



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	August 15, 2023
SUBJECT:	School Crossing Guard Recruitment (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

The purpose of this Communication Update is to advise Council of our ongoing recruitment of School Crossing Guards across our community.

We are promoting this opportunity across a variety of channels, including social media, radio, print advertising, and digital signage across the city. As well, sharing communications and materials with relevant community stakeholders is a key aspect of the recruitment campaign.

The key messaging below has been prepared and is available for sharing in social media and Ward newsletters. In addition, to increase awareness, pre-prepared social media graphics are provided in the attached Appendix "A".

Key Messages:

- School Crossing Guard positions are part-time opportunities, offering 8.25 hours of work per week. The starting salary for this position is \$19.05 per hour, effective September 2023;
- Interest applicants are encouraged to call (905) 546-2424 Ext. 2201 or visit www.hamilton.ca/CrossingGuardRecruitment for more information;
- Applicants are also welcome to apply directly online by searching for Job ID #20409 on our [careers web page](#);

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: School Crossing Guard Recruitment (City Wide) - Page 2 of 2

- Successful candidates will be responsible for ensuring the safe crossing of children at designated locations and must adhere to all established traffic safety regulations to protect our elementary school children; and,
- Candidates must submit a vulnerable sector screening result from the police with no detrimental information, prior to employment being offered. All costs involved will be at the applicant's expense with costs reimbursed after six months.

Sample Tweet:

Looking for a rewarding job that gives back to your community? Apply to become a school crossing guard today! To learn more, visit www.hamilton.ca/CrossingGuardRecruitment or call (905) 546-2424 ext. 2201

If you have any questions regarding this communication, please contact James Buffett, Manager, Parking Enforcement and School Safety at (905) 546-2424 Ext. 3177 or by email at James.Buffett@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" – School Crossing Guard Recruitment Social Media Graphics

- Facebook/X(Twitter)/LinkedIn



This graphic features a blue background with a yellow diagonal stripe at the bottom. On the left, the text "We're hiring" is in yellow, and "SCHOOL CROSSING GUARDS" is in large white letters. On the right is a diamond-shaped orange sign with a black silhouette of an adult and a child walking across a crosswalk. At the bottom left, it says "Learn more: hamilton.ca/CrossingGuardRecruitment". At the bottom right is the Hamilton logo.

We're hiring
**SCHOOL
CROSSING
GUARDS**

Learn more:
hamilton.ca/CrossingGuardRecruitment



- Instagram Story



This graphic has a blue background with a yellow diagonal stripe at the bottom. The text "We're hiring" is in yellow, and "SCHOOL CROSSING GUARDS" is in large white letters. At the bottom center is a diamond-shaped orange sign with a black silhouette of an adult and a child walking across a crosswalk. At the bottom right is the Hamilton logo.

We're hiring
**SCHOOL
CROSSING
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- Instagram Feed



- Instagram Post

