

INTERNATIONAL COMMUNITY SCHOOL OF ADDIS ABABA

Recruitment Ad Campaign

2022/2023

RECRUITMENT AD CAMPAIGN

ICS Addis is not your typical school. Our school community – made up of more than 70 nationalities – celebrates our diversity and takes pride in being different. We aim to guide our students on a learning journey that takes them off the beaten path. We empower our teachers and staff to chart a new course and redefine standards. We are energetic and loud. We take risks. We experiment, innovate, and aim to create experiences for our community that are unique to any other school in the world.

In order to achieve these goals, we aim to recruit teachers whose values align with our own. We seek to hire educators who go beyond the traditional teacher profile. We aim to hire educators who don't settle for "what's always been done," but instead work to break down barriers, make a positive impact, and bring out the best in our students.

This recruitment ad campaign, published in *The International Educator* and *International School Services* during the 2022-2023 recruitment season,

was designed to be bold, stand out, and differentiate – just like our school, community, and the teachers we aim to hire. These advertisements go well beyond a traditional recruitment campaign. They surprise. They excite. They intrigue. These ads are designed to inspire teachers who seek to create experiences that excite, surprise, and intrigue our learners. We also created unique URLs to go with each of the advertisements to give the ad series consistency and to demonstrate our commitment to the sentiments expressed – all of which led to our website's Jobs page, which also featured the ad that was currently running in these publications.

The campaign's success was evident, as we recruited a diverse range of teachers to start in 2023-2024, coming from more than six nationalities, with international teaching experience ranging from 3 years to more than 15 – many of whom reported seeing the advertisements and being inspired to apply.

WE'RE HIRING ROCK STARS

At ICS Addis, we're seeking passionate educators with contagious energy and enthusiasm for curiosity, wonder and experiential learning.

www.icsaddis.org/rockstar



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WE ARE HIRING GURUS

At ICS Addis, we're seeking educators who can help our students master skills they will need to succeed in jobs not yet created.

www.icsaddis.org/guru



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WE'RE HIRING LIVING LEGENDS

At ICS Addis, we're hiring educators that make a positive impact in students' lives, equipping them to excel in their world.

www.icsaddis.org/legend



At ICS Addis, we're hiring educators that make a positive impact in students' lives, equipping them to excel in their world.

WE ARE HIRING ZEALOTS

At ICS Addis, we're seeking uncompromising educators who believe that all students can learn at high levels and then set out to prove it.

www.icsaddis.org/zealot



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