

# AFCS TA Brand Launch

In-Person Training Session

# Introductions

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## Leadership

- Mr. Brosnan
- Jesse, Jim, Eileen, Mike, Tangie, Wes

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## Marketing

- Sheryl
- Ryan

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## MarCom Group

- Lauren
- Bryan

# Rules of Engagement

- Please be respectful.
- We're all adults—if you need a restroom break, please take one.
- We may use acronyms and terms unfamiliar to some - if you're unsure what we're talking about, please let us know! 😊
- We may ask for feedback throughout the day—please keep it positive and avoid complaining.
- Your input is valuable—just keep it short. 😊

# Agenda

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- 0725 – 0730 **Group Photo**
- 0730 – 0800 **Introductions & Rules of Engagement**
- 0800 – 1000 **Brand Launch**
- 1000 – 1200 **Marketing Services**
- 1200 **Lunch Served**
- 1230 – 1330 ***Rock Your Profile* (LinkedIn)**
- 1330 – 1430 **Collaborative Best Practice Session**
- 1430 – 1500 **Q&A**

**Every day, you launch careers.  
Today, we launch your brand!**

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**Bryan Clark & Lauren Rainford**  
MarCom Group



# 2024 Overview

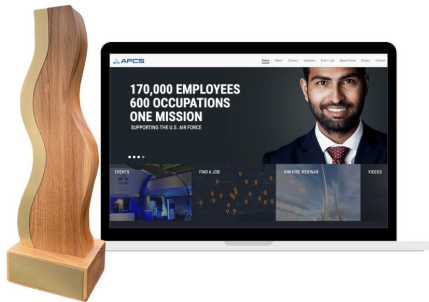
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# 2024 Overview

## Award Win

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### AFCS Website



## ROA

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**37K new subscribers**  
**284K total**

*Up from 244K total in  
FY23*

## Site Visits

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**1.95M**

*Compared to 1.91M in  
FY23*

## Salesforce Applicants

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**145.4K**

*Compared to 110.4K  
in FY23*

# AFCS Brand



*External Audience*

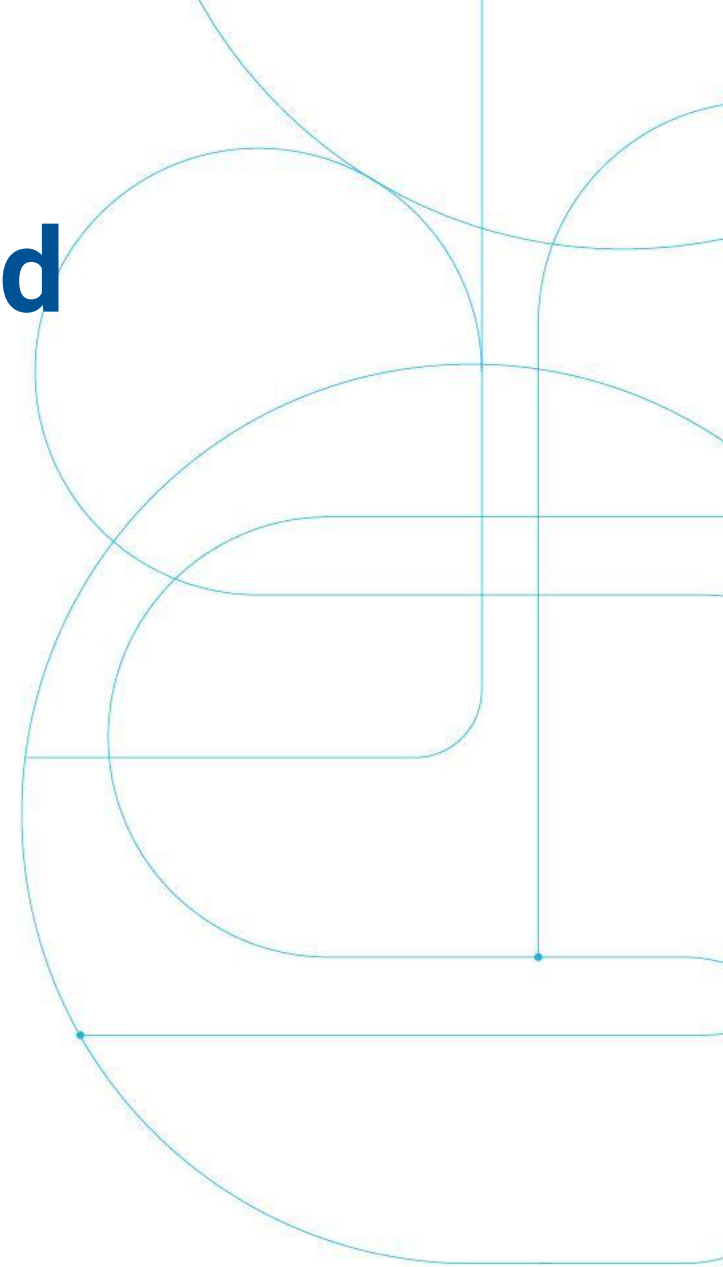


# AFCS TA Brand



*Internal Audience*

VS





# Brand Strategy

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Air Force Civilian Service Talent Acquisition (AFCS TA)



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# About This Document

**A brand strategy is a framework that defines and guides how organizations present themselves to customers and stand out among competitors.**

This brand strategy includes a combination of intangible and tangible brand components such as the brand's purpose, role, culture, identity, and value; its promise to its customers; and how these components are communicated visually and in written form.

This strategy was developed based on client and market research. The consistent application of the brand components in this document can help improve client loyalty, drive brand awareness of AFCS TA, build repeat business, and inspire word-of-mouth referrals.

**Uses:** Development of outreach strategies, tactics, and messages; employee training and onboarding; and briefings to all audiences who interact with AFCS TA.

# AFCS TA Structure & Strategic Market Position

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# AFCS TA Brand Structure

## About AFCS TA

The AFCS TA team is part of the Air Force Personnel Center (AFPC) and is referred to as AFPC/DPCT.

AFPC is responsible for managing personnel programs and carrying out policies that affect Air Force activity duty and civilian members, including recruitment, onboarding, and retention.

AFPC/DPCT specializes in attracting and recruiting candidates for vacant civilian positions.



**AFPC/DPCT**



## Brand Structure

A brand structure is how an organization is viewed through the lens of external audiences and clients, and includes external-facing logo marks.

This structure brands AFCS TA to the civilian service, and conveys to AF hiring managers (AFCS TA clients) that AFCS TA focuses exclusively on attracting and recruiting candidates for vacant civilian positions versus AFPC's broader role.



**AFCS  
Talent Acquisition**

# AFCS TA Brand Architecture

The Talent Acquisition team is branded to the Air Force Civilian Service brand and referred to as the Air Force Civilian Service Talent Acquisition (AFCS TA) team in all outreach and communications.

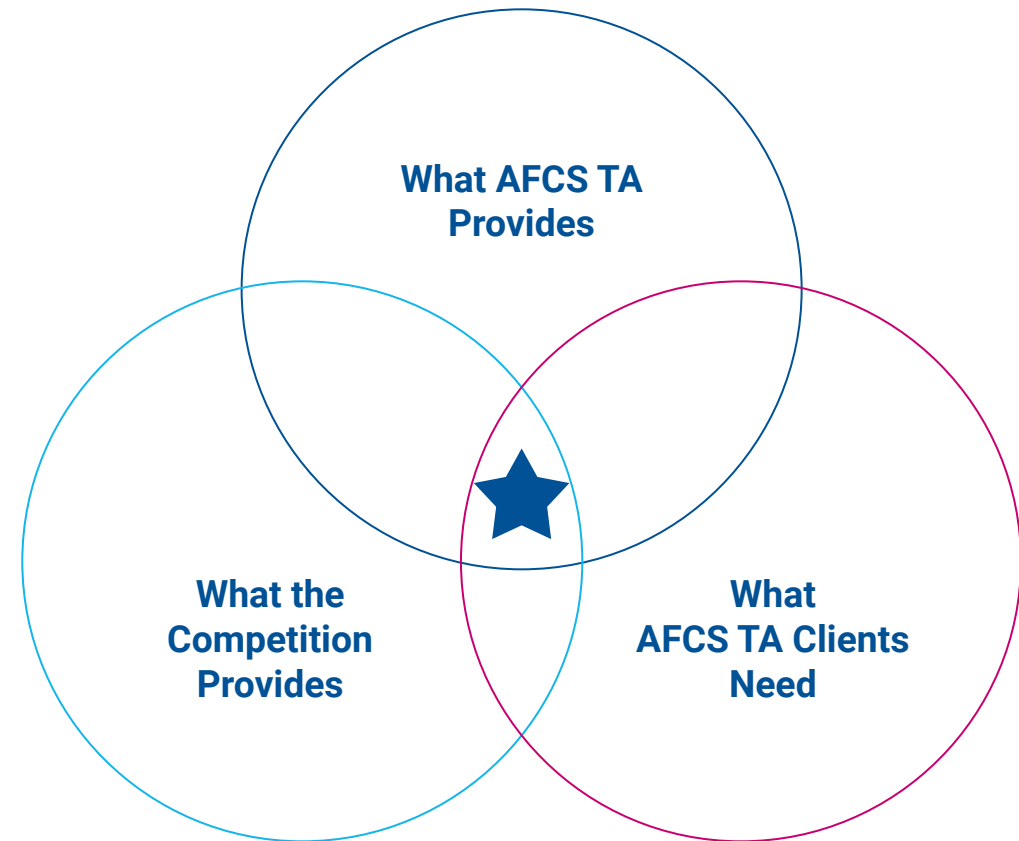
Parent Brand			
Sub-Brands	AFCS Intern Programs	AFCS Talent Acquisition (AFCS TA)	Other/Future AFCS sub-brands

# AFCS TA Strategic Market Position

AFCS TA's strategic market position is defined as the intersection of what AFCS TA provides, what AFCS TA clients need, and what the competition DOES NOT provide.

Informed by client and market research, this strategic market position is articulated through three key statements:

- **Differentiator:** AFCS TA's unique offering compared to the competition.
- **Positioning Statement:** Summary of AFCS TA's target audience, offerings, differentiator, and client benefits.
- **Value Proposition:** Statement of AFCS TA's most relevant value or impact.



# AFCS TA Strategic Market Position

These three statements clearly convey AFCS TA's strategic market position and can be used to guide the development of internal and external communications.

<b>Differentiator</b>	A customized, collaborative recruiting approach that combines sophisticated, targeted marketing techniques to promote civilian vacancies to a larger pool of candidates.
<b>Positioning Statement</b>	AFCS TA quickly and efficiently connects hiring managers with top quality candidates for vacant civilian positions. A team of recruiting experts, AFCS TA consultants partner with Air Force hiring managers to design and implement a customized recruiting approach. By integrating sophisticated, targeted marketing techniques, AFCS TA expands reach to identify and attract more hard-to-reach civilian candidates with specialized skills and qualifications—saving hiring managers valuable time, effort, and resources.
<b>Value Proposition</b>	Using its recruiting expertise, AFCS TA quickly and efficiently connects hiring managers to top quality candidates to build a world-class Air Force civilian workforce and, ultimately, advance the Air Force mission.



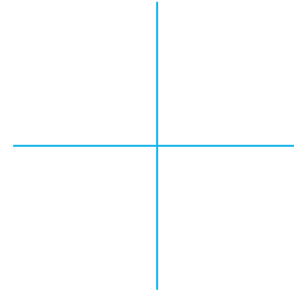
# AFCS TA Brand Roles

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AFCS TA's brand roles define the relationship that AFCS TA has with its audiences, as well as the distinctive function that AFCS TA performs for its customers. AFCS TA has two brand roles, which, together, describe its relationship and function with hiring managers.

## Connector

A person or group that provides access to valuable information and/or resources.



## Consultant

A professional (also known as expert, specialist) who listens, asks questions, and provides advice or services in an area of specialization.

# AFCS TA Brand Promise

AFCS TA's brand promise is a commitment to its clients/customers. It's what clients can expect every time they interact with AFCS TA.

Consistently delivering on this brand promise ensures that AFCS TA clients always have a client-first experience.



## AFCS TA Brand Promise

We will work tirelessly to find you high-quality candidates for your vacant civilian positions.

We will provide you with expert advice, guidance, support, and a custom recruiting approach tailored to your specific needs.

**AFCS TA TEAM**

# AFCS TA Brand Culture

AFCS TA's brand culture defines the working environment and specific behaviors and actions that ensure the TA team delivers on the brand promise.

- **AFCS TA's culture** is collaborative, respectful, caring, dynamic, authentic, and fun.
- **The TA team** enjoys working with people to solve their hiring challenges.
- **Everyone on the AFCS TA team** is genuinely invested in their client's success.

To bring this culture to life, AFCS TA team members always:

- **Listen** intently
- **Guide and support** clients & coworkers
- **Respond to & follow up** with clients quickly
- **Keep clients informed** of project status
- **Respect** everyone's thoughts & opinions
- **Stay connected** to their clients

# AFCS TA Brand Voice & Tone

## AFCS TA's brand voice is:

- **Knowledgeable** but never condescending
- **Professional** but not cold
- **Confident** but never arrogant
- **Sincere** without being contrived
- **Caring** without being fawning
- **Fun** but not whimsical

## Our tone, adjusted for each situation or application, is typically:

- Friendly
- Empathetic
- Helpful
- Trustworthy
- Informative
- Real

**Voice:** This describes your ORGANIZATION's personality. It's consistent and unchanging.

**Tone:** The emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.

# Audience Specific Key Messages

**Audience:** Hiring Managers who have NOT used AFCS TA in the past (1/2)

Theme	Connector	Time savings	Dedication	Differentiator /Custom approach
Key Message	Connecting you to top civilian talent. Hiring managers can rely on AFCS TA to connect them with top quality candidates for hard-to-fill civilian positions.	AFCS TA saves hiring managers time and resources by simplifying and streamlining the hiring process.	With AFCS TA, hiring managers work with a team of full-time, trained, professional recruiters who develop and manage creative strategies to quickly source top-quality candidates.	<p>Hiring managers who use AFCS TA get connected to top quality civilian talent, quickly and more efficiently than other options. Unlike other hiring resources, such as USAJobs.gov, AFCS TA’s consultants create customized strategies to identify the best candidates for specific civilian roles.</p> <p>Hiring managers receive more higher-quality candidates with specialized skills and qualifications when they work with AFCS TA because their customized approach of targeted marketing techniques promotes their vacancies to a larger pool of hard-to-reach civilian candidates.</p>

# Audience Specific Key Messages

**Audience:** Hiring Managers who have NOT used AFCS TA in the past (2/2)

Theme	Collaboration	Speed-to-selection	Expertise	Mission Support / Impact
Key Message	Hiring managers gain a true hiring partner with AFCS TA—recruiting experts who work with you to reach the right applicants in the right places with appealing messages to promote your vacant positions.	Overall speed-to-hire decreases because AFCS TA increases time-to-selection by delivering greater quantities of better-qualified candidates to fill your pipeline in the early stages of your hiring process.	Your civilian recruiting experts: Hiring managers benefit from AFCS TA’s deep recruiting expertise and broad knowledge of the job market. This expertise is vital to quickly attracting and recruiting more top quality candidates for vacant civilian positions.	AFCS TA advances the Air Force mission by quickly and efficiently identifying top quality talent to build a world-class civilian workforce.

# Audience Specific Key Messages

**Audience:** Air Force Hiring Managers who have used AFCS TA in the past

Theme	Mission Support	Differentiator	Benefits & Results	DHA
Key Message	AFCS TA significantly improves AF's ability to identify, select, and hire top civilian talent, which is crucial to strengthening total force readiness and advancing the AF's mission. By hiring the best people, we create a strong, competitive workforce that can support the AF's mission more effectively and efficiently.	TA's custom approach is unique. Unlike other hiring resources, such as USAJobs.gov, TA recruiting consultants work one-on-one with hiring managers, creating a customized experience that is responsive to each hiring manager's needs.	<p>AFCS TA can save hiring managers time and resources. The AFCS TA team of professional recruiting consultants simplify and streamline the hiring process.</p> <p>Hiring managers receive more higher-quality candidates with specialized skills and qualifications when they work with AFCS TA because their customized approach of targeted marketing techniques promotes their vacancies to a larger pool of hard-to-reach civilian candidates.</p>	AFCS TA can help your colleagues determine how and when to use DHA as a tool to speed the hiring process.

# Audience Specific Key Messages

## Audience: Senior Air Force Leadership (1/2)

Theme	Mission Support / Impact	Differentiator / Custom Approach	In-house Expertise	Mission Support / Impact
Key Message	AFCS TA significantly improves AF's ability to identify, select, and hire top civilian talent, which is crucial to strengthening total force readiness and advancing the AF's mission.	<p>Hiring managers who use AFCS TA get connected to top quality civilian talent quickly and more efficiently than other options. Unlike other hiring resources, such as USAJobs.gov, AFCS TA's consultants create customized strategies to identify the best candidates for specific civilian roles.</p> <p>Hiring managers receive more higher-quality candidates with specialized skills and qualifications when they work with AFCS TA because their customized approach of targeted marketing techniques promotes their vacancies to a larger pool of hard-to-reach, civilian candidates.</p>	The AFCS TA team serves as the Air Force's in-house hiring experts who use their deep recruiting expertise and broad knowledge of the current job market to attract and recruit more top quality candidates for vacant civilian positions. This in-house expertise improves efficiency, increases speed-to-hire, and reduces hiring costs for the Air Force.	AFCS TA significantly improves AF's ability to identify, select, and hire top civilian talent, which is crucial to strengthening total force readiness and advancing the AF's mission.



# Audience Specific Key Messages

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**Audience:** Senior Air Force Leadership (2/2)

Theme	Employer of Choice	Competitiveness
Key Message	Using AFCS TA positions the Air Force as an “employer of choice.” Their modern tools, resources, and outreach techniques present the Air Force as a progressive and competitive employer for top civilian talent.	AFCS TA makes the Air Force more competitive when positioned against other potential employers by creating a more skilled workforce and a robust civilian talent pipeline.

# Thank you.

