

# IMPACT & OPPORTUNITY

A campaign to highlight rewarding careers in  
**school finance & operations**

Massachusetts Association of School Business Officials

## Submission for 2026 NSPRA Publications & Digital Media Award: Social Media

Like many school and district leaders, school business officials in Massachusetts have cited significant challenges in hiring qualified candidates for positions in school finance and operations. In for our statewide association to be responsive to our members' needs, MASBO has developed a variety of strategies to help expand the pipeline of candidates for these jobs.

In December 2025, we **launched "Impact & Opportunity,"** a campaign to increase awareness about careers in school finance and operations. The campaign targets candidates ranging from recent graduates to seasoned professionals who are seeking jobs ranging from entry-level to senior executive. The campaign components include new **web content** and print collateral for **conferences** and **career fairs**, but the centerpiece is a LinkedIn campaign featuring weekly posts.

One year ago, MASBO did not have any presence on social media. Our communications consultant, Chris Horan, recommended launching a LinkedIn account because it is the social platform most geared to professional engagement, including job searches. MASBO members also reported that they are more likely to have a profile on LinkedIn than on other platforms. Therefore, we launched a **MASBO LinkedIn account** in April 2025 and **promoted it heavily** among our members and partners. In eleven months, it has **grown to nearly 600 followers** and has generated more than 48,000 impressions.

The messaging for the campaign, reinforced on social media, focuses on the advantages of pursuing careers in school finance and operations. In addition to competitive salaries and opportunities for professional growth, campaign messaging emphasizes the rewards and personal satisfaction that come with careers in the public sector, particularly the impact school business professionals have on ensuring the success of students and staff. **Research affirms** that "roughly nine in 10 Gen Zs (89%) and millennials (92%) consider a sense of purpose to be important to their job satisfaction and well-being." Therefore, we recognized the importance of messaging that addresses applicants' desire for meaningful work.

Most of the "Impact & Opportunity" posts feature testimonials from MASBO members, describing what they love about working in school finance and operations. The school business officials depicted in the posts represent a variety of district types, including municipal, regional, and technical-vocational, from different geographic regions of Massachusetts. Other posts provide hiring managers with strategies to expand their applicant pools, such as tips to **"Grow Your Own"** by cultivating internal candidates. The campaign relies heavily on MASBO members liking and sharing the posts, in order to expand their reach beyond our followers. The posts all include links to two pages on the MASBO website: the **"Impact & Opportunity" page** to learn more about careers in the field, and the **Career Hub**, where members post job openings in their school districts.

## LinkedIn Posts



["Impact & Opportunity" Campaign Launch](#)

[Member Testimonial: Chris Mathieu](#)

[Member Testimonial: Kirsteen Patterson](#)

[Member Testimonial: Michael Pffiferling](#)

[Guide to Strategic Recruitment: School Business Administrators](#)

[Member Testimonial: Aisha Oppong](#)

[Grow Your Own: Internal Recruiting Strategies](#)

[Member Testimonial: Patrick Murphy](#)

[Member Testimonial: Kristen Leo](#)

[Career Recruitment Fair: Nichols College](#)

[Member Testimonial: Daniel Gale](#)

[Career Opportunities in School Finance & Operations](#)

