**Georgia Ports Authority recruitment campaign:** <https://youtu.be/Q2Kvnny96uU> (Job Fair); <https://youtu.be/XytdDq0o02k> (Equipment Operator); <https://youtu.be/gY1RXuW2D0U> (Y.E.S. program)
**AAPA 2021 Entry Classification: Community/Educational Outreach**

# 1. WHAT ARE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

During the COVID-19 pandemic, the Georgia Ports Authority (GPA) experienced an unprecedented increase in cargo volumes. This led to a need to hire additional employees and increase its 1,400-person workforce to handle this record-breaking growth. Georgia Ports Corporate Communications department collaborated with the Human Resources department for a multimedia campaign promoting available career opportunities at the Georgia Ports Authority. GPA has hired more than 100 people in the last six months. These new team members are being trained in jockey trucks, yard cranes and empty handling machines. GPA wants to stay ahead of this surge and hire the personnel needed to accommodate the growth at its facilities.

# 2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION’S OVERALL MISSION?

The mission of the Georgia Ports Authority is to empower entrepreneurs, strengthen industries, sustain communities, and fortify families by relentlessly striving to accelerate global commerce. This campaign fulfilled these objectives by providing well-paying, secure jobs to members of the communities surrounding GPA facilities. Georgia’s deepwater ports and inland barge terminals support more than 496,700 jobs throughout the state annually and contribute $29 billion in income, $122 billion in revenue and $3.4 billion in state and local taxes to Georgia’s economy.

# 3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS FOR THIS ENTRY?

GPA’s communications team began compiling and shooting video footage on employees on the job and eye-catching visuals that would communicate the vast scale of Garden City Terminal, the largest single operator port facility of its kind in the Western Hemisphere.

The footage was then organized and storyboarded by GPA’s Corporate Communications team for a series of videos focusing on specific jobs at GPA and the job fair planned in April 2021.

# 4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE USED IN THIS ENTRY?

* In January 2021, Georgia Ports Corporate Communications department began collaborating with its Human Resource department to develop a recruitment campaign aimed to fill much-needed positions, including equipment operators, crane operators and workforce development trainees. The campaign also included the promotion of an on-site job fair held in April 2021.
* GPA’s communications team began compiling and shooting video footage of employees on the job and visuals that would communicate the vast scale of Garden City Terminal, the largest single operator port facility of its kind in the Western Hemisphere.
* The completed video pieces were distributed on GPA’s social media channels, website, and YouTube as well as advertisement spots on several local TV stations including WTOC and WSAV.
* GPA also live streamed segments on its Facebook and Instagram platforms to promote the available career opportunities.

# 5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

The pieces continue to be well received and contributed to a higher-than-expected turnout at the April 24 job fair. More than 1,000 applicants waited in line to apply for GPA’s open positions.

GPA aimed for a 15 percent increase in page views because of this recruitment campaign. Georgia Ports’ recruitment campaign resulted in 136,236 total page views (21 percent of total page views) and 82,938 total unique page views (16 percent of total).

In addition, GPA sought to achieve 5,000 views from recruitment campaign videos on YouTube. To date, the video pieces have achieved a total of 14,822 views on YouTube. This included videos for Job Fair, Equipment Operator positions and the Youth learning Equipment and Safety (Y.E.S.) program.

GPA also aimed to surpass 50,000 impressions on its social media through campaign promotion. Georgia Ports Corporate Communications team executed a promotional strategy across its social media channels. This included live streams featuring equipment operators and Y.E.S. trainees on Facebook and Instagram. These efforts reached 106,677 people on Facebook and Instagram. In addition, there were 57,700 video views more than three seconds and 4,475 engagements (likes, shares, and comments).