

San Jose Fire Department

Recruitment Banner Example for Multi Use

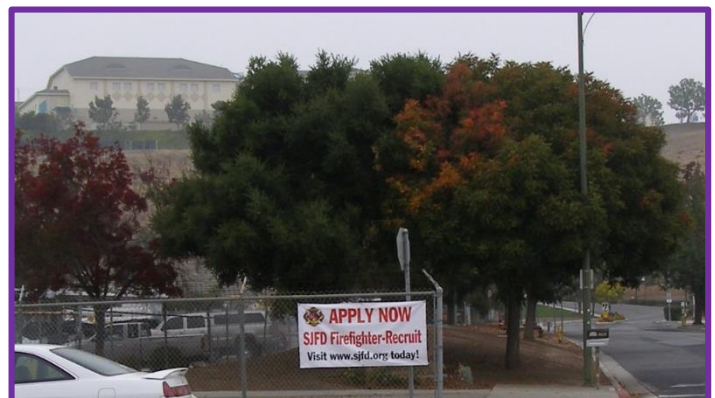
Shown – Used at Station #18 – San Jose, CA



View from front of
Station #18

View from street showing
Valley Christian High
on far hill.

Lots of traffic seven days a
week.



Firefighter's ABC's Suggestions:

Use text that will not be out dated – Use text that will promote hiring and diversity – Use text that will promote inclusion of both genders – Place a sleeve both at the top and bottom – Use grommets – If possible place same text on both sides of the banner so it can be viewed from both directions – Avoid using text that indicates that there is a testing process at the present time, your department should encourage candidates to seek information even when there is not a current testing process – When possible place this same type of banner or sign at the entrance of **all** fire stations and in a very visible location at the station – When not possible due to cost place at stations where the most traffic is generated keeping in mind to include all diverse areas of the area served by your department

Think outside the box for your banner use.

Your web site sample suggestions – *yes there are as many as you can imagine:*

- Place links to all known diversity based fire service organizations
- Place links to all known recruitment based fire service organizations
- Place links to your test provider
- Place links to your PAT provider
- Place links to your HR Division
- Most of all insure that your entire staff both uniform and non-uniform knows as much as possible about your testing process both during the testing process as well as when there is no testing process – the key to recruitment actually happens long before there is a testing process

Simply put – Diversity and Recruitment is 365 days a year as you never know then you will encounter your next candidate who may be your next recruit firefighter.

For additional information regarding Recruitment, Hiring, [Firefighter Diversity Recruitment Council](#), [National Recruit Database](#), [F.L.A.S.H. T.E.S.T.](#) plus a host of other support tools please visit: www.FirefightersABCs.com

Note:

This PDF and content is not endorsed by the City of San Jose nor the San Jose Fire Department. This is simply a photo and example of how the San Jose Fire Department used their recruitment banner and all suggestions are that of Firefighter's ABC's. Please feel free to share this idea and other support ideas within your network.