

Marketing for Recruitment

Marketing for recruitment is part art and part science. Knowing the attributes that will be most effective for your position and what members need to succeed is key to finding the right fit. Use the information from your ideal member profile along with key details about your program and the benefits of serving to craft an effective recruitment message for My AmeriCorps and other places you plan to post your listing.

Personal Effectiveness Competencies

Past experience and education are only part of the picture. Getting candidates with a high number of personal effectiveness competencies in the door is crucial (for a full list, see the “Core Competencies” in the [Supervisor Orientation workbook](#)). Many VAD-related tasks can be taught, but VISTAs must show up with the ability to work independently, listen carefully, and have the ambition to stick with it. Keep these competencies in mind when you think about who to reach out to. Targeting a broad range of candidates can pay off.

1. Interpersonal Skills

- Relating socially, working collaboratively
- Cultural competency
- Personal style of communication

2. Initiative

- Take initiative
- Set challenging goals
- Work independently

3. Personal Responsibility

- Honesty, integrity, follow-through, self-control, helpful, empathetic

4. Ambition

- Motivation & perseverance

5. Adaptability & Flexibility

- Curiosity, willingness to explore new ideas & strategies
- Deal with ambiguity

6. Leadership

- Positive attitude, influence others to act, manage change

7. Willingness to Learn

- Demonstrate interest in ongoing learning, pursue lifelong learning

(JBS International, 2013)

Successful Candidate Attributes Worksheet

Identify the top 5 personal effectiveness competencies the successful VISTA candidate will need to arrive with to perform successfully.

- 1.
- 2.
- 3.
- 4.
- 5.

Identify the top 5 responsibilities the successful VISTA candidate will have to perform.

- 1.
- 2.
- 3.
- 4.
- 5.

Identify the project goals and outcomes. Specify both the 3-year project goals and objectives and the goals and outcomes relevant to the current year the candidate is being recruited for.

- 1.
- 2.
- 3.
- 4.
- 5.

Identify the special skills and knowledge the candidate must possess and/or be willing to acquire to meet the responsibilities, goals, and outcomes of this position.

- 1.
- 2.
- 3.
- 4.
- 5.

want to add details in this section of the posting about optional benefits provided by your organization, such as housing, meal plans, and/or transportation. **NEVER** include "SNAP" or "Food Stamps".)

Terms of Service

(Hint: Standard terms include the requirement that members must: be 18 years old; be US Citizens, nationals, or legal residents; and successfully complete a criminal background check. VISTA is a full-time commitment. Political advocacy, organizing or demonstration while on VISTA duty, or while perceived to be on duty, is prohibited. You may want to add other terms of service required by your organization. Other terms that can be selected on your behalf in My AmeriCorps by your State Office include: car recommended, permits attendance at school during off hours, prohibits paid work outside of the sponsoring agency at any time, uniforms provided and required.)
