



CASE STUDY

Building a Flexible Toolkit to Recruit the Next Generation of Social Services Professionals

The Virginia Department of Social Services (VDSS) was challenged with 120 local agencies each handling recruitment marketing on its own. Messaging and resources varied widely and promising candidates weren't always being reached.

Using insights from a robust branding assessment, we created a branded recruitment toolkit with polished templates, ready-made graphics, sample messaging, and step-by-step social media guidance. Agencies could customize materials or use them right away, making it easy to produce strong, consistent outreach without dedicated design or communications support.



We paired the toolkit with a virtual training to help staff feel confident using the materials and tailoring them to their staffing, funding, and community needs.

The final outreach plan gave VDSS a unified, modern approach to attracting talent across ages and backgrounds. With flexible tools and a cohesive brand, local offices can now launch professional, consistent campaigns at their own pace—boosting visibility, strengthening messaging, and helping recruit the dedicated professionals who keep Virginia's social services system strong.

The resulting campaign won a [2025 Platinum MarCom Award](#) for Recruitment Marketing Toolkit.



We bring ideas to life with creativity, passion, and precision. From concept to execution, we craft strategies and materials that capture stories and reflect brand purpose.

We stay on top of trends to create modern, accessible, and visually engaging solutions. Whether a organization is starting fresh or reimagining their look, we'll help make a lasting impression.

Core Competencies

- Brand strategy and identity
- Creative direction
- Digital, video, and print production
- UX/UI design
- Editorial services

Contact

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