

VDSS/LDSS Statewide Recruitment PERSONA #1

Jobseeker, High School Graduate

NAME

Omar

AGE

18-27

EDUCATION LEVEL

High School Graduate

REGION

Eastern

FAMILY LIFE

No partner or children,
willing to relocate

SOCIAL MEDIA



FINDS INFORMATION

- Videos
- Social media

JOB SEARCH

- Job fairs
- Job boards
- Social media

MOTIVATIONS

- Making a contribution to the community
- Looking for a job
- Moving out of parents' house

CHALLENGES

- Limited understanding of LDSS Administrative Specialist, Benefits Program Specialist, and Family Services Specialist roles and responsibilities
- Hasn't given much thought to long-term career paths and benefits

VDSS/LDSS Statewide Recruitment PERSONA #2

Jobseeker with College Degree in Related Field

NAME

Sam

AGE

22-31

EDUCATION LEVEL

Bachelor's Degree

REGION

Northern

FAMILY LIFE

Partner, no children,
willing to relocate

SOCIAL MEDIA



FINDS INFORMATION

- Website and Google searches
- Videos
- Social media

JOB SEARCH

- Job boards
- State and county websites
- Social media

MOTIVATIONS

- Looking for a job related to their degree
- Planning career path
- Needing benefits, especially health insurance

CHALLENGES

- Limited understanding of career paths and benefits advantages
- Hasn't given much thought to long-term career paths

VDSS/LDSS Statewide Recruitment PERSONA #3



NAME

Rosa

AGE

40-49

EDUCATION LEVEL

Bachelor's Degree

REGION

Central

FAMILY LIFE

Elementary school children, will shift agencies, but not willing to relocate

SOCIAL MEDIA



LDSS Employee

FINDS INFORMATION

- Website and Google searches
- Word-of-mouth

JOB SEARCH

- Agency word-of-mouth
- State and county websites

MOTIVATIONS

- Continuing to help the community
- Continuing to earn Virginia retirement benefits
- Advancing career path
- Earning more
- Being present for her children

CHALLENGES

- Limited options for moving up
- Hesitant to try different role or specialty



VDSS/LDSS Statewide Recruitment PERSONA #4

NAME

Phoung

AGE

25-34

EDUCATION LEVEL

High School Graduate

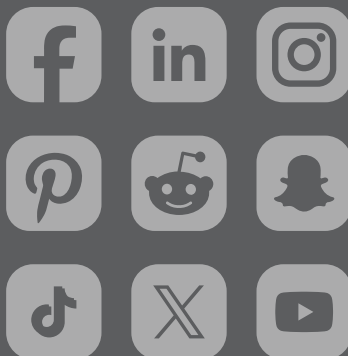
REGION

Western

FAMILY LIFE

Young children,
not willing to relocate

SOCIAL MEDIA



Client

FINDS INFORMATION

- Community events
- Word-of-mouth

JOB SEARCH

- Google search
- County website
- Local newspaper
- Community word-of-mouth

MOTIVATIONS

- Received assistance and wanting to help community in the same way
- Seeking day shift work
- Providing financial security for her children

CHALLENGES

- Limited understanding of how to enter the profession without a college degree
- Limited access to technology and WiFi

VDSS/LDSS Statewide Recruitment PERSONA #5

Experienced Social Services Worker

NAME

Wes

AGE

45-54

EDUCATION LEVEL

Master's Degree

REGION

Piedmont

FAMILY LIFE

Tween or teenaged children,
not willing to relocate

SOCIAL MEDIA



FINDS INFORMATION

- Conferences
- Professional publications

JOB SEARCH

- Job boards
- State and county websites
- Professional network word-of mouth

MOTIVATIONS

- Seeking better work-life balance
- Making a contribution to the community

CHALLENGES

- Compensation expectations