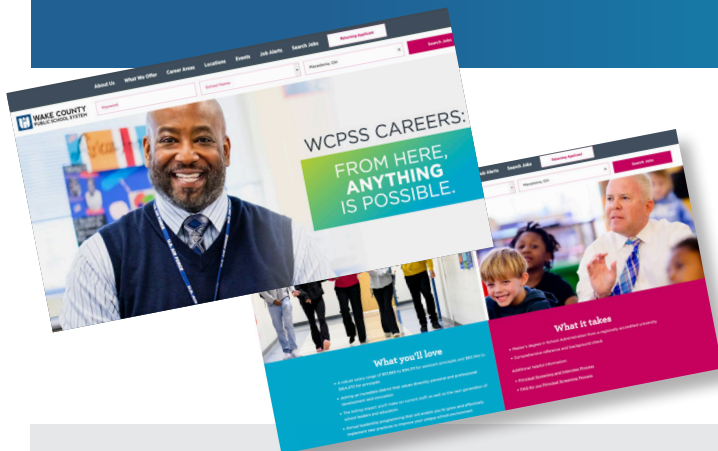


A+ STRATEGIES FOR K-12 RECRUITING

With a refreshed employer brand and data-driven digital campaigns, Wake County Public School System reduced vacancy rates and increased applications by 150%.



CHALLENGE

Wake County Public School System, one of the largest districts in the U.S., faced a 37% vacancy rate and critical staffing shortages in roles like teachers, bus drivers, and mechanics. They needed a flexible, cost-effective strategy to attract talent across multiple job families.

SOLUTION

NAS developed a comprehensive recruitment marketing strategy, revamping the employer brand, launching a new career site, and deploying high-impact digital campaigns tailored to urgent hiring needs.

1

A refreshed career site featured dedicated job family pages for priority roles like teachers, instructional assistants, and transportation staff.

2

Targeted strategies, including SEM, digital ads, social media, and programmatic campaigns, were adjusted in real time to improve performance.

3

NAS optimized reach and budget with a mix of retargeting, streaming audio, and localized advertising focused on high-need areas.

RESULTS

1,125,000

impressions per month

13,500

clicks (152% increase)

4.8%

click-through rate

55%

lower cost per click

311%increase in
career site visits**150%**increase in
applications**850**applications per month
on averageVacancy rate
reduced to**1.5%**[DOWNLOAD PDF OF CASE STUDY](#)