



# RECRUIT VETERANS STAKEHOLDER RESOURCES

**VS** | Veterans  
Scotland

 **Fairer  
Scotland**  
Scottish  
Government



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# HIGHLY SKILLED VETERANS ARE GOOD FOR BUSINESS

Ex-military personnel bring a wealth of experience and transferable skills that can help benefit the businesses you work with in so many ways. With their impressive teamwork, leadership, and problem-solving abilities, veterans are desirable candidates for many employers. However, despite their potential, these talented individuals can face additional challenges when entering the civilian job market, from how to communicate their skill sets, to navigating new terminology and work cultures.

Recruit Veterans is a Scottish Government funded campaign led by Veterans Scotland created to help address these issues. It aims to make more businesses aware of the unique qualities veterans bring to the workplace, and to help support those who have served their country by providing them with meaningful employment opportunities.





# HOW CAN YOU HELP PROMOTE THE RECRUIT VETERANS CAMPAIGN?

There are several ways you can help promote the **Recruit Veterans** campaign to your network:

- Share the campaign messaging through newsletters, social media channels and other platforms to encourage businesses you work with to recruit veterans. You can do this by sharing our **campaign film**.
- Encourage these businesses to visit **RecruitVeterans.scot**. Here, they can discover the benefits of hiring a veteran, case studies, best practices and access direct advice on how to recruit veterans.

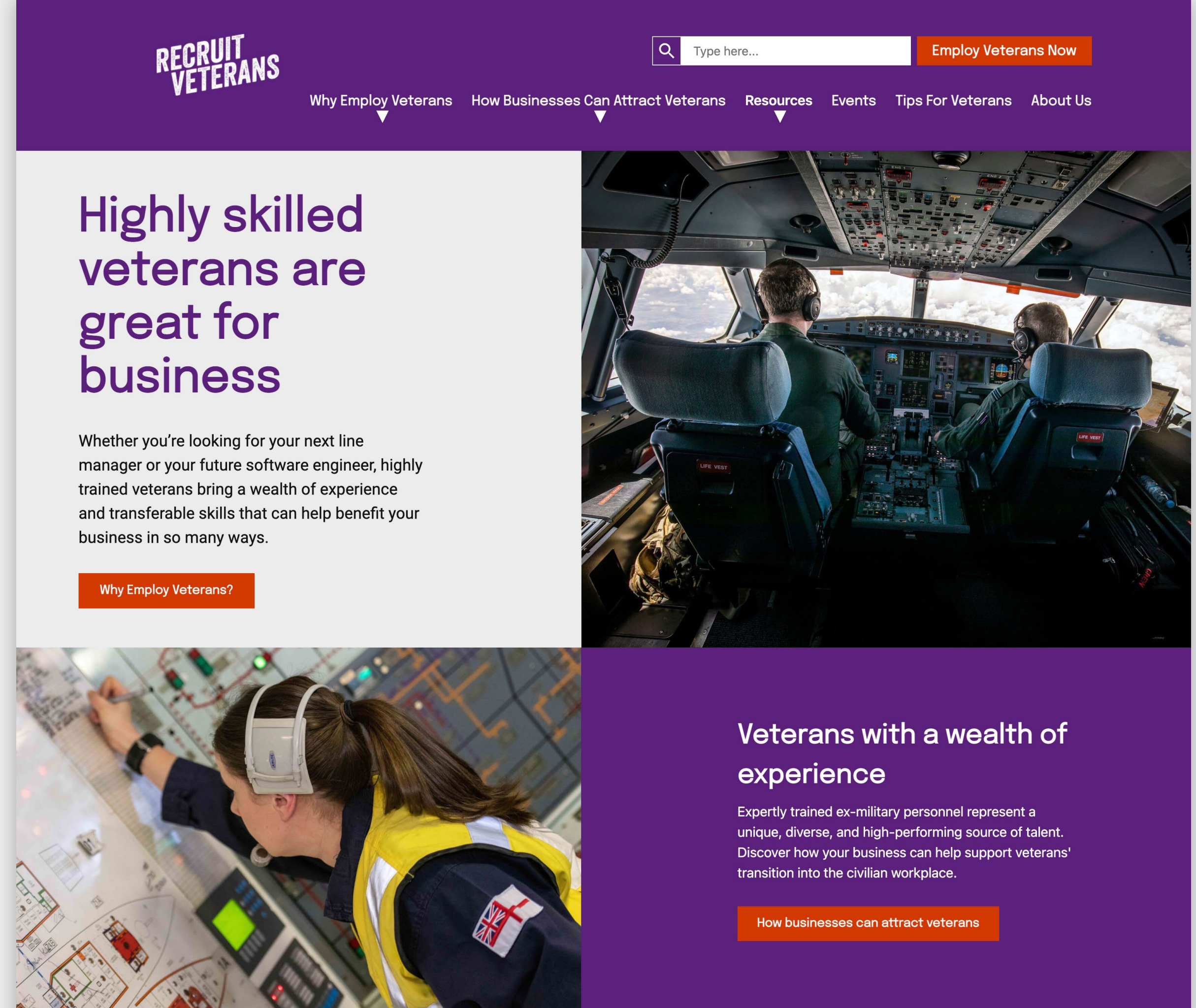
# RECRUIT VETERANS WEBSITE

The campaign website is an invaluable resource for those wanting to learn more about recruiting ex-military personnel.

Key informative and practical features of the site include:

- The benefits of recruiting veterans into an organisation.
- **Case studies** that showcase the real-life experiences of employers.
- **Direct and tailored advice to help employers find the best ex-military candidate for an available role.**

Visit the website



I remember being quite surprised when I hired ex military personnel, they were among the most creative and dynamic people I'd ever met. It makes sense of course that these people are hyper-creative. They need to visualise and change things if scenarios don't go to plan. Who else has to do that in life or death scenarios. Even in their interviews they are dynamic in a way that is positive.





# DIGITAL ASSETS

To help promote the campaign messaging and new website, we have created a number of digital assets for you to use:

- Email signature  
[Download here](#)
- Web banner (250x250px)  
[Download here](#)
- Web banner (728x90px)  
[Download here](#)

# SOCIAL ASSETS

A range of images have been produced, ready to be shared across social media.

Each execution highlights a transferrable skill possessed by veterans, and has been produced in a range of sizes, to be used across different social platforms.

- Your next line manager?  
**Download these digital assets**
- Your next software engineer?  
**Download these digital assets**
- Your future events planner?  
**Download these digital assets**
- Your new engineer?  
**Download these digital assets**
- Your new facilities manager?  
**Download these digital assets**



# SOCIAL POST COPY

**To accompany the provided social images, there are three suggested options for post copy:**

- Highly skilled veterans with can-do attitudes are available to employ now. Visit [RecruitVeterans.scot](https://RecruitVeterans.scot) to find out more.
- Highly trained veterans bring a wealth of experience and transferable skills. Find out how you can attract veterans to your business at [RecruitVeterans.scot](https://RecruitVeterans.scot).
- Discover how you can access ex-military candidates and recruit them into your business. Visit [RecruitVeterans.scot](https://RecruitVeterans.scot) to find out more.







# PRINTABLE ASSETS

There are also a number of printable assets for you to use:

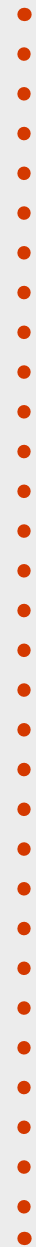
- A4 posters  
[Download here](#)
- A3 posters  
[Download here](#)
- A5 double-sided leaflet  
[Download here](#)

# NEWSLETTER COPY

To help you promote the hiring of veterans across the businesses you work with, we've put together the below examples of an internal newsletter and intranet copy for you.

## Internal newsletter

The Recruit Veterans campaign is designed to reach employers across Scotland, communicating the benefits that veterans can bring to their business. A range of assets have been developed to allow our stakeholders and partners to lend their support to the campaign, and to encourage employers to visit the new website [RecruitVeterans.scot](https://RecruitVeterans.scot) to find out more.



## Intranet copy

[RecruitVeterans.scot](https://RecruitVeterans.scot) is specifically designed for employers, providing information on the benefits of recruiting veterans, how to attract veterans to your business, and features video case studies from employers who have already successfully recruited veterans. It also provides a contact form for employers looking for further support, to put them in touch with the organisations that are best placed to help them.

Please take a look through the stakeholder information pack and consider how you can use your own social media and other communications channels to help extend the reach of the campaign.

Thank you for your support.



# THANK YOU

Thank you for supporting the Recruit Veterans campaign.

We really appreciate your interest in this important initiative, and we believe that with your involvement we can help to make a positive difference to the lives of ex-military personnel and the businesses you work with.

To learn more about the benefits of hiring veterans and explore the ways that businesses can get involved in the campaign, please visit our new website at [RecruitVeterans.scot](https://RecruitVeterans.scot).

Visit the website