

Build Adult Recruitment Campaign

Making the Most of Your Vacancy Board

Fully customisable vacancy boards can be ordered from the Brand Centre (along with vacancy cards – see <https://scoutsbrand.org.uk/>). The vacancy boards ordered for the BUILD campaign are customisable by way of an insert, which has the following advantages.

- You can repurpose them by swapping them between Groups, or between Group and wider District use, or to support an Explorer Unit recruitment campaign, simply by changing the A4 size insert
- They are a third of the cost as the ones from the Brand Centre – which is why we have been able to afford to give one to every Group in the county

Overleaf you will find some details about how to customise your vacancy board, but here are a few tips to get the best use out of your new vacancy board.

- **Make sure it's on-brand.** Ensure that it looks as interesting and appealing as possible (see overleaf for more details)
- **Put it somewhere it will be seen – and read.** There's no point putting it in a meeting hall where it will only ever be seen by existing volunteers and our youth members. Put it in an entrance hall where parents and supporters will see it, and have time to read it – ideally where you can engage potential recruits in conversations about the jobs listed (use the vacancy board to start conversations about volunteering).
- **Move it around.** If you can, move it around so that it's being seen in new places. This might be in the local library or dentist waiting room for a week or two, it may be outside your meeting place protected from the elements, or it may just be on an opposite wall in your entrance hall which will get it noticed anew.
- **Keep it up-to-date.** Don't let it get stale – always make sure all six spaces are full, that you remove adverts for jobs that you have filled and that you post new jobs immediately. Keep some general jobs in a drawer somewhere so that you can fill in any gaps (you should always be looking for Occasional Helpers and Sectional Assistants). Even if the six cards don't change for a month or so, swap them around so that it keeps catching the eye.
- **Be ready to be contacted.** If someone does phone or email using the contact details provided*, be sure to follow up quickly. See the BUILD resource "Following Up on Job Applications" for more details

If your vacancy board is working for you and you would like a second (or even a third) for your Group, or a dedicated one for an Explorer Scout Unit or the Scout District, you can either order them from the Brand Centre at <https://scoutsbrand.org.uk/catalogue/item/vacancy-board> (currently £36 each) or we can make an additional order through the county at around half that cost.

KEY POINT: Keep your vacancy board fresh and in the eye – keep it updated and move it around so that it is constantly catching the eye and is seen by new people.

* Please follow data protection guidelines and make sure that you have permission to publish contact phone numbers and email addresses. Where possible use Group phone numbers and email addresses

A4 Size Custom Insert

The vacancy board has a 210 mm x 297 mm pocket designed to take an A4 size insert.

This can be used to customise the vacancy board with details of your Group, District, Explorer Unit, or to support a specific campaign or placement in a specific public location and we have created templates you can use.

This works best with reasonably thick card (200 grams/m²). If using paper or thinner card you might want to trim the edges slightly to make it easier to insert. The pocket opens at the top and it will be easier to insert the card if you slide a ruler (or similar) in first and wiggle it around to open it up.

A6 size Vacancy Cards

The vacancy board has six 105 mm x 148 mm pockets designed to take A6 size inserts. If you don't have any A6 cards, simply divide a sheet of A4 card into four.

As above, the pockets open at the top and work best with 200 grams/m² card. You might want to trim the edges of thinner card to make them easier to insert.

Vacancy cards can be ordered or produced on the Brand Centre for local printing at <https://scoutsbrand.org.uk/catalogue/item/vacancy-cards>

We have produced alternative templates with some examples, where the content is more in keeping with best practices. We suggest that you make the title eye catching, fun or unusual – something to raise interest and draw the reader in.

Templates

We have produced templates in both MS Word and Open Document Text format which you can easily download and edit.

The templates use Scout Association branding for fonts and colours. To edit the templates you may need to install the fonts and use appropriate colours.

Fonts: “Nunito San ExtraBold” and “Nunito Sans” (download at <https://fonts.google.com/>)

Colours: Scout Purple = RGB r116 g20 b220

Scout Teal = RGB r0 g167 b148

You can find all the templates on the BUILD Adult Recruitment Resources page on the county website - <https://www.durhamscouts.org.uk/for-members/adult-recruitment/build-adult-recruitment-resources/>