

AFCS TA Brand Launch

In-Person Training Session

Introductions

Leadership	 Mr. Brosnan Jesse, Jim, Eileen, Mike, Tangie, Wes
Marketing	SherylRyan
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! Implement

- We may ask for feedback throughout the day—please keep it positive and avoid complaining.
- Your input is valuable—just keep it short.



Agenda

- 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!

Bryan Clark & Lauren Rainford MarCom Group



2024 Overview



2024 Overview

TALENT ACQUISITION

AIR FORCE

Award Win	ROA	Site Visits	Salesforce Applicants
AFCS Website	37K new subscribers	1.95M	145.4K
TOO DO EMPLOYEES ONE MISSION Waterwater	284K total Up from 244K total in FY23	<i>Compared to 1.91M in FY23</i>	<i>Compared to 110.4K in FY23</i>

AFCS Brand



AFCS TA Brand



TALENT ACQUISI

External Audience

Internal Audience



Brand Strategy

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



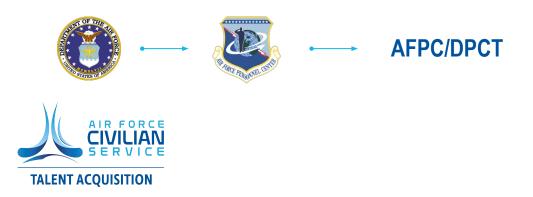
AFCS TA Brand Structure

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.



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 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.



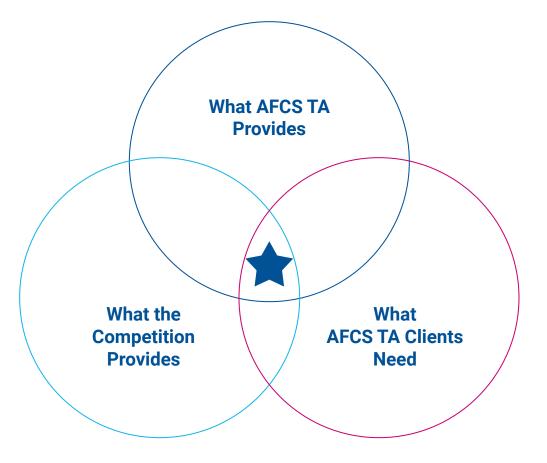


AFCS TA Strategic Market Position

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.

Differentiator	A customized, collaborative recruiting approach that combines sophisticated, targeted marketing techniques to promote civilian vacancies to a larger pool of candidates.
Positioning Statement	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.
Value Proposition	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

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

The	me	Connector	Time savings	Dedication	Differentiator /Custom approach
Key Mes	ssage	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.	 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. 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.

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

Theme	Collaboration	Speed-to-selection	Expertise	Mission Support / Impact
Key Messa	e 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: 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.	AFCS TA can save hiring managers time and resources. The AFCS TA team of professional recruiting consultants simplify and streamline the hiring process. 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.	AFCS TA can help your colleagues determine how and when to use DHA as a tool to speed the hiring process.

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.	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. 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.	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: 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.



Brand Guide



"A brand is a story told consistently through time."

Michael Beirut





Brand Guidelines

November 2024

AIR FORCE CIV SERVICE TALENT ACQUISITION

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Welcome to the Air Force Civilian Service Talent Acquisition (AFCS TA) Brand Guidelines.

This guide is your go-to resource for creating consistent and cohesive AFCS TA materials that truly represent the spirit and values of your office's mission for the broader Air Force Civilian Service. Think of this guide as a helpful companion that provides you with all the tools and tips you need to ensure that every piece of AFCS TA content you create looks, sounds, and feels just right. Inside, you'll find easy-to-follow guidelines on using our logos, choosing the right colors, selecting fonts, and crafting messages that hit the mark.

Using this brand guide will help you create professional and polished materials that align perfectly with our AFCS TA brand. By following these standards, you'll ensure that everything we produce looks like it comes from one unified team, making our communications clear and effective.

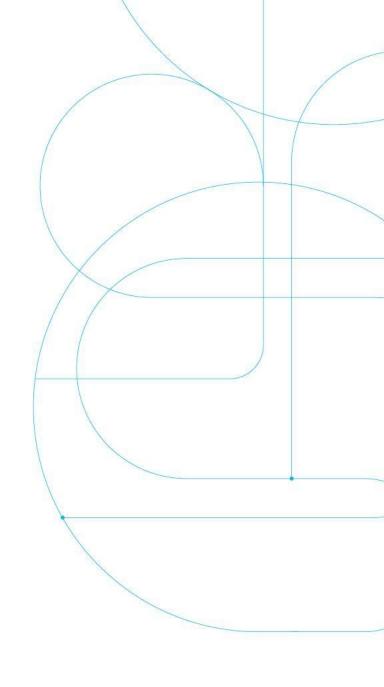




AFCS Brand History









The AFCS TA logo can be used as a template to produce other department logos by special approval only.

EXAMPLES FOR ILLUSTRATION ONLY





The AFCS TA logo leverages the AFCS logo with the addition of the team's name underneath.

There are multiple color formats and file types to suit production needs.



DARK BACKGROUND



WHITE/KO









Horizontal and Stacked are the two orientations of the AFCS TA logo.

Depending on the layout and application, use either version of the logo.

DARK BACKGROUND



WHITE/KO



BLACK/K



Examples of how **NOT** to use the AFCS TA logo (examples right):

- 1. Stretched out of proportion in any direction.
- 2. Flipped or reflected layout in any direction.
- 3. Used with incorrect color palette.
- 4. Placed on a photo or design that obscures the words.
- **5.** Rotated or tilted, except by special approval on promotional and specialty.
- 6. Used in outline form or otherwise modified versions.
- 7. A partial version of the logo.
- 8. Overlapping shapes and graphics.

- 9. Cropped awkwardly, logo must be entirely legible.
- **10.** Used within a sentence, phrase, or headline.
- **11.** Shaded, screened, or otherwise modified and unapproved versions.
- 12. Filled with a texture photo or illustration.
- **13.** Faded out with feathering effects or otherwise modified versions.
- 14. Combined with other elements, logo cannot be placed in a shape, such as a rectangle or circle, except by special approval on promotional and specialty.
- **15.** Crowded, overlapped, or merged with other words.





The AFCS TA tagline is:

Civilian recruiting, simplified.



Civilian recruiting, simplified.

A tagline distills the brand's essence into a few words, making it memorable and impactful. The AFCS TA tagline captures our unique focus on civilian recruitment and our commitment to simplifying the hiring process for managers. It's a concise, powerful tool that communicates our values with or without our visual mark.

Messaging

AFCS Talent Acquisition's brand promise is the essence of what you stand for.

It establishes an emotional connection between you and your stakeholders that defines the unique way you'll meet their needs and desires. It's about making them feel like they're part of something special. It's not just words—it's action. Your audience should feel that every interaction reaffirms your dedication to their needs and your respect for their trust.

We'll work tirelessly to connect you with the best civilian talent available.

Your needs drive our mission, and we'll craft a recruiting strategy that's as unique as the positions you're trying to fill.

With expert advice and a personalized recruiting plan, we'll be there to guide you and make sure you're supported at every turn to help you find the most qualified candidates for the job.



AFCS Talent Acquisition's brand personality is a reflection of the values that guide our interactions with stakeholders. It shapes the way we communicate, ensuring every interaction is rooted in trust, understanding, and a sense of purpose.

Knowledgeable

We're recruitment experts with specialized knowledge of the talent industry, hiring trends, market challenges, and the mission-critical hiring needs of the U.S. Air Force, able to deliver the right people for the mission.

Caring

We invest in your success by first understanding what you need. Then we collaborate to design a recruiting plan that makes hiring easier—and brings in the talent you're looking for.

Consultative

We believe in listening first. By engaging with hiring managers and truly understanding what they need, we can provide expert guidance that helps you make smart, informed decisions throughout the hiring process.

Resourceful

We're resourceful by design. With a creative, integrated recruiting approach, we'll help you reach a broader audience and bring in top-quality talent—quickly and efficiently.



Voice

Describes your organization's personality. It's consistent and unchanging.

Tone

The emotional inflection applied to your voice. It adapts to every situation, taking its cues from the messaging, occasion, and medium.

AFCS Talent Acquisition speaks with the kind of knowledge that builds trust, never condescending.

Our professionalism is real, but never stiff. We're confident without being overbearing, and our sincerity comes from the heart. We care deeply, but don't need to shout about it. And we're fun, just enough to keep things human and engaging. Our tone, adjusted for each situation or application, is typically:

Friendly Empathetic Helpful Trustworthy Informative Real



To Employees

"The heart of AFCS is its people. Your Talent Acquisition team is here to make sure we continue bringing in the right talent—people like you, who are dedicated to the mission and to one another. Every new hire is a step toward a stronger, more capable Air Force. Work with us to help build a future we can all be proud of."

To AFCS Department Managers

"At AFCS, Talent Acquisition is your partner in building teams that deliver results. We work to find civilian talent that matches your department's needs—people who are driven, skilled, and aligned with our mission. With your insights and leadership, we can ensure every hire is a perfect fit, contributing to the Air Force's success."

To Air Force Leadership

"At AFCS, Talent Acquisition isn't just about filling positions—it's about strategically aligning talent with the Air Force's mission. We identify and recruit top civilian talent who bring expertise, innovation, and a shared commitment to national security. With your continued support, we can ensure that our workforce remains at the forefront of advancing the Air Force's objectives."

To Employees of the AFCS Talent Acquisition Team

At AFCS, our Talent Acquisition team plays a crucial role in the success of the Air Force. Your work ensures we attract the best civilian talent to meet any challenge. Every position you fill strengthens our mission, and your dedication keeps us moving forward. Together, we're ensuring the Air Force's edge remains as sharp as it can be."





The AFCS TA color palette leverages the AFCS palette, but in different proportions.

To keep the brand appearing simple and light, maximize white space and use an equal or lesser proportion of Deep Blue. The other primary colors may be used as accent colors.

Secondary colors can be used where legibility and contrast is a concern or where additional tones are needed (for example, charts).

> SECONDA COLORS

PRIMARY COLORS	WHITE		DEEP BLUE	
	HEX FFFFFF RGB 255 255 255 CMYK 00 00 00 00 PANTONE PAPER		HEX 005295 RGB 000 082 149 CMYK 100 62 00 20 PANTONE 653C	
	CYAN	LIGHT GRAY	DARK GRAY	BLACK
	HEX 13B5EA RGB 019 181 234 CMYK 69 07 00 00 PANTONE 298C	HEX E6E7E8 RGB 230 231 232 CMYK 00 00 00 10 PANTONE COOL GRAY 2	HEX 7E8083 RGB 126 128 131 CMYK 00 00 00 61 PANTONE 424C	HEX 000000 RGB 000 000 000 CMYK 00 00 00 100 PANTONE PROCESS BLACK C

ARY	LIGHT CYAN	DARK BLUE	MAGENTA
	HEX ADD2ED	HEX 011B3E	HEX C9006F
	RGB 173 210 237	RGB 001 027 062	RGB 201 000 111



Color contrast is not the only aspect of 508 Compliance to be considered in order to create accessible assets, but it is essential.

508 Compliance specifically refers to the accessibility of web, software, and other electronic assets such as web banners and PDFs. Using live text, large type, alt text, and paragraph styles are other ways to create more accessible assets.

HIGHEST LEVEL OF CONTRAST	DEEP BLUE ON WHITE	WHITE ON DEEP BLUE	DARK BLUE ON CYAN	CYAN ON DARK BLUE		
	WCAG AAA PASS	WCAG AAA PASS	WCAG AAA PASS	WCAG AAA PASS		
HIGH LEVEL OF CONTRAST	LIGHT GRAY ON DEEP BLUE	DEEP BLUE ON LIGHT GRAY	DEEP BLUE ON LIGHT CYAN	LIGHT CYAN ON DEEP BLUE		
	WCAG AA PASS	WCAG AA PASS	WCAG AA PASS	WCAG AA PASS		
LOW LEVEL OF CONTRAST	CYAN ON WHITE	WHITE ON CYAN	DEEP BLUE ON CYAN	CYAN ON DEEP BLUE		
	WCAG AA FAIL	WCAG AA FAIL	WCAG AA FAIL	WCAG AA FAIL		



Typography

The foundation of our typographic language is clear, traditional typesetting that plays with with font weight and graphic line elements as needed to facilitate readability.

PRIMARY TYPEFACE

Roboto [Google Fonts]

ABCDEFGHIJKLMNOPQR STUVWXYZ0123456789 abcdefghijklmnopqrstuvwxyz

MICROSOFT ALT

Aptos [Microsoft]

ABCDEFGHIJKLMNOPQR STUVWXYZ0123456789 abcdefghijklmnopqrstuvwxyz



HEADER Roboto, Bold | 34/34 MICROSOFT ALT Aptos, Bold | 34/34

SUBHEADER Roboto, Bold OR Light | 18/22

MICROSOFT ALT Aptos, Bold or Light | 18/22

BODY Roboto, any weight | 12/16

MICROSOFT ALT Aptos, any weight | 12/16

SMALL LABEL Roboto, Bold or Light 10/10 | all caps | 5% tracking

MICROSOFT ALT Aptos, Bold or Light 10/10 | all caps | 5% tracking

GRAPHIC LABEL Roboto, Bold, Outlined 34/34 | all caps | 5% tracking

MICROSOFT ALT Aptos, Bold, Outlined 34/34 | all caps | 5% tracking

Simple Headline

Subhead Line 1 Subhead Line 2

Ero es auditatia nisquae labor aut modiore ptaquiam faccuptae nihillenit, omnimi, offic tet ut audam cumenis sam nam aperum nossimusa int eossit ute conse volorem quo tenditatur quaeseque volores volles enistrum vellorp oritibeaque reptionsequo officim periam hil magnat.

SMALL LABEL 1SMALL LABEL 1SMALL LABEL 2SMALL LABEL 2





PHOTOGRAPHY

Simple Headline





AFCS TA photography should feature open skies, open spaces, calming cool colors, and imagery that reflects a calm and easy atmosphere and positive people.

Background images on which text is to be laid should either be duo-toned or use a deep blue overlay (example: far left image). This keeps text and image interaction simple and legible.

DO NOT apply the deep blue overlay or duotone to images with human faces. Limit background images to atmospheric, simple environmental photos.

The AFCS TA graphic language plays with various lines and line weights.

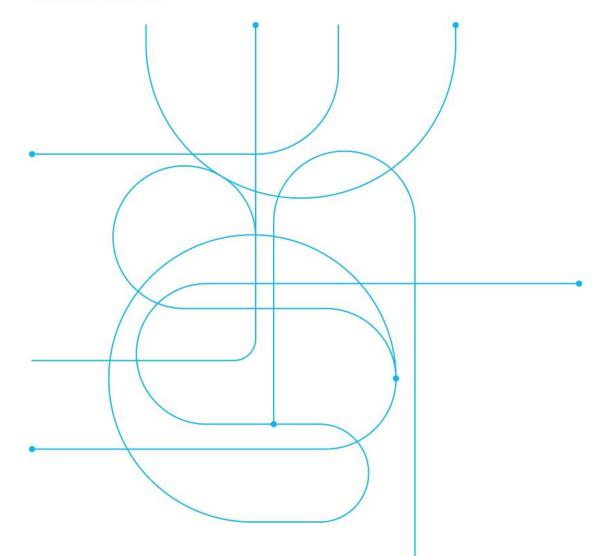
Use the "pathways" graphic alone or layered onto photography. It may be modified to make it simpler, recolored, or reoriented to suit its placement.

AFCS TA should always use line icons, examples of which can be seen below.

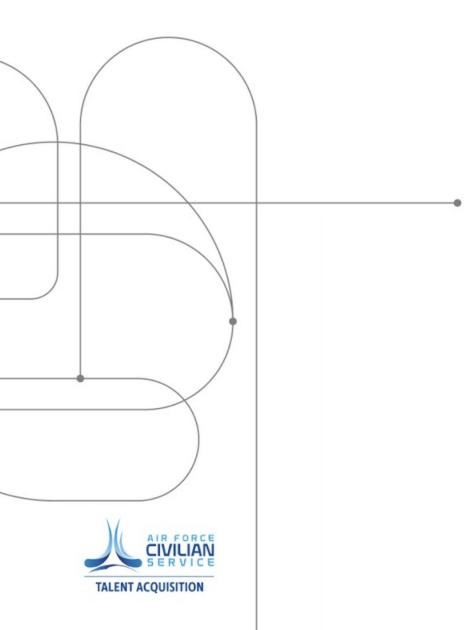


LINE ICONS

PATHWAYS GRAPHIC



AFCS TALENT ACQUISITION PATHWAYS GRAPHIC





Civilian recruiting, simplified.

This graphic, composed of multi-directional lines, serves as a visual metaphor for the intricate journey of civilian recruiting.

The dual symbolism of the lines tells a story:

Evocative of Jet Paths

The lines mirror the trails left by jets in the sky, paying tribute to the Air Force's wide-ranging mission.

The Path to Streamlined Recruiting

The deeper meaning reflects the complex nature of civilian recruiting; currently a fragmented and varied landscape with multiple people and processes going in different directions. These intersecting lines signify the diverse approaches to recruitment, but as they converge and progress, they transform into a single, straight line that ends in a dot. This journey from chaos to clarity symbolizes AFCS Talent Acquisition's commitment to transforming civilian recruiting into a simplified, unified process.

Together, these elements reinforce the brand's promise: with AFCS TA, civilian recruiting becomes a streamlined pathway, guiding each candidate toward a rewarding career.

Design Samples

ASSETS [IN PROGRESS]





Thank you.

Produced by MarCom Group 2024 | MarComGroup.com

AFCS TA Assets Page



AFCS Assets Page

This page is for only for AFCS TA recruiters at: **AFCivilianCareers.com/Assets**

A few disclaimers:

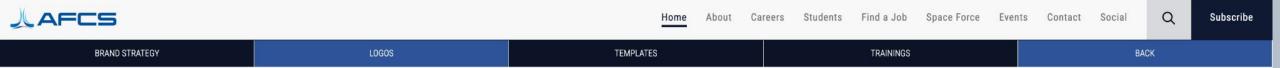
- Do not share this password with anyone. Team Chiefs will share the password with new hires to the AFCS TA team
 Password: AimHire1947
- All AFCS TA brand materials and trainings will be accessible on the Assets page as they are developed





Q





AFCS TA BRAND STRATEGY



AFCS TA BRAND GUIDE



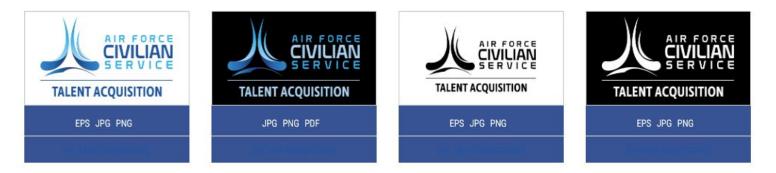
LAFCS			Home	About	Careers	Students	Find a Job	Space Force	Events	Contact	Social	Q	Subscribe
BRAND STRATEGY	LOGOS	TEMPLATES			TRAININ	IGS					BACK		

AFCS TA LOGO

The AFCS logo can be used in one of two variations - vertical or horizontal.

The vertical logo is the preferred version that should be used in most instances. The horizontal logo can be used when space does not allow for a vertical orientation.

HORIZONTAL LOGO





BACK

TRAININGS

LOGOS

AFCS TA TEMPLATES

TEMPLATES

AFCS TA EMAIL SIGNATURES

AFCS TA Recruiters are advised to use the following email signatures when communicating with internal and external audiences.

Using branded email signatures is crucial when communicating with both internal and external audiences ensures consistency in the presentation of our organization, reinforcing our brand identity and professionalism across all communications. This uniformity helps in building and maintaining a recognizable and trustworthy image of the organization, which is essential for establishing credibility with external stakeholders and fostering a cohesive internal culture.

Branded email signatures provide essential contact information and can include direct links to important resources such as our website, social media profiles, or upcoming events, making it easier for recipients to connect with and learn more about our organization. This not only enhances the user experience but also drives engagement and fosters stronger relationships.

By leveraging branded email signatures, we ensure that our communications are not only professional and visually appealing but also aligned with our strategic goals, ultimately contributing to a stronger, more unified brand presence.



AFCS TA Marketing Services

Ryan Schneider & Sheryl Johnson AFCS TA Marketing



Overview

- Past, Present, and Future
- Marketing Services Offered
 - In-Person Event
 - Promote-on-Social
 - Special Promotional Items
 - Digital Hiring Project
 - Virtual Event
 - Website Update
 - Marketing Assistance
- Changes to myFSS



In-person Event



An In-Person Event (IPE) supports an Air Force Civilian Service Talent Acquisition (AFCS TA) Recruiting Consultant in their efforts to source and recruit candidates for open positions across AFCS. While IPEs can help spread awareness of AFCS, this should not be an IPEs primary purpose.

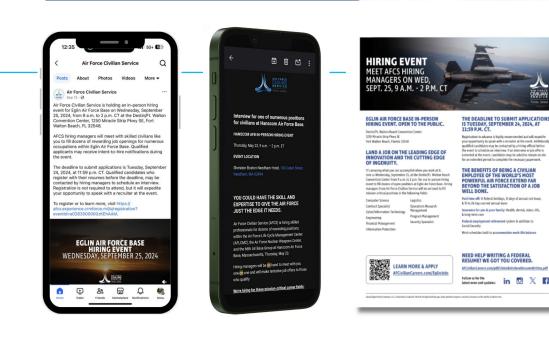
AFCS TA Recruiting Consultants may be hosting or co-hosting an IPE, or merely providing event support for another organization. As such, IPE requests are (in essence) support requests fulfilled through AFCS Marketing, by their contracted organization.

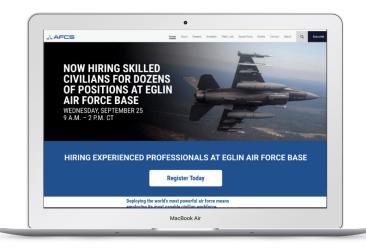


In-person Event

Depending on the request, IPEs may include the following deliverables:

- AFCS Booth (if applicable)
- Landing Page
- Paid Media Campaign
- Social Media Post(s)
- Email Marketing
- Digital Flyer











In-person Event

To ensure a successful event, **IPEs require a minimum of 10–11 weeks lead time (2–3 weeks development + 8 weeks in market)**, however, greater lead times may be required, depending on the scope of work.

IPE requests will be submitted by AFCS TA Recruiting Consultants via myFSS (for TA Services) and must include "AFCS FORM — In-Person Event", completed in its entirety.





Type of Event (ex. Hi	ring, Networking, Awareness, Tradeshow, etc.)
If applicable, is there	a cost for the general public to attend this event (ex. parking fee, entry fee, etc.)? OYES ONO
Event Name	
Event Date & Time	
Your Client's: Name Email Organization	(If this is an AFCS event (i.e. NOT supporting another organization), please use your own information)
Location	(Please provide a <u>complete</u> address - if this request requires assistance finding a venue, please indicate such)
Registration URL (if applicable)	
Registration Deadline	
Target Audience	
Additional Info	Be sure to include specific requirements (ex. AFCS-branded booth materials, signage, etc.)



*Please note the actual form may have updated fields on myFSS

Promote-on-social

Promote-on-Social (Event Announcement) requests assist the efforts of Air Force Civilian Service Talent Acquisition (AFCS TA) Recruiting Consultants by creating awareness about a specific event that is not hosted by Air Force Civilian Service (AFCS).

In short, these requests let our followers know that you, the recruiter, are attending someone else's event (ex. you have a small table at a local career fair).





EVENT ANNOUNCEMENT

Event Name	
Event Date(s)	
Event Time	
Location	(provide a <u>complete</u> address - enter "VIRTUAL" if attending a virtual/online event)
Registration URL	
Additional Info	



^{*}Please note the actual form may have updated fields on myFSS

Promote-on-social

Promote-on-Social requests will be submitted by AFCS TA Recruiting Consultants via myFSS (for TA Services) and must include "AFCS FORM — Promote-on-Social", completed in its entirety. Only one event announcement per form/request will be accepted.

To maximize the ability to target your audience, AFCS Marketing asks that tickets be submitted with as much lead time as possible. **A minimum of two weeks (prior to the event) is preferred.**



PROMOTE-ON-SOCIAL



EVENT ANNOUNCEMENT

Event Name	
Event Date(s)	
Event Time	
Location	(provide a <u>complete</u> address - enter "VIRTUAL" if attending a virtual/online event)
Registration URL	
Additional Info	

^{*}Please note the actual form may have updated fields on myFSS

Special Promotional Items

Special Promotional Items (SPIs) are designed to assist Air Force Civilian Service (AFCS) Personnel in their recruiting mission while attending/hosting events.

SPIs are **not** intended for awareness-only events.

A minimum of 3 weeks advance notice is required by AFCS Marketing to fill an order.



SPECIAL PROMOTIONAL ITEMS



¢	
Your Organization	
Your Name	
Your Title	
Event Name	
Event Date	
Type of Event (ex. Hiring, Ne	stworking, Awareness, Tradeshow, etc.)
Your Role at This Event	
Expected Turnout	
REQUIRED FOR ANY	EVENT WHERE HIRING IS THE FOCUS
Position(s) Recruiting For	
Please list # of available positions in parenthesis. Ex: Civil Engineer (5)	
Delivery Address	Example: JOHN SMITH AFPC/DPCTS 123 MAIN STREET, SUITE 123
	SOMEWHERE AFB, TX 12345
Delivery Phone # (in the eve	nt the driver needs to reach you)

Special Promotional Items

All requests must be submitted through the myFSS (for TA Services) site and must include "AFCS FORM — Special Promotional Items" with each myFSS ticket submitted.

We are only able to ship to one location per form/request. If you are requesting to have items shipped to multiple locations, you must submit one form/request per location.

AFCS Marketing will always strive to fill your request within our budget and availability of products.



SPECIAL PROMOTIONAL ITEMS



Your Organization	
Your Name	
Your Title	
Event Name	
Event Date	
Type of Event (ex. Hiring, Ne	tworking, Awareness, Tradeshow, etc.)
Your Role at This Event	
Expected Turnout	
REQUIRED FOR ANY	EVENT WHERE HIRING IS THE FOCUS
Position(s) Recruiting For	
Please list # of available positions in parenthesis. Ex: Civil Engineer (5)	
Delivery Address	Example: JOHN SMITH AFPC/DPCTS 123 MAIN STREET, SUITE 123 SOMEWHERE AFR TX 12345
	SOMEWHERE AFB, TX 12345
Delivery Phone # (in the ever	nt the driver needs to reach you)

AFCS Event Assets







A Digital Hiring Project (DHP) supports an Air Force Civilian Service Talent Acquisition (AFCS TA) Recruiting Consultant in their efforts to assist Hiring Managers who need to hire multiple candidates for a specific position, or numerous positions. Due to the marketing efforts involved, DHPs should typically be reserved for clients hiring 25 or more candidates.

DIGITAL HIRING PROJECT



Client Name	Client Email							
Hiring Goals	Career Field	Grade	City	State	# of Vacancies	Minimum Qualifications (ex. Experience, certs, degree, clearance, etc.) - may continue in "Client Expectations for Selections" section (below)		
				-				
Client Expectations for Selections	(Provide any context we ne	eu lo ve dware or	ior orannig a releva	ant messa	ye or target	ну а эремнь ашистис)		
		THIS SECTION	TO BE COMPLET	ED BY T	ALENT ACC	QUISITION RECRUITER		
URL	(Please provide an <u>unconve</u>	e <u>rted</u> Salesforce lin	nk)					



DHPs include the following AFCS branded deliverables:

- Landing Page
- Paid Media Campaign
- Social Media Post(s)
- Email Marketing
- Digital Flyer

The landing page acts as a resume repository. The additional deliverables target and direct market traffic to the landing page.

Client Office/Program **Client Name Client Email** Hiring Goals # of Minimum Qualifications (ex. Experience, certs, degree, clearance, etc.) Career Field Vacancies - may continue in "Client Expectations for Selections" section (below) Grade (Provide any context we need to be aware of for crafting a relevant message or targeting a specific audience) Client Expectations for Selections ------ THIS SECTION TO BE COMPLETED BY TALENT ACQUISITION RECRUITER-------(Please provide an unconverted Salesforce link) UPDATED 20241104

DIGITAL HIRING PROJECT



Timelines for a DHP are as follows:

- 1. Landing Page development requires **15 business days** which begins upon confirmed project start.
- 2. Project start initiates once all details have been received **and confirmed** through AFCS Marketing, by our contracted partner.
- 3. Upon completion of the landing page, and approval by the client, the DHP will push-live and building of the remaining deliverables will commence.

DIGITAL HIRING PROJECT



Client Name					Client Em	nail
Hiring Goals	Career Field	Grade	City	State	# of Vacancies	Minimum Qualifications (ex. Experience, certs, degree, clearance, etc.) - may continue in "Client Expectations for Selections" section (below)
Client Expectations for Selections	(Provide any context we i	need to be aware of	for crafting a releva	ant messa	nge or targeti	ing a specific audience)
		- THIS SECTION	TO BE COMPLET	ED BY T	ALENT ACC	QUISITION RECRUITER
URL	(Please provide an uncon	verted Salesforce lin	nk)			



Timelines for a DHP are as follows:

- 4. Push-live is contingent upon client response times and may shift depending on delays by client or requested changes.
- 5. To maximize return-on-investment, a **minimum of 5 weeks** in-market is recommended for all DHPs.
- 6. DHP requests will be submitted by AFCS TA Recruiting Consultants via myFSS (for TA Services) and must include "AFCS FORM - Digital Hiring Project", completed in its entirety.

DIGITAL HIRING PROJECT



Client Name Hiring Goals			nail			
	Career Field	Grade	City	State	# of Vacancies	Minimum Qualifications (ex. Experience, certs, degree, clearance, etc. - may continue in "Client Expectations for Selections" section (below)
for Selections						
	т	HIS SECTION	TO BE COMPLET	ED BY T	ALENT ACC	QUISITION RECRUITER
URL	(Please provide an unconvert	ed Salectore lin	(k)			



A Virtual Event (VE) supports an Air Force Civilian Service Talent Acquisition (AFCS TA) Recruiting Consultant in their efforts to source and recruit candidates for open positions across Air Force Civilian Service (AFCS). While like an In-Person Event, VEs provide the unique opportunity for candidates to interact with AFCS TA Recruiting Consultants from anywhere in the world. While VEs can help spread awareness of AFCS, this should not be a VEs primary purpose.

VIRTUAL EVENT



Event Name	
Event Date & Time	
Your Client's: Name Email Organization	(If this is an AFCS event (i.e. NOT supporting another organization), please use your own information)
Registration URL (if applicable)	
Registration Deadline	
Target Audience	
Additional Info	



*Please note the actual form may have updated fields on myFSS

AFCS TA Recruiting Consultants may be hosting or co-hosting a VE, or merely providing event support for another organization. As such, VE requests are (in essence) support requests fulfilled through AFCS Marketing, by their contracted organization.

VIRTUAL EVENT



Event Name	
Event Date & Time	
Your Client's:	(If this is an AFCS event (i.e. NOT supporting another organization), please use your own information)
Name Email	
Organization	
Registration URL (if applicable)	
Registration Deadline	
Target Audience	
Additional Info	



Depending on the request, VEs may include the following deliverables:

- AFCS Virtual Booth/Platform
- Paid Media Campaign
- Social Media Post(s)
- Email Marketing
- Digital Flyer
- Landing Page (if/when applicable)

VIRTUAL EVENT



Type of Event (ex. Hin	ing, Networking, Awareness, Tradeshow, etc.)
Event Name	
Event Date & Time	
Your Client's: Name Email Organization	(If this is an AFCS event (i.e. NOT supporting another organization), please use your own information)
Registration URL (if applicable)	
Registration Deadline	
Target Audience	
Additional Info	



*Please note the actual form may have updated fields on myFSS

To ensure a successful event, **VEs require a minimum of 8 weeks** lead time, however, greater lead times may be required, depending on the scope of work.

VE requests will be submitted by AFCS TA Recruiting Consultants via myFSS (for TA Services) and must include "AFCS FORM – Virtual Event", completed in its entirety.

VIRTUAL EVENT



ing, Networking, Awareness, Tradeshow, etc.)
(If this is an AFCS event (i.e. NOT supporting another organization), please use your own information)



Website Update

The purpose of a Website Update request is to make changes to an existing subpage of the **afciviliancareers.com** site.

All requested changes/updates may be adapted to align with the AFCS brand and voice.

WEBSITE UPDATE

AIR FORCE CIVILIAN SERVICE Forces, Joined.

SUBPAGE: afciviliancareers.com/

Additional Info

O (Please provide a detailed explanation of the changes/updates that you are requesting. If needed/applicable, you may upload images/screenshots with your myFSS request.)



Website Update

Whenever possible, members of Air Force Civilian Service (AFCS) requesting changes should consider their chain of command **prior** to submitting their request. This helps ensure your requested changes are aligned with your proper organization and/or the program owner.

Timelines for completion are dictated by the scope of the request.

All Website Update requests will be submitted via myFSS (for TA Services) and must include "AFCS FORM – Website Update", completed in its entirety.



WEBSITE UPDATE

AIR FORCE CIVILIAN SERVICE Forces. Joined.

SUBPAGE: afciviliancareers.com

Additional Info

O (Please provide a detailed explanation of the changes/updates that you are requesting. If needed/applicable, you may upload images/screenshots with your myFSS request.)

Marketing Assistance

No form required—simply submit a ticket with a detailed explanation of what you're looking for.

For items that need special attention, such as:

- Meeting with Marketing to strategize (marketing) tactics to assist w/ recruiting challenges (ex. Sim Pilot campaign)
- Branded, non-SPI items not found on the assets page
- Other items that may not fit in an offered service/category



Changes to MyFSS

For **external services** part of myFSS ticket submissions (SPI, Website Update, & Marketing Assistance requests):

- Dropdowns will be refreshed to reflect services provided
- Splash page will be updated

All internal forms & talking points will be finalized in the coming weeks and uploaded to the AFCS assets page and the shared drive for your use.

Applicable to: Civilian

The Air Force Personnel Center Talent Acquisition team (AFPC/TA) is charged with forming partnerships with base servicing teams, career field teams, civilian personnel sections, major and combatant commands, and hiring managers to develop options and strategies for recruiting civilian Airmen for internships and job vacancies in hard-to-fill / mission critical occupations, while reducing diversity shortfalls and retention rates.

AFPC/TA is available to offer consulting services to assist with your talent acquisition challenges. They have the knowledge and tools available to develop TA strategies and are able to conduct applicant searches utilizing services such as LinkedIn, Hospital Jobs Online, <u>ClearanceJobs.com</u>, <u>Dice.com</u>. AFPC/TA also increases awareness of Air Force Civilian Service (AFCS) opportunities by attending or hosting "brick & mortar" events, virtual career fairs, and hiring events to encourage candidates to apply for AFCS vacancies via <u>https://afciviliancareers.com/find-a-job</u>. These services are especially helpful in finding candidates for direct and expedited hire authorities. To request the Talent Acquisition team's recruiting consultant services, please the Create a Request button below Hiring-Talent Acquisition page, make your selection under the drop-down, Do You Have a Special Hiring Authority, and follow the corresponding instructions. Along with Talent Acquisition consulting services, AFPC/TA also offers Workforce Planning/Talent Neuron Analytics and Marketing services. The marketing tools listed below are provided to assist Air Force organizations in their recruiting functions.

Promote on Social Media

These requests are in reference to postings and/or activities on AFCS LinkedIn, Facebook and/or X (formerly Twitter) social media platforms. Please review the associated talking paper (found below in the "Forms & Talking Papers" section). When creating your request, on the "Hiring-Talent Acquisition" page, select "Other" under the drop-down, "Do You Have a Special Hiring Authority". Under the "Other TA Services" drop-down, make the appropriate selection for this type of request.

Special Promotional Items Request

The marketing materials provided are designed to assist Civilian Personnel Sections in their role as a recruiter. Please review the associated talking paper (found below in the "Forms & Talking Papers" section).

When creating your request, on the "Hiring-Talent Acquisition" page, select "Other" under the drop-down, "Do You Have a Special Hiring Authority". Under the "Other TA Services" drop-down, make the appropriate selection for this type of request.

Forms & Talking Papers

- AFCS Promote-on-Social Request Talking Paper
- AFCS Special Promotional Item Request Talking Paper
- AFCS Promote on Social Media Request Form
- AFCS Special Promotional Items Request Form
- Microsite Request Form
- AFPC Hiring Manager's Playbook
- Talent Acquisition Hiring Event

> FSS

CREATE A REQUEST



Rock Your Profile

Billy Stuart & Jill Rice LinkedIn



Discussion: Best Practices



We'd love to hear your thoughts! Please share your feedback.





Thank you.

