

Ombudsman Recruitment Strategies

BACKGROUND

With more than two-thirds of Navy spouses in the workforce, finding a qualified candidate to volunteer to serve as a command ombudsman can be a challenge. Commands who have a reputation for strongly supporting the Navy Family Ombudsman Program usually find recruitment less difficult because potential candidates see evidence of strong command support.

KEY MESSAGES

- The position announcement must attract attention and be honest about the requirements and responsibilities.
- A variety of recruitment strategies should be used to ensure exposure to as many potential candidates as possible.

STATEMENT

Numerous strategies should be employed to recruit a qualified command ombudsman. The recruitment focus should be on reaching potential candidates directly, via command and family members, and from ombudsmen at other commands. The recruitment message should encourage one to apply as well as encourage asking others that may be interested to apply. Generally, the position announcement includes information about:

- Primary duties
- Eligibility criteria
- Contact information
- Application format
- Deadline for submission

In addition to posting an announcement, it is important to use attention-getting phrases that encourage a spouse to apply or suggest to another command spouse that he/she apply. Phrases such as the following may be used:

- Wanted – caring and committed Navy spouse for the position of command ombudsman for (name of command).
- Do you like helping Navy families? The crew and families of the (name of command) need your help!
- Do you know a spouse of a (name of command) Sailor who is caring and a good listener? See a [sample position announcement](#).

ACTION

Determine a strategy for recruitment. This may include:
Beforee Appointing an Ombudsman

- Contact potential ombudsmen directly via direct mail, email, command or ombudsman newsletters, and announcements at command functions where spouses are in attendance.
- Inform command members via announcements at quarters and over the 1MC, and in the Plan of the Day/Week/Month.
- Ask other command ombudsmen or leadership spouses for recommendations.
- Use the command Web site.
- Ask an individual directly.

RESOURCES

- The local FFSC ombudsman coordinator.
- Ombudsman Assembly chair and ombudsmen at other commands can help spread the word.

CHECKLIST

- Determine recruitment strategies.
- Design a position announcement and distribute.