



# Strategic Recruitment:

Are you finding and attracting the right talent?



CONNECTING  TOP TALENT

# Learning Objectives

- Diagnose what is wrong with current Job Opportunity Announcements
- Tips to write compelling Job Opportunity Announcements
- Leverage USAJOBS tools to better understand the applicant pool and target the right talent
- Develop a strategic recruitment strategy

# Job Opportunity Announcement (JOA) Mythbuster

## **MYTH:**

**I can ONLY post my announcement on USAJOBS.**

## **FACT:**

Agencies are encouraged to actively recruit talent from a variety of sources in addition to USAJOBS for competitive positions. Agencies should assess who and where to recruit, as well as, provide relevant and creative content within the JOA to attract the right talent.

# JOA – Applicants' Perceptions

Applicants do not understand:

- if they qualify for the position
- the difference between eligibility and qualification
- the duties of the position
- that the questionnaire is different from the job description on the job announcement
- why it is so difficult to find and match their qualifications with relevant jobs



# The Challenge

Provide the means to describe the “ideal candidate” so that job seekers can find the right match.

# Deconstructing the JOA

## JOA Exercise

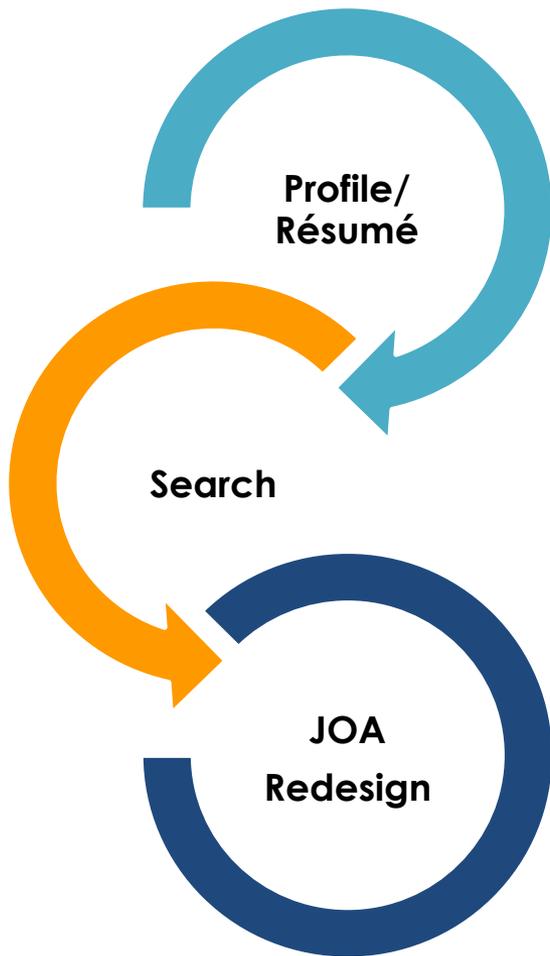
# JOA – Let's Get Creative

Here are some tips for creating a quality job announcement:



- “Sell” the depth and/or breadth of the mission the position will support.
- Conduct research on how industry (both federal and private sector) recruits for the position.
- Provide a realistic job preview:
  - Provide examples of work products.
  - Add video content if applicable (“day in the life” videos).
- Develop compelling outreach mechanisms:
  - Utilize social media to market positions.
  - Use niche group and diversity websites to advertise

# USAJOBS is Transforming to Better Serve You



- Allow applicant to showcase oneself
  - Parse data
    - Skills
    - Competencies
  - Determine eligibility
- 

- Improve search technology
  - Leverage user data to inform search results
  - Implement matching algorithms
- 

- Understand how agencies use JOAs
- Replace content
- Plain Language
- Describe “ideal candidate”

# USAJOBS

## Agency Talent Portal

### Find and Recruit Talent



### Measure Recruitment and Hiring Effectiveness



# Establishing a Recruitment Strategy

**Scenario:** Carla, the hiring manager, is preparing to hire for a public affairs specialist in Minneapolis, MN. She would like a candidate with the following skills and qualifications:

- Mid-level career (GS-13) Salary Range \$89K - \$116K
- Able to manage the creation and dissemination of agency communications within a diverse, bilingual community
- Specialized experience in speaking and writing in Spanish



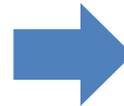
## Steps to recruit:

1

Work with HR Specialist, Amy, to perform job analysis and craft the Job Opportunity Announcement (JOA)

2

Work with Amy, to determine a recruitment outreach strategy

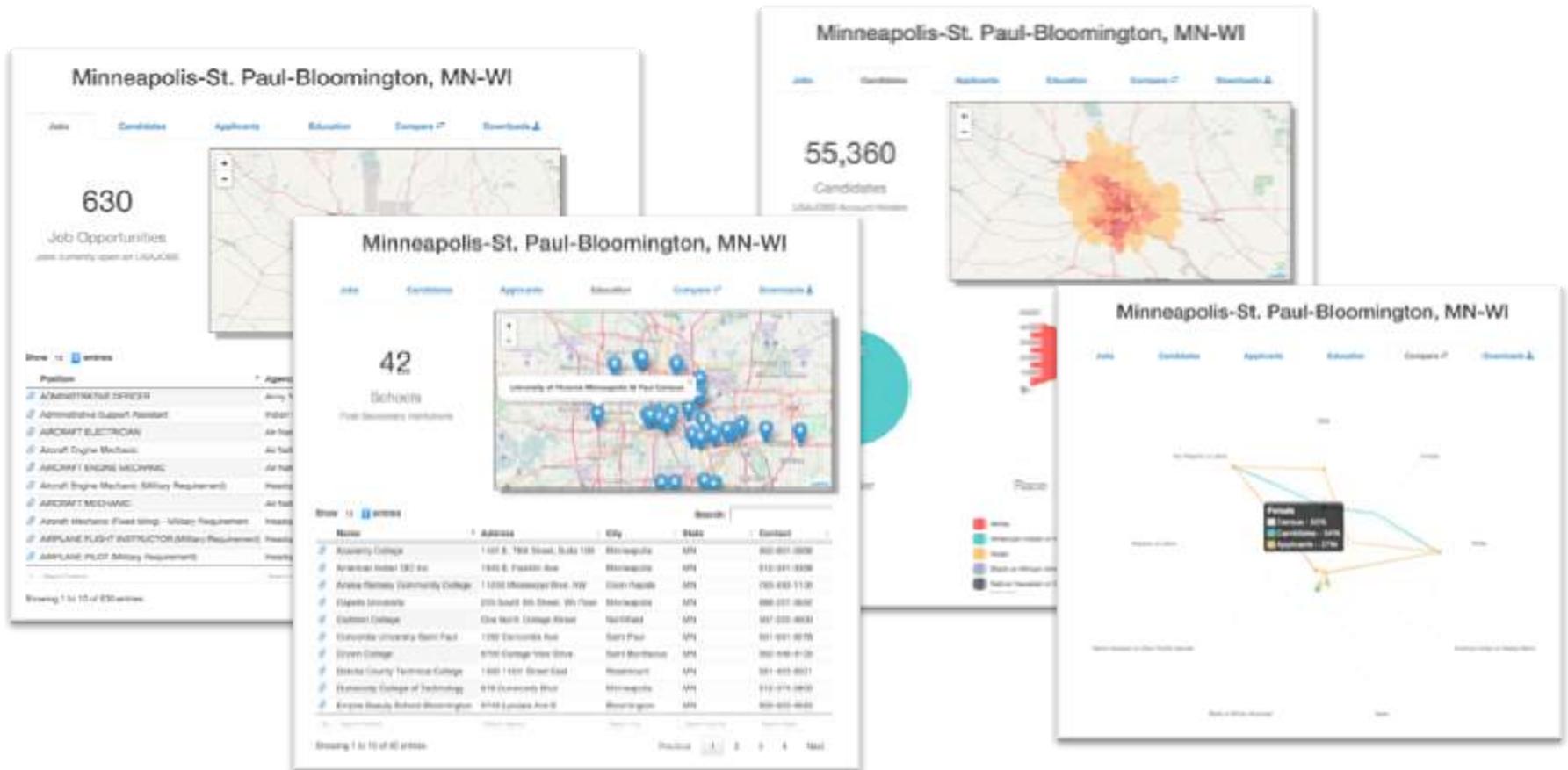


- Use the Geographic Insights to find colleges and universities
- Use Résumé Mining to find potential candidates and invite them to apply
- Post a link to the JOA on the agencies' twitter feed

# USAJOBS Geographic Insights

(Pilot)

Amy will use the Geographic Insight tools to identify who and where to recruit in a given area.

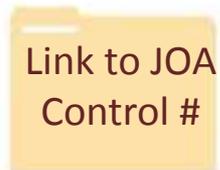


# Résumé Mining

*(Pilot)*

Amy will use the Résumé Mining tool in USAJOBS to identify potential candidates that match the job criteria.

Create a  
Project



Search for  
résumés



The pool of résumés  
are from job seekers  
who made his/her  
résumé available

Select résumés  
for  
communication



Send email to  
invite  
candidates to  
apply to the  
job



# JOA Analytics

*(Pilot)*

USAJOBS can systematically track the traffic to the JOA using the JOA Analytics dashboard. Today, we will view the traffic based upon Carla and Amy's recruitment strategy.

## Résumé Mining Results

- # of Job Seekers who viewed the JOA
- # of Job Seekers who clicked "Apply"
- # of Job Seekers who completed/abandoned the application

## Social Media



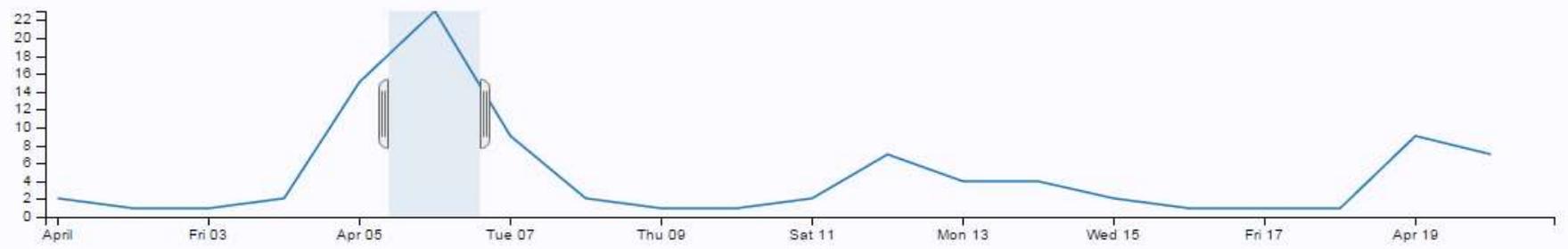
## Geographic View

Identify where candidates are applying from geographically.

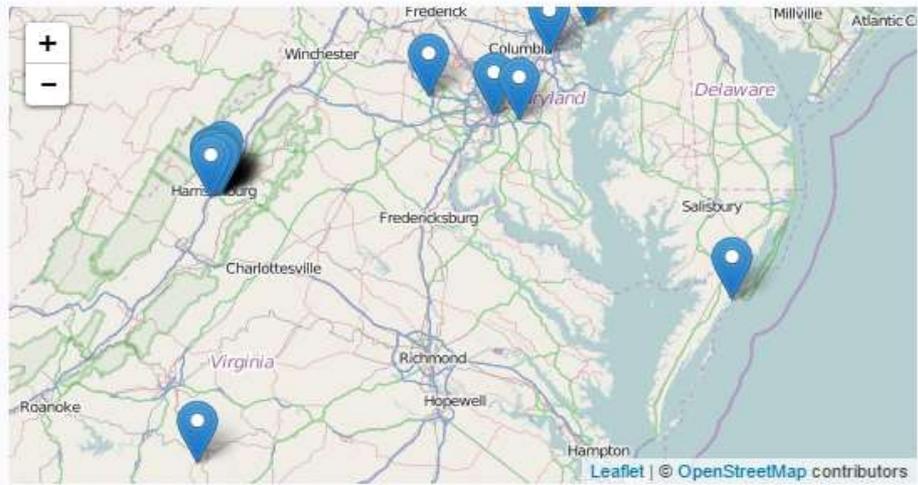


# All Visitors

## Unique Page Views



## Visitor Locations



## Top Referrals To This Announcement

Referral	Count
usajobs.gov	18
USAJOBS Resume Mining Tool	5
google.com	0
twitter.com	0
linkedin.com	0
facebook.com	0

# USAJOBS Accounts

Visitors:

**50**

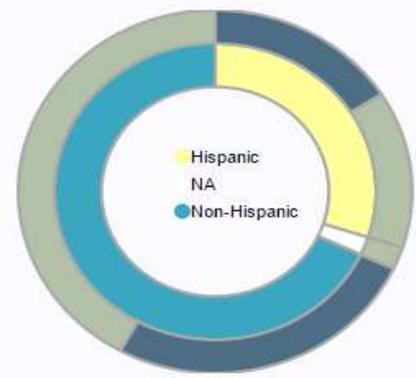
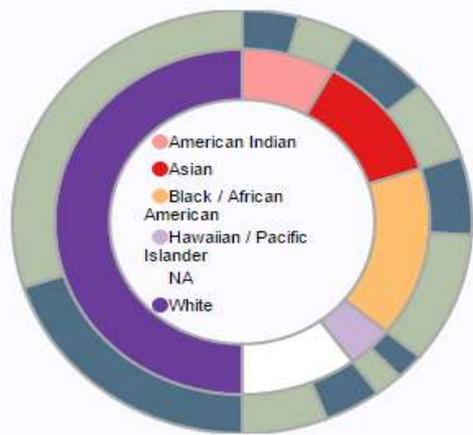
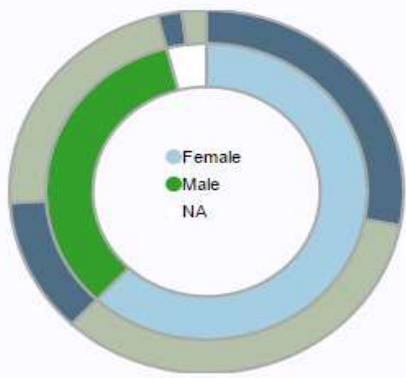
Visited Only:

**29**

Applied:

**21**

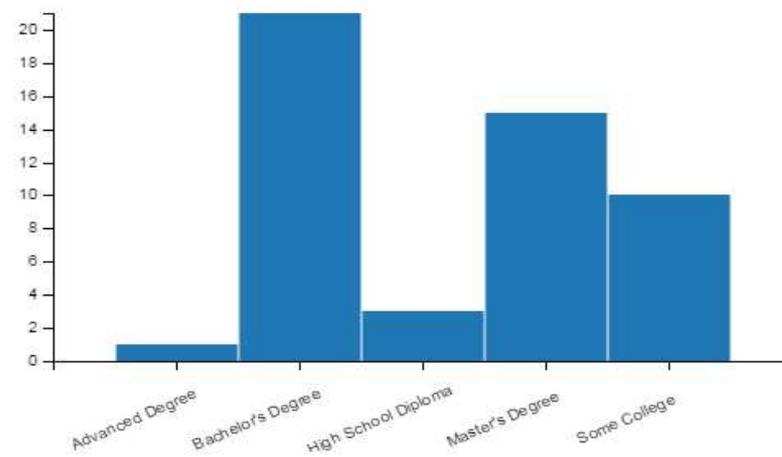
## Demographics



## Location



## Background



- Highest Education Level
- Highest Career Level
- Series
- Highest Grade
- Federal/Non-Federal
- Veteran/Non-Veteran

# Summary: Agency Talent Portal *(Pilot)*

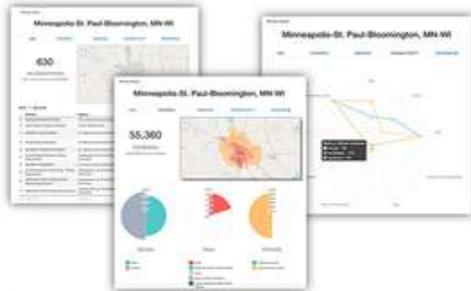
LEADERSHIP / RECRUITERS / HR PROFESSIONALS / HIRING MANAGERS

## Find and Recruit Talent

### Recruitment Channels



### Data Insights



### Resume Mining

Create a Project <a href="#">Link to JOA Control #</a>	Search for resumes or POCs 	Select resumes for communication 	Send email to invite candidates to apply to the job 
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## Measure Effectiveness

### JOA Analytics



### Hiring Process Surveys



### Career Trends / Talent Research



# Creating a Recruitment Plan

## Strategic Recruitment Exercise

# Agency Talent Portal Timeline

- The Agency Talent Portal is currently an Open Pilot. If you want to participate, contact your agency HR representative to request access at [Recruiter-Help@usajobs.gov](mailto:Recruiter-Help@usajobs.gov).
- Full rollout expected by the end of Calendar Year 2016.
- In the meantime, check out our R&D portal: <https://research.test.usajobs.gov>



# A Call to Action

Hiring Manager and HR Specialist **collaborate** to develop a strategic recruitment strategy:



**Hiring Manager** actions...

- Describe the **value proposition** and the skills and experience you need for the position.
- Develop a realistic job preview.
- Review applicant flow data, JOA analytics and survey data from past hiring actions to incorporate improvements into future hiring.
- Research industry approaches for filling the position.
- Recommend outreach channels.

**HR Specialist** actions...

- Review applicant flow data, JOA analytics and survey data from past hiring actions to incorporate improvements into future hiring.
- Research industry approaches for filling the positions.
- Recommend creative approaches for describing the job and work environment to attract the right talent.
- Conduct recruitment outreach.
- Provide a **human touch** for applicants.

# Contact Information

U.S. Office of Personnel Management

USAJOBS Program Office

Email: [Recruiter-Help@usajobs.gov](mailto:Recruiter-Help@usajobs.gov)

*[Subject: Hiring Excellence]*