

## **Project Description**

A major initiative of the Port of New York and New Jersey and the Council on Port Performance, a consortium of industry stakeholders who work in partnership to improve shipping operations at the port, is attracting, engaging, and retaining a highly-skilled and diverse transportation, logistics, and distribution (TLD) workforce. As part of this initiative, on April 5, 2019, the port launched a social media campaign called, “Port Careers Spotlight,” and strategically timed it to coincide with a global awareness campaign spearheaded by the American Association of Port Authorities’ annual Western Hemisphere Ports Day, “Celebrating Our Workforce.”

The Port of NY and NJ produced video interviews of several port employees in critical positions and then posted those interviews on multiple social media platforms. The social media campaign successfully built awareness of and engaged the public on the various and diverse jobs and careers available at the port, thereby furthering the goal to build and maintain a strong workforce for port operations today and into the future.

### **1. What are/were the entry’s specific communications challenges or opportunities?**

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

The Port of NY and NJ and the Council on Port Performance identified recruiting, hiring and retaining top talent as future risk factors for the shipping industry and agreed in 2018 to aggressively market port job opportunities and career tracks to the community. This campaign furthers this goal by using social media to educate and build awareness among the public about the port, TLD industry, jobs, and career paths. The social media campaign uses individual stories and profiles to tout certain jobs. Interviewees were strategically selected to highlight positions that currently have employment gaps.

### **2. How does the communication used in this entry complement the organization’s overall mission?**

- Explain the organization’s overall mission and how it influenced creation of this entry.

As the largest U.S. East Coast port, the Port of NY and NJ and its stakeholders – from terminal operators and trucking companies to warehouse and distribution centers – depend on a skilled and diverse workforce to handle the flow of cargo. Currently, the port supports about 229,000 direct and another 171,000 indirect jobs (400,000 total) throughout the region. Not only does it generate jobs for the local economy, it generates \$64 billion in business income, \$25.7 billion in personal income, and another \$8.5 billion in tax revenue. The mission of the Port Authority, of which the port is a facility, is to “keep the region moving,” but it can only accomplish its mission with a strong and dynamic workforce. The port’s “Port Careers Spotlight” social media

campaign seeks to maintain and grow its workforce. In this way, the port's "Port Careers Spotlight" social media campaign supports the agency's mission.

### **3. What were the communications planning and programming components used for this entry?**

- Describe the entry's goals or desired results.**
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.**
- Identify the entry's primary and secondary audiences in order of importance.**

While the port is in the heart of the NY/NJ harbor, the local workforce may not be fully aware of the many career paths beyond longshoreman, ship captains, and truckers, available at the port. The social media campaign works to increase awareness about the many diverse positions available at the port among local communities and job seekers.

Video content was selected as an optimal vehicle to promote career paths at the port since it is one of the most effective ways to engage an audience on social media. The goal and the desired result of this campaign were to draw attention to the many diverse and varied job opportunities at the port using video interviews of employees and to distribute the videos on social media platforms. Measurable milestones are social media video views and re-shares of the content posted. The target primary audience is the local workforce is the surrounding communities who are potential future employees. The secondary audience is industry stakeholders.

### **4. What actions were taken and what communication outputs were employed in this entry?**

- Explain what strategies were developed to achieve success and why these strategies were chosen.**
- Specify the tactics used (i.e., actions used to carry out your strategies).**
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.**

The campaign consisted of spotlighting four employees in critical port positions: a seafarer, a transportation manager, an operations manager, and an operations supervisor. The Port Authority's marketing team developed the strategy, interviewed port employees, developed videos/imagery of the interviewees, and wrote and shared a corresponding blog post and social media content. The port also created shorter clips for social media and developed supplementary imagery for social/blog posts.

All assets were completed and launched on April 5, 2019 to coincide with a global awareness campaign spearheaded by the American Association of Port Authorities' annual Western Hemisphere Ports Day, "Celebrating Our Workforce." The campaign was rolled out on the port's Twitter and Instagram accounts, as well as the Port Authority of NY and NJ's Twitter, Facebook and LinkedIn accounts. Short teasers were used to link viewers to the video, which resides on the Port Breaking Waves blog and You Tube.

**5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.**
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.**

The success of the "Port Careers Spotlight" social media campaign can be measured in impressions, views, and engagement. In total, the campaign received nearly 17,000 organic impressions on various platforms. This result will have a significant impact on the port's goal to grow the awareness of careers at the port and ultimately grow the workforce.

## Items Developed

YouTube



#PortNYNJ #seafarers  
Port Careers Spotlight: Seafarers

## [Port Career Spotlight: Seafarers](#)



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@PortNYNJ

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Today we're celebrating the dynamic members of the #PortNYNJ workforce community. Listen to why #seafarers are a critical part of the Port workforce and why this is a high-impact career path with great advancement opportunity.

[bddy.me/2YPmoQg](https://bddy.me/2YPmoQg) #portsunited  
#portsdeliver






## [Twitter Promotion of Video](#)




Port Careers Spotlight: Principal Transportation Manager

[Port Career Spotlight: Principal Transportation Manager](#)

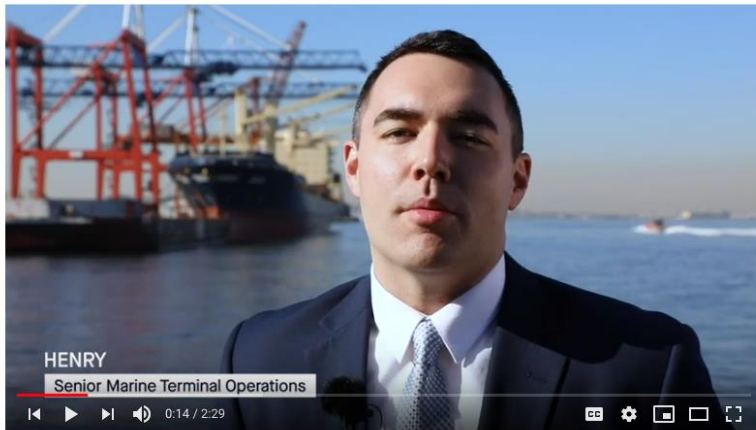
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Helping our ports thrive and working with community members to help them find careers in the **#transportation**, **#logistics**, and **#distribution** industry is just some of Sean's most rewarding work. Watch the full interview here: [bddy.me/2U076EG](https://bddy.me/2U076EG)  
**#portsdeliver #portsunited**



0:04 118 views

[Twitter Promotion of Video](#)



Port Careers Spotlight: Port Operations Manager

[Port Careers Spotlight: Port Operations Manager](#)



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Ever wonder what a port operations manager does? Henry of the #PortNYNJ shares a typical day in the life as an #operations manager. Watch the full interview here: [bddy.me/2YSh4vt](https://bddy.me/2YSh4vt) #portsunited #portsdeliver #portsday2019 @AAPA\_Seaports



[Twitter Promotion of Video](#)



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As a port **#operations** supervisor, Ashley of the **#PortNYNJ** oversees the day-to-day operations of the Port. Learn more about her career and the **#TLD** opportunities at the Port on the Breaking Waves blog:  
[bddy.me/2YUW6fl](http://bddy.me/2YUW6fl) **#portsdeliver** **#portsunited** **#portsday2019** **@AAPA\_Seaports**



[Twitter Promotion featuring Breaking Waves Blog](#)

Blog Post



Port of New York  
& New Jersey

Breaking  
Waves

## Celebrating the TLD Workforce on Western Hemisphere Ports Day



## [Breaking Waves Blog Post Summary](#)



The Port Authority of New York & New Jersey

25,657 followers

3w · Edited



Today we're celebrating Western Hemisphere Ports Day and the dynamic members of the Port of New York & New Jersey workforce. Ever wonder what a career in **#transportation**, **#logistics**, and **#distribution** entails? Learn from those currently working in the industry and current TLD opportunities available at the Port: <https://lnkd.in/dwr8THK> **#portsunited** **#portsdeliver** **#portsday2019**



Celebrating the TLD Workforce on Western Hemisphere Ports Day

[portbreakingwaves.com](http://portbreakingwaves.com)

## [Port Authority of New York & New Jersey LinkedIn Post](#)