



**Hero2Hired assists unemployed Reserve Component service members with job placement.**

The goal of the program is to reduce the number of Reserve Component members who are unemployed by helping them find jobs. Support is provided through the Yellow Ribbon Reintegration Program to Reserve Component Combat Veterans who require employment assistance.

**With H2H.jobs, job seekers get access to great features.**

The system allows them to:

- Search for jobs
- Explore career paths
- Translate their military skills into matching jobs
- Take a career assessment that links them to relevant careers and jobs
- Learn about different industries
- Find education and training resources
- Join communities with similar interests and networking opportunities

**H2H.jobs is a powerful job search and online community.**

Features include:

-  Mobile App

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-  Live & Virtual Hiring Events

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-  Social Networking

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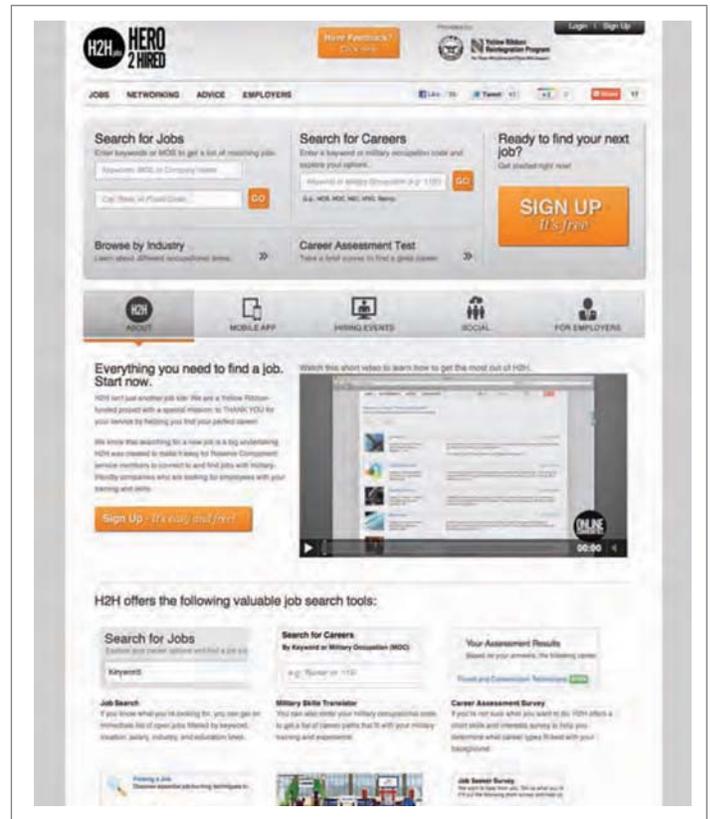
-  Job Search

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-  Military Skills Translator

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-  Career Exploration



For more information contact:  
H2H.jobs@osd.mil

[www.H2H.jobs](http://www.H2H.jobs)



A PROGRAM BY:  
 **Yellow Ribbon Reintegration Program**  
*For Those Who Serve and Those Who Support*

## General Fact Sheet



SUPPORTED BY:  
 **ESGR**  
 EMPLOYER SUPPORT OF THE GUARD AND RESERVE

## Program Components



### Mobile App

Mobile version of the website with virtually all of the features and functionality available on smart phones. Users can do an employer search by GPS and opt in for text alerts.



### Hiring Events

We've partnered with Chamber of Commerce to sponsor 40 Hiring Our Heroes job fair events around the country. For each we will execute a mini media campaign to make Reserve Component members aware of the event and drive attendance.



### Facebook Integration

Access features of the H2H site through the Facebook experience.



### Virtual Career Fairs

Users can attend online job fairs that simulate an actual job fair environment, meeting HR managers and responding to job postings.



### Analytics

We will measure the success of the program using a detailed analytics dashboard to track usage and behavior of H2H users.



### Media Plan

We will target job seekers and employers with a multi-media marketing campaign to generate awareness and drive traffic to the website.

- Direct Mail
- Print Advertising
- Online Advertising
- Social Media Advertising
- Consumer Business Magazines
- Large Industry Publications
- RC Magazines and Websites



### Mobile Job Store

The H2H mobile job store is a graphically wrapped, self-contained event system where visitors can watch videos, speak with H2H representatives, and sign up to join H2H.



### Army/Reserve Center Kits

We will send 1,000 marketing kits that include banners and posters to Armories and Reserve Centers where there are large unemployed Reserve Component populations. Additionally, 40 iPad kiosks will be provided to Armories and Reserve Centers throughout the country on drill weekends.



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