

Staff Report

Subject: Request to Ratify a Recruitment Marketing Plan
Author: Clint Hodges, Fire Chief & EMA Director
Department: 55-FIRE
Meeting Date: 11-01-2022
Item Description: Request to Ratify a Recruitment Marketing Plan

Summary Recommendation: Staff recommends approving the ratification of a Recruitment Marketing Plan for recruitment of Firefighters.

Executive Summary/Background:

Effingham Fire has been extensively recruiting for new Firefighter positions for the next recruit school. In order to reach a larger audience, staff have discussed and implemented several recruitment campaigns in the community, at community events, and on social media.

In order to reach a larger group of people, staff approached the County Manager about running a campaign via WTOC in the month of November. Staff met with WTOC staff, who developed a plan to reach the specific markets, in regards to age brackets and relative pay scale.

This plan includes WTOC producing the commercials and digital advertising, and guarantees 61 thirty second commercials per day for the month, targeted at specific times and types of programming to focus in on the target audience. Additionally, they will send out 25k targeted emails.

Options/Alternatives for Commission to Consider:

Recommended: Approval of the ratification of a Recruitment Marketing Plan for recruitment of Firefighters.

Other Alternative(s): Deny

Department Review: Fire, Purchasing, County Manager

Funding Source: Dept 55-FIRE, \$5,125

Attachments: Quote