

Allegheny County
Department of Human Services
Task Order: Design Services
Mission Recruit Marketing Campaign

February 17, 2023

1. What channels of communication already exist internally? Are your employees actively using an intranet?

We have a weekly email newsletter (DHS Digest), specific email templates for announcements from the Director (Constant Contact) and yes, staff actively use the DHS intranet to find new and/or helpful internal information.

2. Do you currently have an internal employee referral program?

No.

3. What past external efforts have you initiated, and can you share any overall learnings from these? What have you found helpful tools in reaching your goals versus efforts that did not work?

This task order is part of our first comprehensive effort at building a recruiting process. We have created various internship and fellowship programs, some of which are ongoing, and have also intermittently recruited on various college campuses and at various job fairs. We post positions openings on various platforms (LinkedIn, for example); however, there has been little proactive use of any channel to proactively recruit. We do not have data on what has worked and what has not.

4. The Allegheny County Government has social presence on Facebook, Twitter, LinkedIn, YouTube and Instagram. Will we have access to these channels as part of the campaign strategy? Who is managing your social channels? Would execution be part of this, or would we be providing a plan only?

We will not have access to the County accounts; however, we do manage the DHS accounts, so if the Successful Applicants provides a plan that incorporates these accounts, we can include them in our content calendar. That being said, we are looking for much more than a plan. As noted in the Task Order, we are looking for both a plan and content.

5. Is there an existing partnership with Pittsburgh Regional Transit already in place where they provide discounted rates?

There is no discounted partnership with Pittsburgh Regional Transit for marketing purposes, but County employees are eligible for discounted monthly passes.

6. Does the county have any digital platform restrictions and/or are any bans in place (e.g., TikTok, etc.)?

No, we do not have any policies or best practices to share. We currently have Facebook, LinkedIn, and Twitter. We likely will not want to set up additional accounts due to the maintenance required and our management capacity.

7. Are all campaign “warm leads” required to be submitted directly via the county website or would leads gathered in a digital platform (e.g., LinkedIn, Facebook, etc.) and transferred to DHS via a CSV file be accepted?

We are envisioning social media campaigns that lead to a landing page where contact information is collected (making the individual a warm lead). We do not have specific processes in mind for transferring that information into our Applicant Tracking System for follow-up.

8. In addition to reaching diverse audiences and promoting human services across your nine offices, are there high-priority skills you are interested in recruiting?

Our highest priority need is for caseworkers to work in our Office of Children, Youth and Families (CYF) and Area Agency on Aging (AAA). More generally, the need is greatest in positions involved with delivering and monitoring social services.

9. Who would execute the proposed organic social media included within the proposed Mission Recruit marketing Campaign- DHS staff or selected marketing agency/vendor?

It would depend on the campaign. We do have dedicated staff that could assist, but if the campaign is too demanding, we will likely negotiate execution and management as a part of this contract.