

HUMAN RESOURCES ADVERTISING AND OUTREACH

To reach a more diverse population, the HR department has expanded advertising for various positions to the following locations: International food stores, churches with predominantly minority congregations and increased participation in local job fairs. Commercials on WHSV – TV3 have also been added, as well as interior ads on City Transit buses. Future plans call for ads at Transit bus shelters and exterior ads on Transit buses.

In addition, job ads are posted on the City's website, social media sites and governmentjobs.com. Many other websites automatically pick up the City's postings including:

- Indeed.com
- National Labor Exchange
- Glassdoor

Advertisements are also placed on or at:

- City Para-Transit buses
- Lucy F. Simms Continuing Education Center
- Virginia Municipal League newsletter
- Virginia Association of Counties newsletter
- Local colleges and universities
- Local High Schools
- Public Service Announcements
- Virginia Job Connections
- The Daily News Record
- The News Virginian
- Parks & Recreation's Community Activities Center
- Global Minority Group – minorityhiring.net
- National Minority Update
- NRPA
- Other sites and publications specific to the various positions based on certifications or skills required (i.e., Police Officer, Assistant City Attorney, etc.)