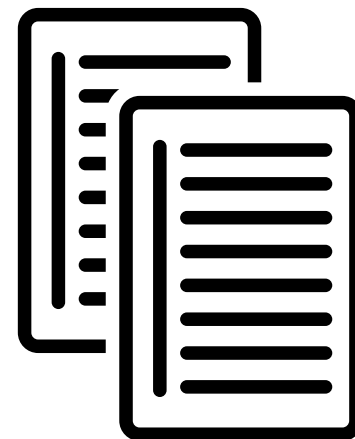
TIPS & IDEAS: 12 things you can do to recruit new staff



KEY MESSAGES



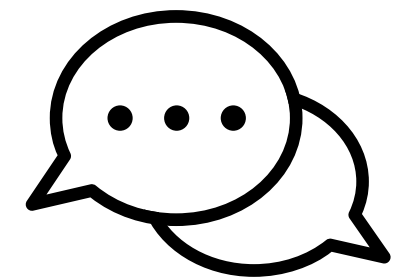
FLYERS



GRAPHICS for social media



SAMPLE COPY for emails, ads and posts



Engage partners...

USING THE POWER OF EMAIL TO CONTACT:



Partners and other local organizations who have access to a talent pipeline (e.g., high school; community, 2 year and 4 year college career offices; coaches; faith-based groups; libraries; parks and rec; etc.). Ask them to post your flyer and share your job announcement in their newsletters, radio announcements and upcoming career fairs.



School district offices that include high schools. Ask them to distribute the flyer and job posting to its high schools. Email or call local high schools' counseling and career centers.



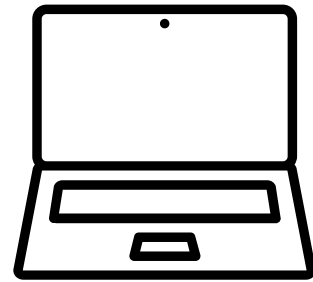
Local staffing agencies to ask them to place your job listing.



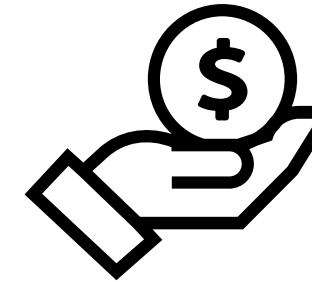
Former afterschool program staff - ask them to apply and spread the word.



...and engage staff



Post the job listing on your website and share these graphics on your social channels. Ask your program staff to do the same on their social networks.



Consider implementing a referral program -- offer a gift card or cash prize for each successful referral.

Reach out to families and alumni of your program

Email alumni from your afterschool program - ask them to apply and spread the word.



Email local parent groups, include a flyer and ask them to share it with their friends and families. Submit a post to NextDoor and other community and neighborhood listservs.



Send an email blast to families enrolled in your program, ask them to reach out to their networks.



Post local advertisements



Post position on relevant job sites (Idealist, Indeed, local college job boards)

Place an advertisement in local media outlets (both print and online).

Run a short broadcast announcement on local public radio, typically a 25-word or 15 second statement.

Key messages

Audience: Potential New Hires



- Afterschool programs are now hiring!
- Our kids are our future--and they need you! Together we can help kids re-engage, reconnect and discover their passion for learning.
- Get paid to make a difference in kids' lives, create lifelong bonds and have fun.
- Do you have what it takes to be a mentor? Join our diverse team of afterschool educators. Part-time, flexible jobs are available now.
- You can inspire the next generation of leaders and problem solvers. Join our diverse team today!
- All programs follow [CDC/State/Local] COVID safety protocols.
- If you enjoy working with kids and are passionate about making a difference in your community, join our diverse team today!
- We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, retirees, and anyone who's taking a gap year or seeking meaningful work.
- Visit [Program URL] - apply today!



Key messages



Audience: Parents

- We're hiring!
- It's been a challenging year. We're so grateful for you and excited to continue serving all of our kids and families. In fact, we're growing our diverse team and need your help!
- We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community.
- All programs follow [CDC/State/Local] COVID safety protocols.
- We're hiring for part-time, flexible jobs. If you know of students who are back from college, taking a gap year, or are simply interested in making a difference in kids' lives, please encourage them to contact me or visit URL to apply for a position.
- And please share this email with your friends and family! We're excited about growing our team and committed to supporting you and your family throughout the year ahead. Feel free to contact me if you have any questions.



If you have any questions or need help with copy or posting, don't hesitate to contact us.

Questions? Email: afterschool@burness.com

