



BUILD YOUR FUTURE WORKFORCE

Improve Your Agency's Hiring



The Office of Personnel Management issued multiple hiring mandates in 2023 aimed at helping agencies improve how they identify, interview, and ultimately hire worthy candidates for open positions.

These efforts come during an ever-important time in government staffing. The continued retirement of the baby boomer generation and the struggle to attract recent graduates to government service have created a growing skills gap in multiple critical disciplines.

Agencies must rethink the hiring process, especially how they communicate with job candidates throughout it. Doing this correctly builds trust with job seekers, ensures exceptional candidates remain engaged in the process, and gives government employees a positive experience starting their government careers.

By focusing on the four stages of communication approach outlined in this guide, government can align communications to the applicant's journey to drive more successful outcomes in recruitment and retention. The stages of hiring top talent for your agency include:

>> **STAGE 1:**
Awareness

Grow your audience to educate potential applicants about open positions.

>> **STAGE 2:**
Trust & Consideration

Build credibility between applicants and government.

>> **STAGE 3:**
Decision & Action

Translate awareness and trust into an application.

>> **STAGE 4:**
Management & Engagement

Connect with applicants through the hiring journey.



STAGE 1:

Awareness

Awareness is the foundation of action. For a group of people – or an audience – to apply with confidence, they need to have visibility into the open positions and their requirements.

The awareness stage of communications aims to grow the qualified audience, educating them about why they should apply for a particular job. The awareness stage should promote the benefits of working for a government agency, including the opportunity to work on unique and engaging projects, help the well-being of their country, and receive a wealth of special benefits. Government work should get presented as a special opportunity afforded to those with special skills and a desire to do meaningful and impactful work.

Workforce Challenge

To fill critical positions and retain top talent, agencies must understand and overcome pitfalls within the hiring journey.

Solution

- » Publicly promote the work of current employees, focusing on the unique challenges of their jobs and why they choose government service. Highlighting talented staff members will raise awareness of government work and the exciting opportunities available.
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- » Create awareness campaigns based on qualifications and interests to increase engagement and drive candidates to explore open positions.



STAGE 2: Trust & Consideration

The second stage is an opportunity to build trust and credibility between applicants and the government. To properly build trust, agencies need a strategy focused on who, what, where, and how the message will be perceived.

Trust underpins the government's ability to attract qualified candidates.

Workforce Challenge

Reduced trust makes it harder to attract and retain good employees for government jobs.

Solution

- » Guide the hiring journey. Provide candidates with expectations and timelines for the next steps so they do not become disengaged with the process.
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- » Expand diversity and equity in recruitment outreach. Doing so shows a commitment to prospective employees of all backgrounds and builds confidence in candidates they will receive an equitable evaluation for each job.



STAGE 3: Decision & Action

To successfully fill open positions and retain crucial staff, government needs to translate awareness and trust into action.

Communications that are well aligned to an applicant or employee's journey can help motivate actions that increase the candidate pool and improve employee satisfaction.

Workforce Challenge

Agencies lack the personnel to support customer demand or the required skills and experience to address customer needs and concerns.

Solution

- » Use analytics to understand the application process. Focus on where candidates first engage with the process and where they often fall off. That will provide guidance on where to improve communication to re-engage candidates to drive a completed application.
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- » Send personalized messaging on preferred digital channels to address returned mail and outdated contact information.

STAGE 4:

Management & Engagement

Every engagement with applicants and employees provides government agencies with critical opportunities to establish deeper connections. The journey is not over when a job application gets submitted or the candidate accepts the position.

Ongoing communications and engagement measurement are necessary for government agencies to measure success.

Workforce Challenge

The government's persisting recruitment and retention problems reinforce the need for technology and services to help fill the gaps. For every 10 government jobs posted from July 2021 through August 2022, roughly four were filled — the worst rate of the 10 major economic sectors tracked by the [Bureau of Labor Statistics](#).

Solution

- » Build and deliver internal communications campaigns to boost employee engagement, as current staff serve as your agency's biggest recruiters.
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- » Utilize the expertise of Granicus to augment the workforce and maximize data-driven insights to reduce program risk.

Ready to get started? We're here to help!

Our solutions and team of experts help streamline the hiring process, providing proven tools that help government organizations boost awareness, improve communication, and revolutionize the hiring process.

Visit the Granicus [Workforce Microsite](#) to learn more and set up an appointment with a Granicus solutions expert.



GXG Consultancy

Over a decade of helping government build better citizen experiences.

GXG is Granicus' digital agency focused on citizen experience and digital engagement, providing human-centred strategies, data-driven insights, and hands-on consultancy services. We design custom solutions and achieve measurable outcomes for our customers.

At GXG, we are driven to help public services to become more citizen-centric. Whether assisting a carer, engaging with a concerned resident, supporting a local business, participating in the planning process, or helping a parent or a student, we empower you to build better experiences and get more value out of your Granicus technology. Our guiding light is helping people to get what they need, when they need it, as quickly as possible while being respected, remembered, and reminded.

Our human centred approach to digital transformation focuses on solving problems and providing solutions that help our customers to create better experiences for their customers, foster prosperous communities, and increase employee morale.