



KC Streetcar’s “Next Stop: Love What You Do” Employee Recruitment Campaign was created to attract not just more candidates, but the “best” candidates: dedicated, motivated, enthusiastic people who wanted to 1) do something unique and exciting as they play an important role in our city’s future; 2) a chance to earn while they learned and discovered their potential to grow right along with KC Streetcar; and 3) an opportunity to work in a fun, supportive environment where they are heard and valued by a team that cares about them just as much as the service KC Streetcar provides.

Featuring Our Rockstars

Employee recruitment campaigns often fall back on stale, generic tropes such as “We’re Hiring” or “Great Pay and Benefits!” Our campaign instead sought to do things differently, by getting to know KC Streetcar’s rockstar-level operators and maintenance

technicians, and then creating a campaign to speak directly to potential applicants in an authentic, relevant and meaningful way. We identified “the best” operators and maintenance technicians, and discovered what it was made them “the best.”



Creative Strategy

Once we identified “the best” operators and maintenance technicians, we sought to discover what made them “the best.” We held insight calls with each of them to identify their common “why KC Streetcar?”, which included a host of heartfelt responses,

the strongest of which being this: loving what they do. The we created a campaign that brought it to life using the beliefs, words and faces of these coveted employees.

Why work for KC Streetcar?

- 1 A fun, supportive environment
- 2 An opportunity to be part of something special
- 3 The potential to grow right along with us

“Join the KC Streetcar team to do something unique and exciting as you play an important role in KC’s future. Here, you can earn while you learn and discover your potential to grow right along with us. Find out what it means to work in a fun, supportive environment where you’re heard and valued by a team that cares about you just as much as the service we provide. Your next stop? A chance to love what you do ... at KC Streetcar!”

When compared to the colorful graphics and photos on the rest of KC Streetcar social feeds, these assets stood apart while remaining true to the graphic standards and spirit of the brand.

Targeting Operators & Maintenance Techs

While our research uncovered the core insight that KC Streetcar employees and applicants are driven by the mantra “Love what you do,” we also found the operations and maintenance teams attract applicants with different attitudes, skills and points of view.

Our campaign tailored messaging specifically to these two targets based on information gathered from our research process. As different positions became available, the messaging of our campaign would shift to attract the appropriate applicants.



Operator-Specific Insights:

Stable work that you leave at work

An opportunity to be the face of the KC Streetcar



Maintenance-Specific Insights:

Engaging work where each day is different

Opportunities to learn and advance


Social Media: Facebook

A suite of organic content specifically promoting operator and maintenance technician positions was created and launched on KC Streetcar's Instagram, Twitter/X, Facebook and LinkedIn pages

over a six-month campaign. These were boosted through the Meta platform to expand our reach to potential applicants beyond KC Streetcar's organic following.

KC Streetcar is with RideKC and Herzog.
Published by Meghan Duane Mosley · May 24 ·

Looking for a fun, engaging job with the potential to grow your skills? [#kcstreetcar](#) is expanding and so is our team! Apply for a maintenance position today: [kcstreetcar.org/employment](#)



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Michael Evans
Applied!!! Let's go!!!
23w Like Reply Hide

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KC Streetcar is with Kansas City and 2 others.
Published by Meghan Duane Mosley · July 12 ·

Find out what it means to work in a fun, supportive environment where you can earn while you learn. Discover your potential to grow right along with [#kcstreetcar](#) as a member of our maintenance team: [kcstreetcar.org/employment](#)



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KC Streetcar is with RideKC and Herzog.
Published by Meghan Duane Mosley · July 19 ·

Our [#kcstreetcar](#) system is expanding and so is our team! This is your opportunity to grow right along with us and be part of something special. Apply today: [kcstreetcar.org/employment](#)



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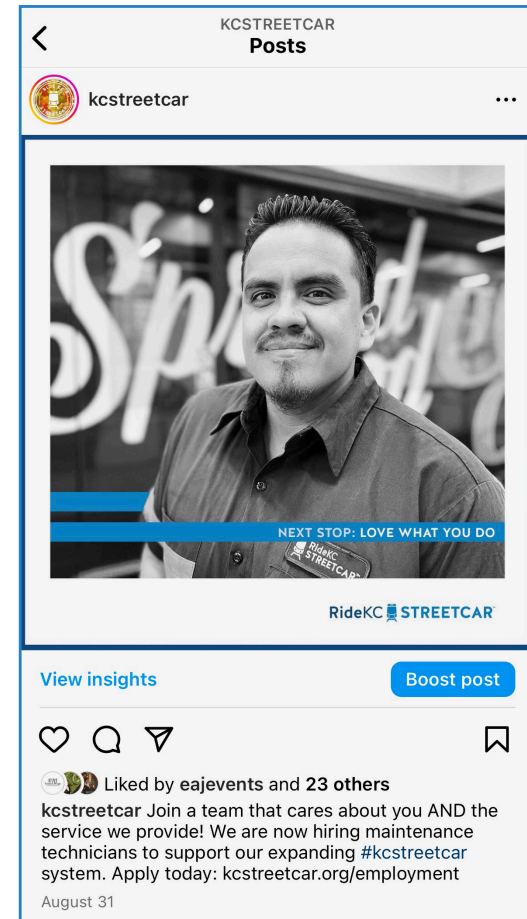
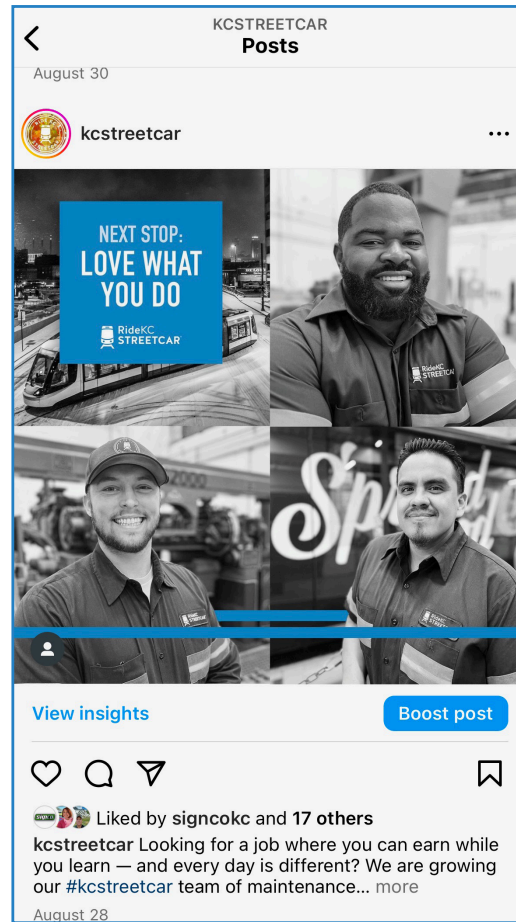
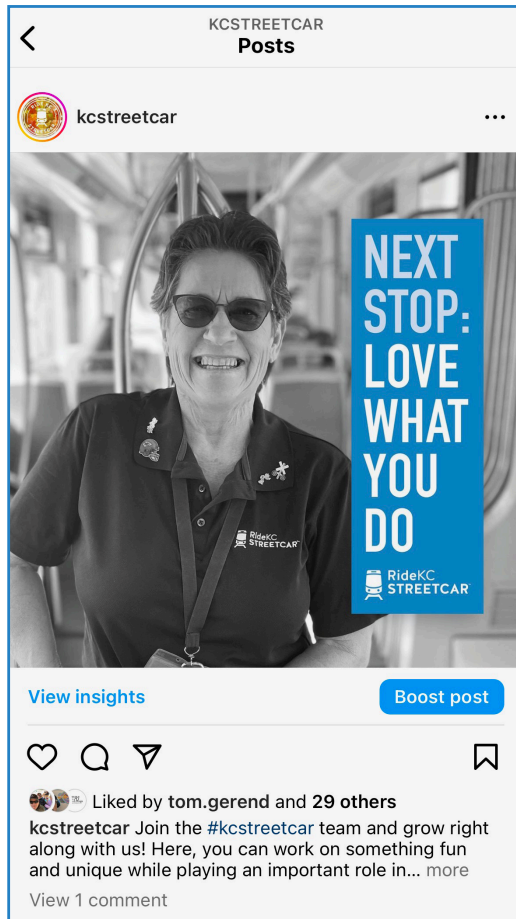
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COME JOIN THE TEAM!
16w Like Reply Hide Edited

Beverly Ann Jackson
Colby Morris I love too Join the team
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Write a comment...

Social Media: Instagram



Social Media: Twitter/X

KC Streetcar @kcstreetcar · Sep 28 Promote

Our #kcstreetcar system is expanding and so is our team! This is your opportunity to grow right along with us and be part of something special. Apply today: kcstreetcar.org/employment




Kansas City and RideKC

3 13 1.4K

KC Streetcar @kcstreetcar · Aug 17 Promote

Our #kcstreetcar system is expanding and so is our team! This is your opportunity to grow right along with us and be part of something special. Apply today: kcstreetcar.org/employment




RideKC and Kansas City

1 14 1.1K

KC Streetcar @kcstreetcar · Jun 29 Promote


Our #kcstreetcar system is expanding and so is our team! This is your opportunity to learn, grow and be part of something special. Apply today at: kcstreetcar.org/employment




RideKC and Kansas City

1 2 14 1.4K

Social Media: LinkedIn


**Kansas City Streetcar Authority**



257 followers
4mo • 

The KC Streetcar is expanding and so must the team! Through our operations & maintenance contractor, Herzog, we are hiring for Streetcar Operators, Maintainers and Laborers. Be part of a team that's changing the landscape of public transit in Kansas City.

Next Stop: Do What You Love ❤️ Apply online today!
<https://lnkd.in/gzGzSqxT>

Herzog #maintenance #operators #kcstreetcar #streetcar #kansascity #hiring





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kcstreetcar.org/employment

The call to action for each social media asset was, of course, to apply. We created a campaign themed webpage (kcstreetcar.org/employment) to ensure that our key messaging

and graphic treatment continued from first impression to each valuable click-through. This site also includes brief descriptions of available positions outlining the job responsibilities.

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Employment



Join the KC Streetcar team to do something unique and exciting as you play an important role in KC's future. Here, you can earn while you learn and discover your potential to grow right along with us. Find out what it means to work in a fun, supportive environment where you're heard and valued by a team that cares about *you* just as much as the service we provide. Your next stop? A chance to love what you do ... at KC Streetcar!

KC Streetcar's operations and maintenance positions are managed by Herzog Transit Services. Learn more about our open positions or apply on the Herzog Careers Portal:

[Streetcar Operations Supervisor // Apply Today](#)
[Streetcar Operator // Apply Today](#)
[Maintenance Technician // Apply Today](#)
[Inventory Clerk // Apply Today](#)
[Maintenance of Way Manager // Apply Today](#)

Results That Matter: 6-Month Campaign



78 Posts

3,259 Link Clicks

Total Impressions

139,961

Reactions, Comments & Shares

3,259

100 Applications Submitted