



HERO 2 HIRED

A PROGRAM BY:



**Yellow Ribbon
Reintegration Program**

For Those Who Serve and Those Who Support



www.H2H.jobs



SUPPORTED BY:
ESGR
EMPLOYER SUPPORT OF
THE GUARD AND RESERVE





HERO2HIRED

Hero2Hired (H2H) assists unemployed Reserve Component service members with job placement.

H2H is a powerful, comprehensive employment program that includes a focused marketing component. It contains everything a job seeker needs to find a job, including job listings, career exploration tools, education and training resources, advice and tips, and networking opportunities.

Additionally, H2H gives military-friendly companies access to service members and allows them to post job openings, search for candidates and invite them to apply, and participate in hiring events.

Hiring Events

H2H will sponsor and participate in 40 job fairs around the country sponsored by the U.S. Chamber of Commerce. A large H2H booth will be on display and manned by H2H representatives; additionally, 10 large iPad kiosks will be placed around each event to provide a convenient way for attendees to sign up for the H2H program.

Job seekers will also have 24/7 access to a Virtual Career Fair (VCF) provided specifically for military service members, where they can search for jobs and learn more about military-friendly companies who are hiring. Additionally, there will be several H2H-sponsored Virtual Career Fairs will take place over the next 12 months, giving service members direct access to HR managers and other reps of large and small employers around the country, all from the convenience of home.

Marketing

The H2H advertising campaign targets both job seekers and employers through direct mail, print advertising, online banner ads, and social media promotion. Additionally, armories and reserve centers around the country will receive marketing kits that include posters and banners that promote the H2H website and program.

To supplement these efforts, iPad kiosks will be rotated among armories and reserve centers throughout the year during drill weekends to encourage service members who need a job to sign up for the H2H program. A mobile job store will also travel around the country and spend 200 event days targeting unemployed service members, providing a convenient way to sign up and get started with H2H.

Analytics

We will measure the success of the program using a detailed analytics dashboard to track usage and behavior of H2H users. Metrics will be provided in real-time and reports and charts can be generated to review the data from a variety of perspectives.

Summary

H2H is well positioned to successfully assist unemployed Reserve Component service members receiving UCX with job placement. Through an electronic job and career web platform, mobile application and Facebook integration, virtual and physical career fairs, and a national marketing and management effort, we can reduce the DoD's UCX cost as well as the stress and financial hardships of unemployed Reserve Component members.

WEBSITE

H2H.jobs is a powerful job search site and online community for Reserve Component service members and employers.

Provided by:
 For Those Who Serve and Those Who Support

Login | Sign Up

[JOBS](#)
[NETWORKING](#)
[ADVICE](#)
[EMPLOYERS](#)

[Like](#) 55
[Tweet](#) 41
[+1](#) 3
[Share](#) 17

Search for Jobs
Enter keywords or MOS to get a list of matching jobs.

Keywords, MOS, or Company Name

GO

Browse by Industry
Learn about different occupational areas ➡

Search for Careers
Enter a keyword or military occupation code and explore your options.

GO

(e.g., MOS, MOC, NEC, AFSC, Rating)

Career Assessment Test
Take a brief survey to find a great career ➡

Ready to find your next job?
Get started right now!

SIGN UP
It's free

ABOUT
 MOBILE APP
 HIRING EVENTS
 SOCIAL
 FOR EMPLOYERS

**Everything you need to find a job.
Start now.**

H2H isn't just another job site. We are a Yellow Ribbon-funded project with a special mission: to THANK YOU for your service by helping you find your perfect career.

We know that searching for a new job is a big undertaking. H2H was created to make it easy for Reserve Component service members to connect to and find jobs with military-friendly companies who are looking for employees with your training and skills.

Sign Up - It's easy and free!

Watch this short video to learn how to get the most out of H2H.

H2H offers the following valuable job search tools:

Search for Jobs
Explore your career options and find a job today

Keyword

Search for Careers
By Keyword or Military Occupation (MOC)

e.g. 'Nurse' or '11B'

Your Assessment Results
Based on your answers, the following career

Forest and Conservation Technicians STEM

JOB SEEKERS

Job seekers will have many valuable tools to assist them in finding a new job or career:

A screenshot of the H2HJobs HERO 2 HIRED website. The header features the logo 'H2HJobs HERO 2 HIRED'. On the right, there are links for 'Have Feedback? Click here', 'Login | Sign Up', and the 'Yellow Ribbon Reintegration Program' logo. Below the header, there are navigation tabs for 'JOBS', 'NETWORKING', 'ADVICE', and 'EMPLOYERS'. Social media sharing icons for Facebook, Twitter, LinkedIn, and YouTube are present. The main content area includes sections for 'Search for Jobs', 'Search for Careers', 'Browse by Industry', and 'Career Assessment Test'. A large orange button on the right says 'SIGN UP It's free'. The footer contains a 'Ready to find your next job?' section with a 'Get started right now!' link.

Job Search

Users can search by keyword, location, salary, education level, and industry. They will receive an immediate list of open job announcements that they can apply to or learn more about. If they sign up and join H2H, they will be able to build a professional profile that can include a resume, work samples, photos and videos, and other information about themselves.

Military Skills Translator

Members of any service can input their military occupational code and get a list of career paths that fit with their military training and experience. From there they can view and apply for immediate job openings in each of those career areas.

Career Exploration

Users can learn more about various industries and the qualifications needed for different occupations. If they are unsure of what they want to do, they can take a career assessment survey that will identify the career types that are the best fit with their interests and skills. They can then view job openings in those areas and either apply or find out what education and/or credentials are needed to enter that career path.

Education and Training

Users can find information and resources on school and college offerings, certificate and training programs, apprenticeships, financial aid, and military benefits.

Advice

Users will find information on job-hunting techniques, interview preparation, resume creation and enhancement, and other tips that will help with the job search.

Hiring Events

Users will be able to attend virtual career fairs online as well as find local hiring events in their area. National, regional, and local employers will be represented and job seekers will have direct access to human resources personnel as well as other employees of companies who are hiring.

Mobile App

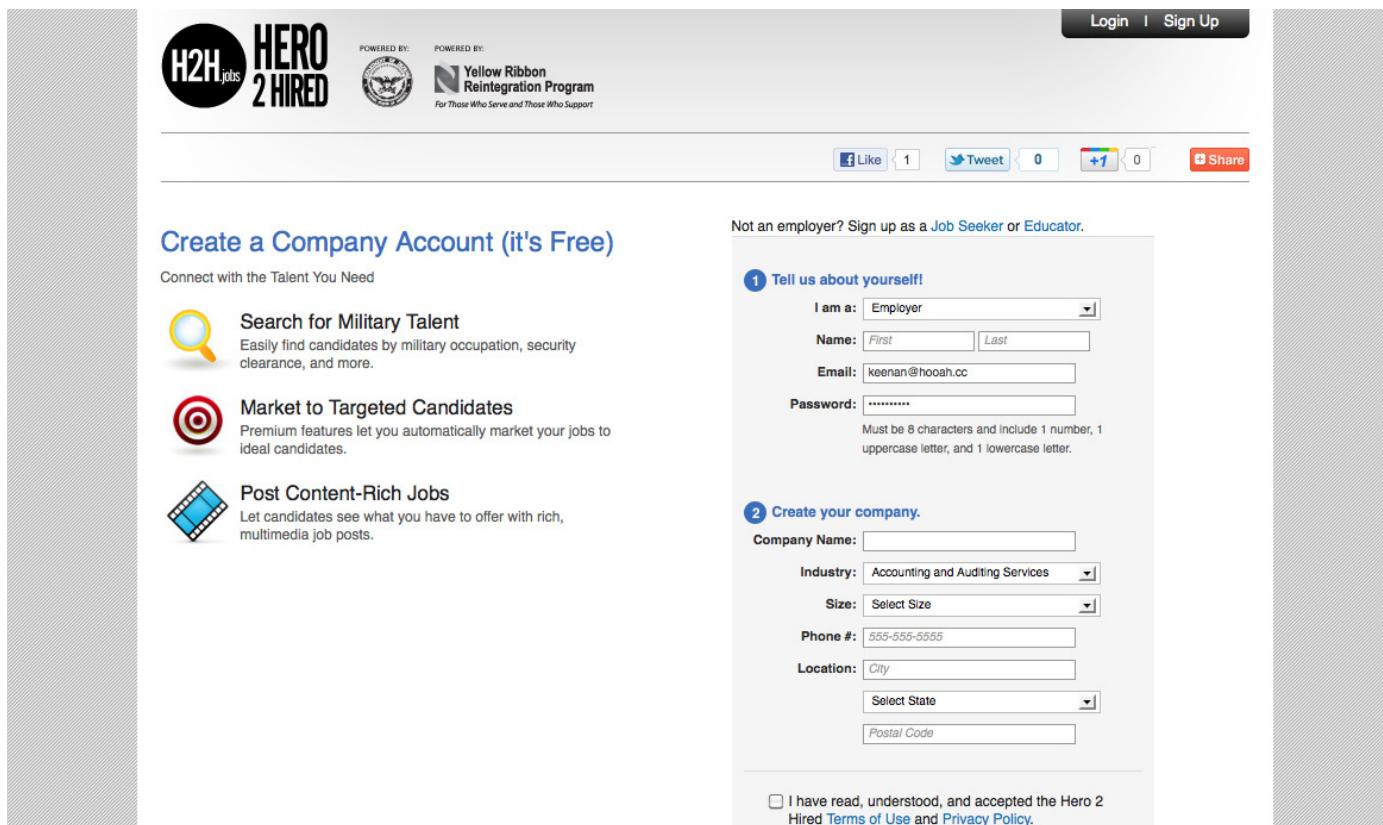
A mobile application will allow job seekers to have access to the tools and features of the website on their smartphones. They can stay connected through text alerts and also find employers by location through a GPS tool.

Online and Social Communities

Users can join online groups related to their experience and interests, which provides networking opportunities and more information to assist with the job search. Additionally, H2H will be accessible through Facebook where users can also ask questions, share experiences, email job listings, and network with employers, subject matter experts, and other job seekers.

EMPLOYERS

Employers will also have a multitude of tools to support their hiring activities:



The screenshot shows the Hero 2 Hired website's sign-up page for employers. At the top, there are logos for H2H jobs and the Yellow Ribbon Reintegration Program. On the right, there are 'Login' and 'Sign Up' buttons. Below the login area are social sharing links for Facebook, Twitter, LinkedIn, and Email. A message encourages non-employers to sign up as Job Seekers or Educators. The main form is divided into two sections: 'Tell us about yourself!' and 'Create your company.' The 'Tell us about yourself!' section includes fields for Name (First and Last), Email (keenan@hooah.cc), and Password (must be 8 characters, including 1 number, 1 uppercase letter, and 1 lowercase letter). The 'Create your company.' section includes fields for Company Name, Industry (Accounting and Auditing Services), Size (Select Size), Phone # (555-555-5555), Location (City, State, Postal Code), and a checkbox for accepting terms and privacy policy.

Unlimited Free Job Postings

Post job openings that include comprehensive information about the job and reach qualified candidates who are actively seeking employment.

Company Marketing

Employers can build an online presence, create and join virtual communities, and participate in virtual career fairs.

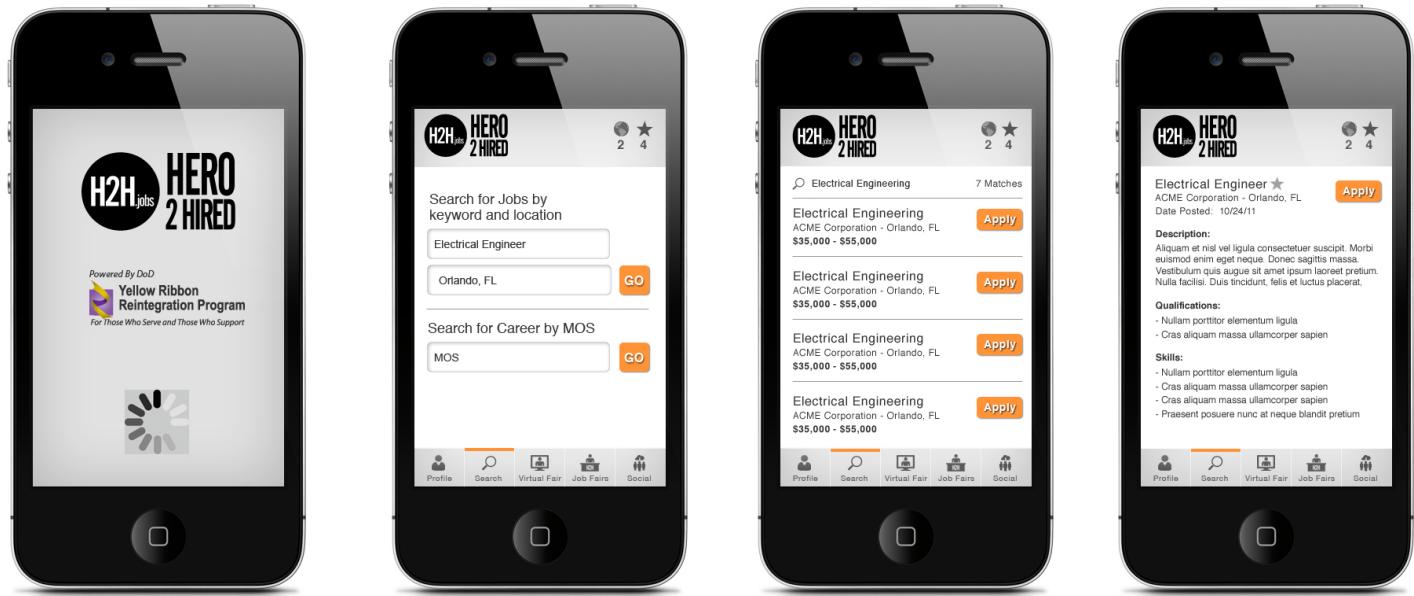
Employee Search and Match

Not only can employers search for and find candidates, they will also be able to review their profiles and invite them to apply for job openings. They can find the best candidates by setting and using powerful match criteria.

Invitations and Notifications

Companies can send digital invitations to gauge the interest of potential candidates and get automatic notifications for candidate applications, H2H messages, and connection requests.

MOBILE APPLICATION



Mobile App

The H2H Mobile App will integrate into the H2H.jobs engine and feature robust functionality, making the job search easier and more convenient. Once users register, they can stay connected. It will be available on IOS, Android and Windows smartphones.

- Search For, Apply For, and Email Jobs
- Create and Manage Profile
- Use Military Skills Translator
- Explore Careers and Industries
- Search Employers by GPS
- Receive Text Alerts by Location and Profile

FACEBOOK INTEGRATION

H2H

SEARCH FOR JOBS INDUSTRIES CAREER ASSESSMENT

Search for Jobs
Use this search if you know the type of job and location you're looking for.

Keyword Location...

Search for Careers
Use this search if you're **not sure what job you want**. Use your Military Occupation Specialty (MOS) code.

MOS

H2H

SEARCH FOR JOBS INDUSTRIES CAREER ASSESSMENT

Everything you need to find a job

Training and Development Specialists
Avg. Salary: \$47,030 - Education: Bachelor's Degree
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce posuere ornare nisi, non posuere odio tempus eget. Nunc varius adipiscing gravida. Aliquam pharetra congue adipiscing gravida. Aliquam pharetra congue sapien.
[View jobs for Training and Development Specialists](#)

Training and Development Specialists
Avg. Salary: \$47,030 - Education: Bachelor's Degree
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce posuere ornare nisi, non posuere odio tempus eget. Nunc varius adipiscing gravida. Aliquam pharetra congue adipiscing gravida. Aliquam pharetra congue sapien.
[View jobs for Training and Development Specialists](#)

Facebook Integration

Millions of military-friendly Facebook users will discover and be able to explore the H2H solution through Facebook. We are integrating the H2H engine into Facebook so that users will be able to access features of our site through the Facebook experience. Additionally, users can share job posts, and network with other job-seeking service members as well as with employers and subject matter experts.

- › Search and Share Jobs
- › Explore Career Paths
- › Voice Their Experiences
- › Read Success Stories
- › Participate in Promotions

VIRTUAL CAREER FAIRS



Virtual Career Fairs

Reserve Component service members and employers, many of whom are separated by distance, can connect in one convenient location. H2H is sponsoring national fairs throughout the next 12 months that will feature large employers and include a co-branded environment and promotion. Additionally, H2H will host regionalized events for smaller, local/regional employers and will be promoted online. We will be able to measure traffic and other metrics of both efforts to gauge the level of success of each VCF program.

Actual Job Fair Environment

Attendees will have an experience that simulates a physical job fair, with a lobby, exhibit hall with employer booths they can visit, networking lounge where they can connect with others, and a resource center where they can access information and materials related to job search.

Direct Communication with Employers

Attendees can visit employer booths where they can communicate directly with company reps through text, audio, or video chats.

Links to Employers' Job Postings

Attendees can click a link in employer booths to pull up a current list of that company's open job announcements.

Networking Lounge

Attendees can chat and interact with other job fair attendees and take advantage of networking opportunities.

Resource Center

Attendees can download presentations, documents, and other resources related to job search, education and training, and career exploration.

HIRING EVENTS

We've partnered with U.S. Chamber of Commerce to sponsor 40 Hiring Our Heroes job fair events around the country between February-June 2012.

These events often attract thousands of job seekers; we are focusing on markets with a high Reserve Component unemployment rate and will employ a variety of elements to promote the H2H program.



Large Exhibit Booth

This 20'x20' display will include iMac stations where visitors can sign up for H2H, explore the site, and work on their resume. There will also be a printer/copier so that visitors can print out and make copies of their resume. H2H representatives will be on hand to answer questions and provide support.



Large Interactive Kiosks

Ten iPad kiosks will be placed around the job fair floor to provide a convenient way for attendees to sign up for H2H. The kiosks will promote the H2H program, and will contain a QR code so attendees can click the code from their smartphone and be taken directly to the H2H website. They will also be stocked with job seeker information booklets.



Booklet and Wallet Card

A supply of booklets with wallet cards inserted will be kept at the booth and the kiosks. The booklet is filled with information and tips for job seekers along with instructions on how to join H2H and details about the program. The wallet card is a small promotional card that fits in your pocket and contains a QR code users can click with their smartphones to be linked to the H2H site. It will also list the web address.

MARKETING

Sponsorship Promotion

H2H will be the presenting sponsor of these fairs and as such the H2H logo and sponsorship recognition will be included in signage and displays, on national and local Chamber websites, promotional materials, print ads, press releases, and televised media coverage.

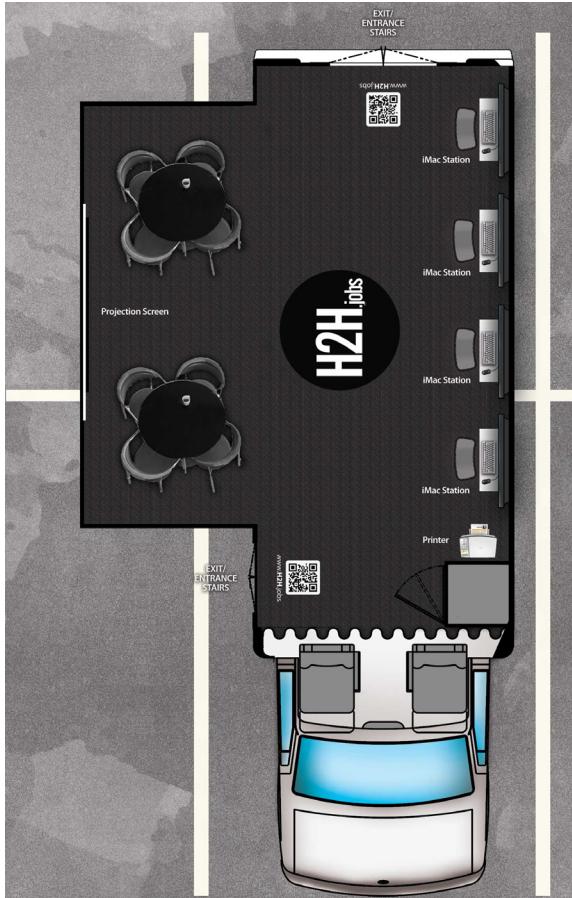
Media

We will execute a mini media campaign around each of the 40 Hiring Our Heroes job fairs to make Reserve Component service members in those areas aware of the event and drive attendance. Depending on the market, each campaign will include a combination of postcard mailer, web ads, social media promotions, radio advertising, and an email campaign.



MOBILE JOB STORE

The H2H mobile job store is a graphically wrapped, self-contained event system that will support 200 event days around the country, focusing on areas with high Reserve Component unemployment.



Visitors can watch videos, speak with H2H representatives, sign up to join H2H, and explore the H2H website.

Computer Lounge

The lounge will include four iMac stations where visitors can sign up for H2H, explore the site, and work on their resume. There will also be a printer/copier so visitors can print and make copies of their resume. H2H representatives will be on hand to answer questions and provide support.

HD Projection System and Screen

Visitors will be shown a video about the H2H website as well as presentations related to the job search experience.



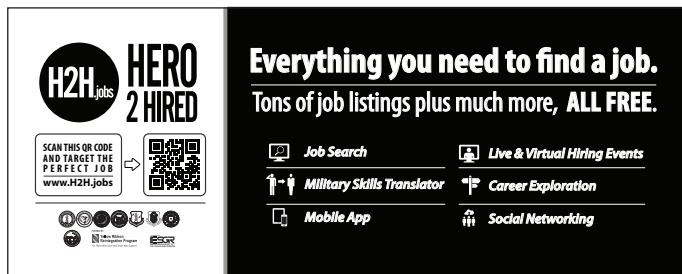
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ARMORY / RESERVE COMPONENT MARKETING KITS AND KIOSKS

We will send 1,000 marketing kits to Armories and Reserve Centers where there are large unemployed Reserve Component populations. Each kit will consist of two pull-up floor-standing banners, a large horizontal wall banner, 2 large posters, and 50 wallet cards.

Additionally, 40 iPad kiosks will be rotated among Armories and Reserve Centers throughout the country on drill weekends. These small kiosks promote the H2H program through branding with logo and website, and will have an iPad so Reserve Component service members can sign up right there in the Armory/Reserve Center. It will also contain a QR code so members can click the code from their smartphone and be taken directly to the H2H website.



1 Large Wall Banner



2 Floor-Standing Pull-Up Banners



50 Wallet Cards



1 Large Poster



iPad Kiosk

MEDIA PROMOTION

We will be utilizing a variety of media channels to announce the launch of the H2H program. We will target both job seekers and employers with a high-volume campaign to drive a large amount of traffic to the site for kick-off. In addition, we will execute a series of three targeted mailings to Reserve Component UCX recipients.



Direct Mail

We will send an initial mailer to 400,000 Reserve Component members to generate awareness of the site and drive traffic to the H2H site. Additionally we will send a mailer to 25,000 employers to generate awareness and encourage them to join H2H and post their job openings there.

Print Advertising

We will target job seekers through ads in each of the Reserve Component magazines and employers through both consumer business and industry association publications.

Online Advertising

Web banner ads will be placed on Reserve Component websites as well as consumer business and industry association sites to promote H2H and allow them to link directly to the site.

Social Media Advertising

We will utilize social media (e.g., Facebook) to generate awareness and encourage the audience to visit the H2H site.

ANALYTICS

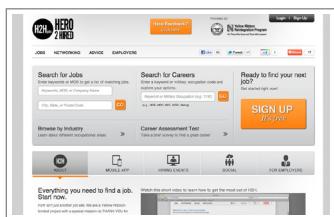
We will measure the success of the program using a detailed analytics dashboard to track usage and behavior of H2H users.

Metrics will be provided in real-time and reports and charts can be generated to review the data from a variety of perspectives.

- > Site Visits and Page Views
- > Average Time On Site
- > Bounce Rates and New Visits
- > Visitors by Geography
- > Marketing Sources
- > Sign Ups and Profiles Created
- > Jobs Applied For
- > Military Affiliation
- > Employment and Hire Status



H2H PROGRAM OVERVIEW



Website

The H2H website contains a powerful job search and online community that is 100% free for service members and employers.



Mobile App

Mobile version of the website with virtually all of the features and functionality available on smartphones. Users can do an employer search by GPS and opt in for text alerts.



Mobile Job Store

The H2H mobile job store is a graphically wrapped, self-contained event system where visitors can watch videos, speak with H2H representatives, and sign up to join H2H.



Facebook Integration

Access features of the H2H site through Facebook.



Virtual Career Fairs

Users can attend online job fairs that simulate an actual job fair environment, meeting HR managers and responding to job postings.



Analytics

We will measure the success of the program using a detailed analytics dashboard to track usage and behavior of H2H users.



Hiring Events

We've partnered with U.S. Chamber of Commerce to sponsor 40 Hiring Our Heroes job fair events around the country. For each we will execute a mini media campaign to make Reserve Componentmembers aware of the event and drive attendance.



Armory/Reserve Center Kits and Kiosks

We will send 1,000 marketing kits to Armories and Reserve Centers where there are large unemployed Reserve Components populations. Additionally, 40 iPad kiosks will be provided to Armories and Reserve Centers throughout the country on drill weekends.



Media Plan

We will target job seekers and employers with a multi-media marketing campaign to generate awareness and drive traffic to the website.

- > Direct Mail
- > Print Advertising

- > Online Advertising
- > Social Media Advertising
- > Consumer Business Magazines
- > Large Industry Publications
- > Reserve Component Magazines and Websites



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