



## **2021 Talent Attraction Plan**

*Approved 2/4/21*

As we enter the second year of the Live in Great Falls initiative, we are excited to expand upon the tools and services we created in response to recruiter feedback in 2020. Based on research and the suggestions of our talent attraction marketing consultants, this is an outline of our plan for coming year.

### **1) Get more employers to use existing tools**

- Continue outreach to engage more employers with goal of 70% investor participation by end of year.
- Host trainings for employers and real estate professionals on using Live In Great Falls tools for talent attraction.
- Publish regular newsletter for employers and recruiters.
- Publish HR webpage on Live in Great Falls website, directing users to GFDA website where all employer/recruiter materials will be located.
- Create Talent Attraction Advisory Committee to engage more private sector employers.

### **2) Develop more tools**

- Partner with Great Falls Montana Tourism to create Bandwango Self-Tours for visiting job candidates and recent relocatees.
- Release three professional Talent Attraction videos.
- Create video series as a virtual tour experience for use on Live in Great Falls website, employer career pages, and social media accounts.
- Publish and widely promote Version 2.0 of Live In Great Falls website.
- Publish 2021 Great Falls Livability magazine and increase presence on Livability.com website and blog.
- Enhance Great Falls Wikipedia page.

### **3) Market living and working in Great Falls, Montana**

- Implement DCI Marketing Strategy with Ask an Expert videos, social media, content placing, earned media, and targeted content for remote workers.
- Secure kiosk placement for Live in Great Falls signs and rack cards at partner locations around town.
- Execute paid social media campaigns in target markets across western US.
- Partner with Great Falls Voyagers for Out-of-Town Fan of the Game program.
- Community awareness marketing to keep Live in Great Falls initiative top of mind for community members to promote word of mouth marketing.
- Explore ways to market to Montana University System students.

### **4) Engage more partners**

- Participate in board meetings of regional partners to increase awareness of Live in Great Falls initiative.
- Promote partners to develop talent attraction tools and services.