

Eva N. Santos Communications Award

Program Nominated: “Connecting People to Purpose” ~ Kentucky’s Marketing and Communication Strategy with Branding, Logos, and Custom Job Videos

Nominator(s): Lesley Bilby, Deputy Secretary
Kentucky Personnel Cabinet
501 High Street, Suite 300
Frankfort, Kentucky 40601
Lesley.Bilby@ky.gov
Phone 502.564.7430

LaDonna Koebel, Chief of Staff
Kentucky Personnel Cabinet
501 High Street, Suite 300
Frankfort, Kentucky 40601
LaDonna.Koebel@ky.gov
Phone 502.564.7430

1. Provide a brief description of the submission:

It is with great passion, excitement, and energy that we proudly submit our communications strategy and videos highlighting careers with the Commonwealth of Kentucky for the Eva N. Santos Communications Award.

The Kentucky Personnel Cabinet created a complete marketing and advertising strategy to accompany our new and improved career jobs site [careers.ky.gov]. Recognizing the changing and competitive workforce and research which shows that younger employees seek to be involved in meaningful careers and have opportunities to get key experience at a young age, we targeted our communications to the one thing that longtime employees said made their job meaningful: Purpose. Under the umbrella of our communications strategy, we created positive branding and slogans to communicate our commitment to public service. The theme of our recruiting strategy is: “Connecting People to Purpose.” This slogan, along with “Come for a job. Stay for a career. Make a difference for a lifetime” is incorporated throughout our printed materials, video commercials, and as part of our overall recruiting strategy to Grow, Learn, Lead, and Serve with the Commonwealth.

The new *MyPURPOSE* careers system has dramatically changed the ability of state agencies to promote recruitment & retention of state employees through a modern, interactive

human resources technology system with positive branding. Agencies now have the ability to promote jobs by embedding custom video advertisements tailored to their job vacancies. Videos are now embedded in each job posting, with many job advertisements custom tailored to nurses, correctional officers, chefs, etc. This gives applicants the ability to hear from current employees in those agencies about why they should work for the Commonwealth. Just a few of the custom communications that we created to promote careers in public service and represent our overall communication strategy for recruitment include:

Connecting People to Purpose: <https://youtu.be/bffqKRuPN-4>

Grow with Us: <https://youtu.be/rY8-7Uf-hkQ>

Lead with Us: <https://youtu.be/iU8EnaTwics>

Serve with us: <https://youtu.be/pUqINk-t--o>

In addition to the video communications, our printed materials share the overall message and theme of our branding.

2. How long has the submission been in existence? July, 2018

3. Why was the submission created?

In 2017, the Kentucky Personnel Cabinet developed a communications and talent management strategy to positively impact how the Commonwealth attracts, recruits and retains talent in public service. With historically low unemployment and an aging workforce, it has become increasingly critical to competitively recruit employees through targeted communications. Attracting job applicants who have a desire for purpose and fulfillment by making a difference in their career increases the satisfaction and retention of our workforce.

To accomplish this strategy, the Cabinet developed a communications and marketing strategy for recruiting new employees by targeting our branding to individuals who find

satisfaction through positively helping and impacting others. We named our new an all-inclusive talent management system *MyPURPOSE* because we found that employees who stay in public service self-identified as loving their jobs because they “make a difference” and have purpose in what they do. As part of the branding, we developed slogans to go with our recruitment strategy which are promoted in published materials, banners, and videos.

- Connecting **People to Purpose**
- Come for a job. Stay for a career. Make a difference for a lifetime
- Grow, Learn, Lead, & Serve with us

As part of the overall communications strategy, we interviewed employees, conducted photo shoots and videos of a wide-ranging group of public servants in high demand fields including a laboratory /environmental scientists, nurse, correctional officer, state troopers, pilot, and more. We used the video interviews to create targeted commercials which are imbedded on our careers site with individual job postings to highlight careers in public service. Because we have hundreds of individual careers in state service, we also created a more general overview video which promotes careers in public service that can be imbedded in any job posting.

4. How does this submission support the goals and objectives of your agenda/department?

The communications strategy and logos support the Commonwealth’s *MyPURPOSE* careers website and recognize the intention of individuals having a desire to exhibit ‘purpose’ and the Commonwealth’s organizational inspiration of being seen as an ‘employer of choice’. “Connecting People to Purpose” became the tagline for branding. This has been positively received and well demonstrated through the collaborative efforts of the individuals and teams that made this possible.

CONNECTING PEOPLE TO PURPOSE

The possibilities are endless with a career in public service

- Accounting
- Administration
- Communication
- Environmental
- Engineering
- Legal
- Technology
- Research
- Mechanical
- Medical
- Law Enforcement
- Parks & Rec
- Health Sciences
- Management
- Skilled Trades



GROW LEARN LEAD SERVE

We can take you there

Come for a job

The diversity of our culture and work, our broad customer base, and extensive opportunities to make a difference provide a distinct environment beyond any other.

Search and apply at careers.ky.gov

Information for veterans: careers.ky.gov/veterans



Stay for a career

Our talented team members join our ranks, and stay! From employee assistance, flexibility, sick leave when we need it, and even adoption and elder care benefits, you can't ask for better work-life balance and support.

- Health Insurance
- Wellness Programs
- Adoption Benefits
- Flexible work options
- Generous holiday and leave package
- Training & professional development
- Community involvement
- Service to others



#MakeADifference

As the state's largest employer, the Commonwealth offers its team members a rewarding career in public service.

Whether you want to work with children or adults, inside or outdoors, build a better future or preserve the past; there's a place for you to contribute and make a difference.



Make a difference for a lifetime

"I'm surrounded by coworkers who have the same objective: to help protect and support our citizens. It's an honor knowing my work has an impact."

"Above all, I love that I'm able to help provide what I feel is a vital service to others."

"I get to inspire our future decision-makers, discover new stories around every corner, and protect the beauty of this amazing Commonwealth...what an honor!"



careers.ky.gov



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502.564.8030