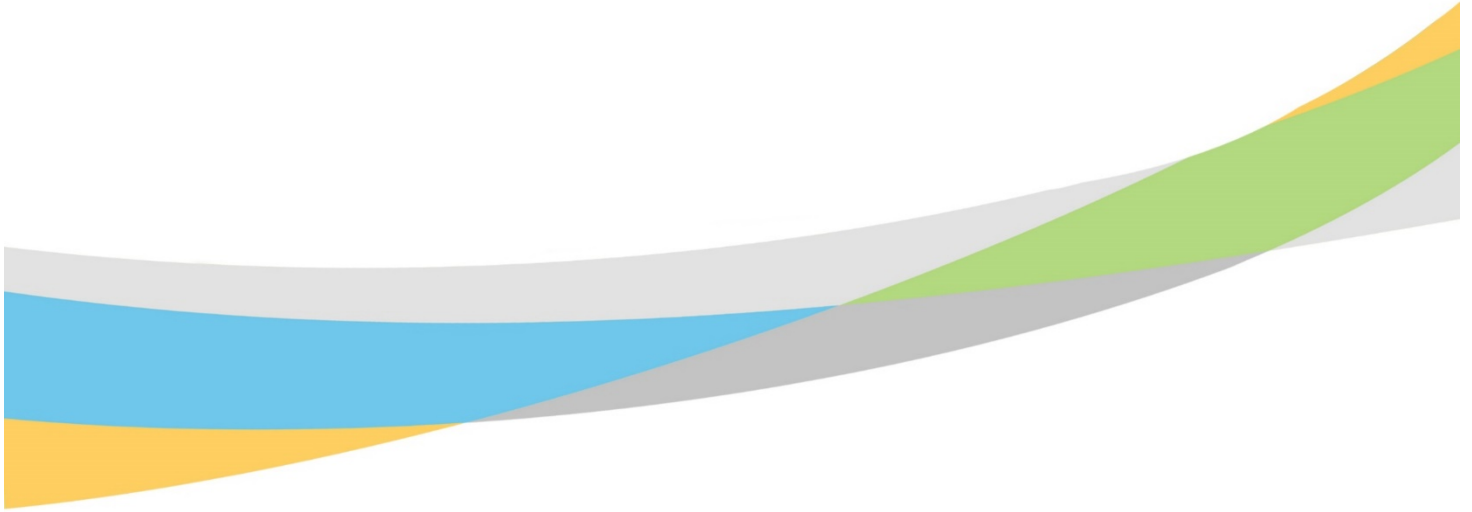




Seasonal Positions Communications

Prepared by
Marketing and Events
2022

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Business Objective

To fill seasonal positions at TRCA with high quality candidates, so that they can function seamlessly throughout their operating season.

Communications Objectives

- Obtain enough high-quality applications to the seasonal positions at TRCA in 2022.
- Utilize the campaign format and infrastructure that was previously developed in 2020.
- Minimize the cost of promotion.

Considerations

- The parks are spread across a broad geography, some of which are not accessible by transit.
- There are additional benefits that may appeal to job seekers and can be emphasized.
- Some students and recent graduates may view working in these positions as an opportunity to begin a long-term career at TRCA or in a similar sector.
- The positions can be clustered into four broad categories with their own unique target audiences: customer service, manual labor, lifeguard, and lead crew hand.
- There is minimal promotional budget for advertising.

Audiences

1) Visitor Service Positions

- Target audiences
 - Within 20 km of work location.
 - Retirees.
 - Active Park users
 - Interested in engaging with other park users.
 - Considering a part-time or short-term job out of interest, rather than pay.
 - Would visit other attractions (i.e. make use of the reciprocal agreement).
 - High school students who enjoy dealing with people.
 - College and university students.

2) Lifeguard group

- Target audiences
 - Within 20 km of work location.
 - Qualified lifeguards who are.
 - Interested in nature and the outdoors
 - Students seeking summer employment

3) Lead Hand group

- Target audiences
 - Within 20 km of work locations.
 - College and university students who are.
 - Working toward careers in resource management, outdoor recreation.

4) Other Seasonal Positions

- Promoting educational interpreters, field monitoring staff, camp counselors and more.
 - College and university students who are
 - Working toward careers in resource management, outdoor recreation.

Key Messages

- Work outdoors this summer in a natural area.
- Spend more time in your favorite conservation park.
- Help others enjoy their visit to conservation parks.
- Get free access to attractions across the GTA when you work at TRCA.
- Working toward careers in resource management, outdoor recreation, great resume building.
- Get experience working at a conservation authority.

Visual Identity



Website Details

Landing page: <https://trca.ca/about/careers/seasonal-jobs/>

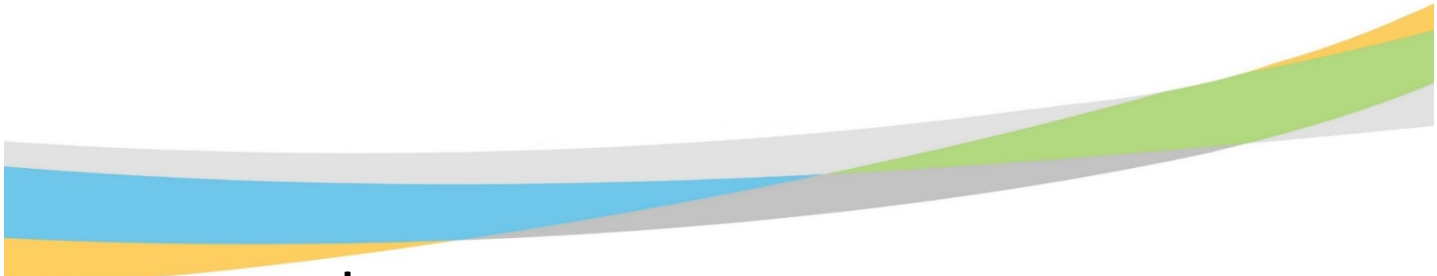
- An attractive landing page was created at trca.ca that lists the jobs by target audience grouping, highlighting the benefits of working at TRCA, and includes high quality imagery that shows people like the target audiences, except retirees.
 - Incorporate personalization such that the campaign targeting which generates the traffic will determine which job grouping is shown above the other groupings. Imagery and benefits can also be changed.
- Create a separate page for seniors that lists the pages suitable to this target group and includes related imagery and highlights the benefits to retirees (to be done).
- Where possible, we will want to generate traffic to this page, which will be better optimized for generating interest, and then all links buttons will lead to all the job postings at apply.trca.ca, so that all jobs are seen.
- Seasonal jobs will be promoted on TRCA homepage for the month of February.

Google Display Ad Samples:

- https://ads.google.com/aw_cm/ExternalPreview?hl=en_US&ad=415478396047&adGroup=91404313377&ocid=11363193&isObfuscatedOcid=false&showMulPreview=true&showVariations=true&creativeType=35&pk=ACMAqCegV1TDxTjbGwtgTYrr6cLEeDNAuHrNolj2nYNAYaNNFo93Dy0T5jyMziOhK631XiqOXvjUUtIP6yDI-wftbk-l8wuNpBOaHOQSUSz_ZUg5q8G7dsenWMZfmyqBSlt4XWLuO197BX8GMIFWvS9-XmnoMvVKbOTuADEDbzb4Lr0MxF2-x30
- https://ads.google.com/aw_cm/ExternalPreview?hl=en_US&ad=415492503034&adGroup=90082687821&ocid=11363193&isObfuscatedOcid=false&showMulPreview=true&showVariations=true&creativeType=35&pk=ACMAqCe73SBEiDzNvWB9V8PEjPqGzIM3IQEtsFr9-hWsnFVuI4GHDrwzI9-Dq4AclbhipKBuM-c5-CePp7ZA9X9sWweyKQiZs5suysyGaiozJ82NYRWlxNNqfbmUE9h3WR6DItCfJT-tHy1PrBiIWETDryFQli4ItUMfpibFRs-sR556mQJIWQ
- https://ads.google.com/aw_cm/ExternalPreview?hl=en_US&ad=415539645098&adGroup=91555799685&ocid=11363193&isObfuscatedOcid=false&showMulPreview=true&showVariations=true&creativeType=35&pk=ACMAqCeXoGSh-aSL1JsoohOy0f45PgSKBIKbRKkFY_sWmXdhHmX8snEQ7jilXpIQ26pu9QB4xIRt6dHMCtoV_yqys6EO_VrZEJWDDjC79yQEo9yWGPccVhCAAYnW5vYC1Z5o8SEZK0h6Bn7aOUFIYtEywPQ-hmFUUnm95aPQgvx1wy1qUQRmMywY

Ad Plan

ADVERTISING MEDIUM	Duration	COST	Target
Google Search Grant	Jan 17 – Jul 31	0	York Region, Brampton, Orangeville, Caledon, Markam / Durham
Google Display Ads	Jan 17 – Mar 31	\$800	York Region, Brampton, Orangeville, Caledon, Markham / Durham / Youth 16-26 year old / Senior 55+
Facebook / Instagram / Twitter / LinkedIn	Social Media Message: Jan 20, Feb 3 & 17, Mar 1 & 17, Apr 1, May 3 and Jun 1.	0	TRCA audience who follow via Facebook / Instagram / Twitter / LinkedIn.
Facebook/ Instagram - Click ads	Jan 17 – Feb 28	\$500	York Region, Brampton, Orangeville, Caledon, Markam / Durham / Youth 16-26 year old / Senior 55+
Newsletters	Various	0	Use an image on relevant newsletters, during peak hiring season that link to the page



www.trca.ca