



# Workforce Recruitment

**Target Audience:** The target audience for the Marketing for Workforce Recruitment Comprehensive Campaign are unemployed people or those looking for new career opportunities.

**Situation Challenge:** RTD assumed in house operations of its previously contracted County service, which created 86 positions that needed to be filled. The national driver shortage that resulted from the COVID-19 pandemic also added to this challenge. In May, RTD had a total of 104 vacant positions the needed to be filled, 15 of which were Van Go! driver positions that did not require a special license. RTD had to rethink its workforce and operational needs in response to this.

**Strategy Objective:** The objective was to increase the number of applicants, with the strategy of informing candidates of open positions through online and in-person approaches.

The ads created used images of actual employees on the job to sell a lifestyle at RTD, while the texts emphasizing competitive benefits and ease of applying. In addition appearing on google ads, social media, email marketing, and RTD's website, the campaign also used collateral such as outdoor banners, bus inserts, and flyers.

RTD also hosted its own in-person job fair to draw in candidates. Each department decorated their own booths with props and provided educational materials. Representatives talked to potential candidates, encouraged them to apply, and directed them to already set-up computer stations that makes applying easy.

**Results Impact:** In addition to the visual impressions made by collateral that is not quantifiable, RTD's social media recruitment efforts has the following impact:

- From May 1 to September 4, 2021 on Facebook, the top three posts related to recruitment created 25,634 total impressions with 1,876 click throughs—all without ad dollars.
- For google, an awareness campaign that cost \$2,523 ran from June 10 – 19 created 709,007 total impressions (paid and non-paid) and generated 14,377 click throughs. In order to target a particular audience using google, RTD had to be creative with its messaging—"No special license needed to drive a van for Van Go!"

**Submission Reason:** Because RTD was undergoing the assumption of 40% of RTD's total services that were formerly provided by a contractor (known as County services), it had to fill over 80 vacancies to continue operation of its County services.

In addition to the number of vacancies that needed to be filled, recruiting and retaining talents was and still remains an ongoing challenge for many businesses in the United States during the pandemic. This proved to be even more challenging when looking for candidates to join public transit. With the many and varying marketing efforts, RTD was able to fill 61 out of 86 positions, which is 70.9% of the vacancies within a three-month period (from May to July). This also included filled all 15 of the necessary Van Go! positions.

# Flyers

8.5" x 11"



## We're Hiring

APPLY NOW  
[sjRTD.com/careers](http://sjRTD.com/careers)

San Joaquin RTD is looking for ambitious and motivated individuals to support our vision of being the transportation service of choice for the residents we serve.

### CAREERS

**Mobility Manager.** Full-Time Regular - \$77,165.00 - \$118,005.00 Annually.

**Operator.** Full-Time Regular - \$18.07 - \$23.63 Hourly. County Service. \_\_\_ positions available.

**Operator** On-Demand (Van Go!). Full-Time Regular - \$15.29 - \$18.07 Hourly. County Service. \_\_\_ positions available.

**Parts Clerk/Storekeeper.** Full-Time Regular - \$19.66 Hourly. \_\_\_ positions available.

**Porter.** Full-Time Regular - \$18.49 Hourly. County Service. \_\_\_ positions available.

**Business Performance Specialist/ Senior Specialist/Administrator.** \_\_\_ positions available.

**Electronics Technician C.** County Service. Full-Time Regular - \$22.31 Hourly. \_\_\_ positions available.

**Maintenance Supervisor.** County Service. Full-Time Regular - \$69,853.00 - \$95,320.00 Annually. \_\_\_ positions available.

**Mechanic A.** Full-Time Regular - \$32.99 - \$35.30 Hourly. \_\_\_ positions available.

**Mechanic A, B, and C.** Full-Time Regular - \$22.31 - \$28.04 Hourly. County Service. \_\_\_ positions available.

**Procurement Manager.** Full-Time Regular - \$77,165.00 - \$118,005.00 Annually.

**Service Development Analyst.** Full-Time Regular - \$47,437.00 - \$69,784.00 Annually. County Service. \_\_\_ positions available.

**Transportation Specialist.** Full-Time Regular - \$54,901.00 - \$80,738.00 Annually. County Service. \_\_\_ positions available.

**Transportation Supervisor.** Full-Time Regular - \$69,853.00 - \$95,320.00 Annually. County Service. \_\_\_ positions available.

**Utility Worker.** Full-Time Regular - \$18.49 Hourly. County Service. \_\_\_ positions available.

All positions are open until filled



We can help  
you apply on  
the spot!

Find a new route to your future

## San Joaquin RTD JOB FAIR

November 18, 2021 | 9:00 a.m. to 6:00 p.m.

Downtown Transit Center Boardroom  
421 East Weber Avenue  
Stockton, CA 95202

Meet with RTD representatives, learn about open positions, ask questions, and submit an application!



San Joaquin Regional Transit District (RTD) | (209) 943-1111 | [sjRTD.com](http://sjRTD.com) | [f](#) [@](#) [v](#) [y](#) [t](#) [i](#) [n](#)

## Now Hiring RTD Van Go! Drivers



### VAN DRIVER - COUNTY SERVICE

(\$15.29 - \$18.07 Hourly - Wage Progression)

NO PRIOR PROFESSIONAL DRIVING  
EXPERIENCE REQUIRED  
NO SPECIAL LICENSING REQUIRED

PAID TRAINING PROVIDED  
FULL-TIME AND PART-TIME  
POSITIONS AVAILABLE

#### Licenses; Certificates; Special Requirements:

- Valid Class C California driver license or higher
- Ability to obtain Valid Verification of Transit Training Certificate
- An original seven (7) year DMV printout must be provided for consideration

RTD offers a competitive employee benefit program that includes:

#### FULL-TIME BENEFITS:

**INSURANCE:** RTD provides comprehensive health and dental insurance package for all full-time employees and their dependents. RTD also provides \$20,000 life insurance for all full-time employees.

**SICK LEAVE:** Three (3) to twelve (12) days per year depending on length of service for full-time employees, per the Collective Bargaining Agreement.

**VACATION:** One (1) week to six (6) weeks depending on the classification level and length of service for full-time employees, per the Collective Bargaining Agreement.

**RETIREMENT:** RTD participates in a 401(a) retirement plan in which RTD provides a generous match.

#### PART-TIME BENEFITS:

**INSURANCE:** Part-time operators shall be eligible for medical benefits for themselves only after one year of service. RTD also provides \$10,000 life insurance for all part-time employees after one year of service.

**VACATION:** One (1) week to two (2) weeks depending on length of service for part-time employees.



[VanGo@sjRTD.com](mailto:VanGo@sjRTD.com) | [sjRTD.com/VanGo](http://sjRTD.com/VanGo)



## WE ARE HIRING!

## YOU ♥ TO DRIVE

Get paid to drive Vincent Van Gogh-inspired vans for Van Go!,  
San Joaquin RTD's premiere rideshare service.

RTD Van Go! drivers get paid up to \$18.07 per hour.  
Full-time and part-time positions are available.



**Full-Time Benefits**  
Part-Time Benefits  
(1 year of employment)



**Medical**  
Part-Time Medical  
(1 year of employment)



**Vision**



**Dental**



**Paid Sick Leave**



**Paid Vacation**  
Part-Time Paid Vacation  
(1 year of employment)

No prior professional driving experience required.  
RTD will pay YOU to be trained on the job.

No special licensing required.  
Only a valid Class C license is needed.

Apply now at [sjRTD.com/drive](http://sjRTD.com/drive)







8'x 3' Banner



8'x 3' Banner



5x7 Postcard

Displays  
& Decals



Bus Decals



33.5" x 79" Pop-Up Banners

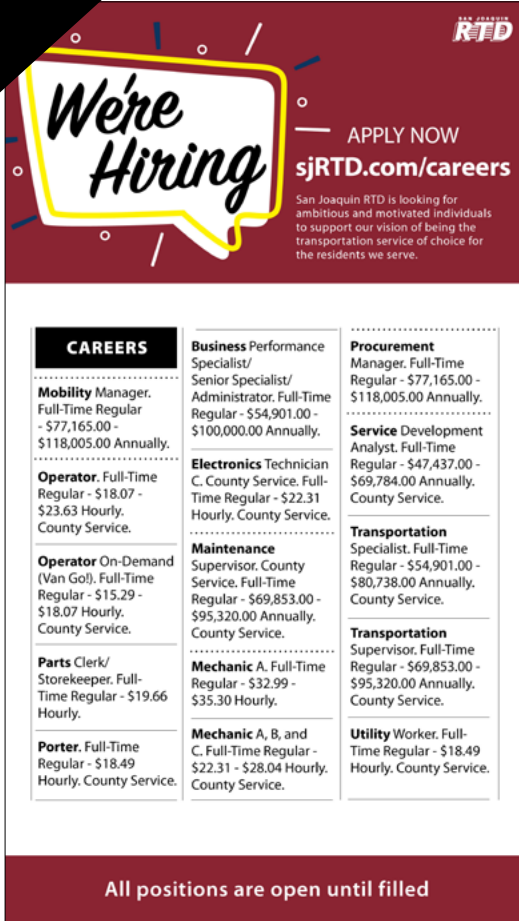




# Digital Banners

1080 x 1920 banner

1920 x 1080 banners



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3rd party eBlast



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[Learn more](#)

**San Joaquin RTD**



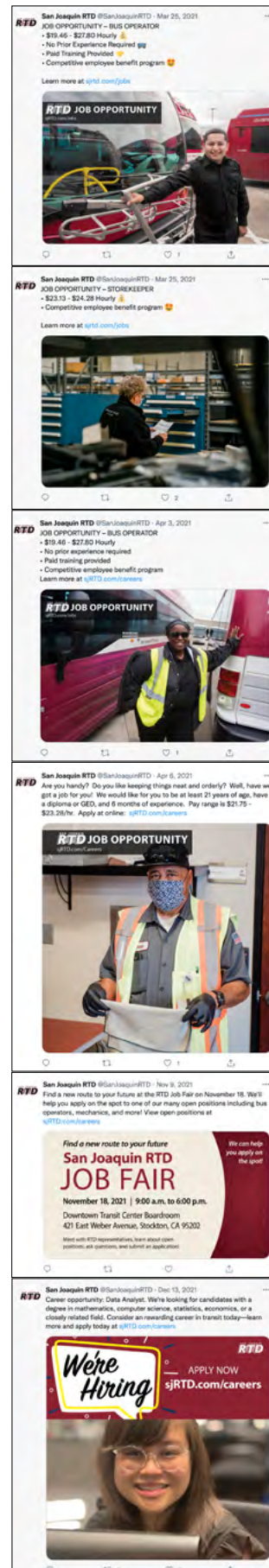
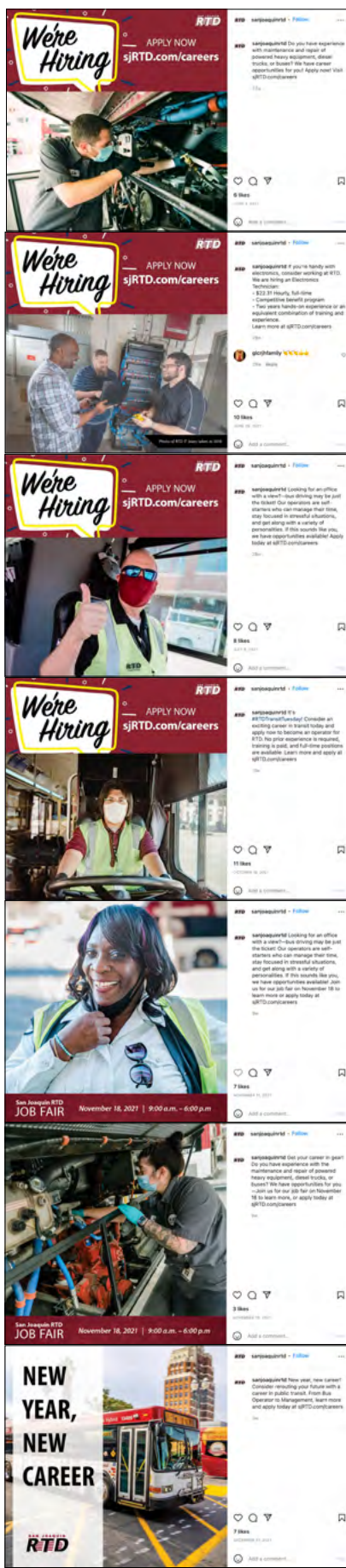
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[Learn more](#)



## Twitter





# In-Person Job Fair

