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Additional
Organizational
Updates

November 2024



EMSA SETS THE STANDARD IN EMS

The Opportunity:

EMSA has reimagined the way we train EMS professionals. To build upon this investment, we're enhancing our recruitment marketing to reinforce EMSA's position as the **EMS employer of choice across the country.**



PROJECT OVERVIEW:

Our goal is to position EMSA as the premier employer for EMS professionals by building a consistent employer brand, leveraging its unique advantages and enhancing the recruitment pipeline to attract high-quality candidates across various target groups.



RESEARCH (May - Sept. 2024)

- **Materials Audit**
- **Competitor Analysis**
- **Stakeholder Feedback**
- **Best Practices Research**





INSIGHTS + STRATEGY

Employ a **candidate-centric** approach

Educate about EMS careers

Highlight what makes EMSA **different**

Spotlight characteristics common to successful team members



ESTABLISHING THE EMSA EMPLOYER BRAND

Create a consistent look, feel and voice specific to candidate recruiting and aligned to the EMSA brand.

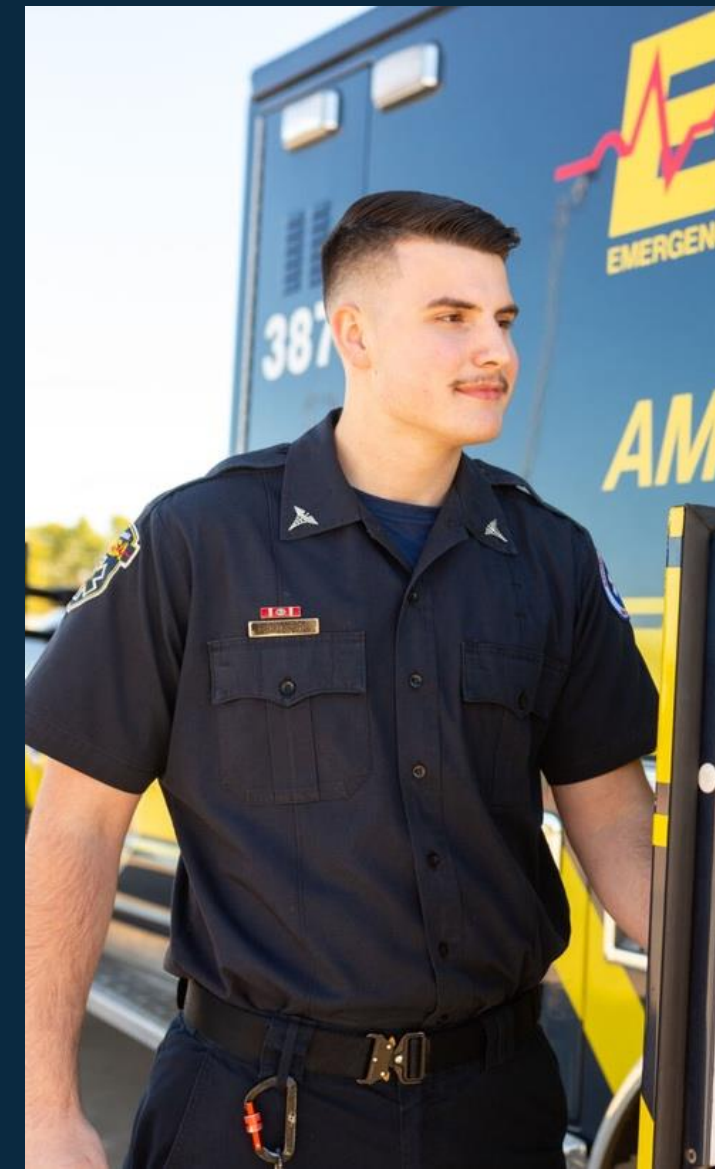
EMPLOYEE VALUE PROPOSITION

High Energy, High
Opportunity

Lead the Future of
EMS with Purpose at
EMSA

KEY MESSAGES AND CONCEPTS

Purpose
Ambition
Professionalism
Innovation Rewards



EMPLOYERBR AND CREATIVE



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WHERE PASSION MEETS
PURPOSE

MEET JANE
EMSA EMT

Aximinverum nonsequi ut quas exceattem.
Net fugiatem expelit, secum que aturis
dolliquas eture recea quame illorro et id
qui omniet audiana.

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WHERE PASSION MEETS

PURPOSE

