



NEOGOV
WEBINAR

THE
Fragile
FUTURE
OF RECRUITMENT

2024 PUBLIC SECTOR HIRING REPORT



Hello



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REPORT

The Fragile Future of Public Sector Recruitment: NEOGOV's 2024 Hiring Report

Where Did the Data Come From?



**Data from 45M+ public
sector job applications**



**Survey data from 700+ HR
professionals and job
seekers**

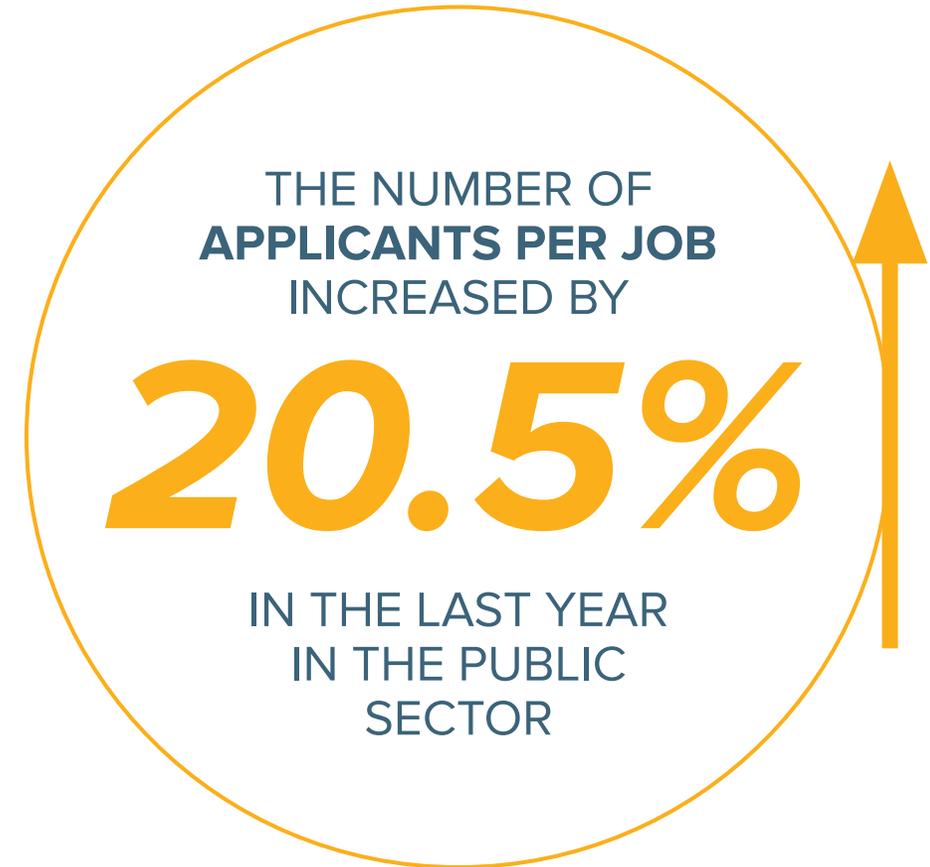
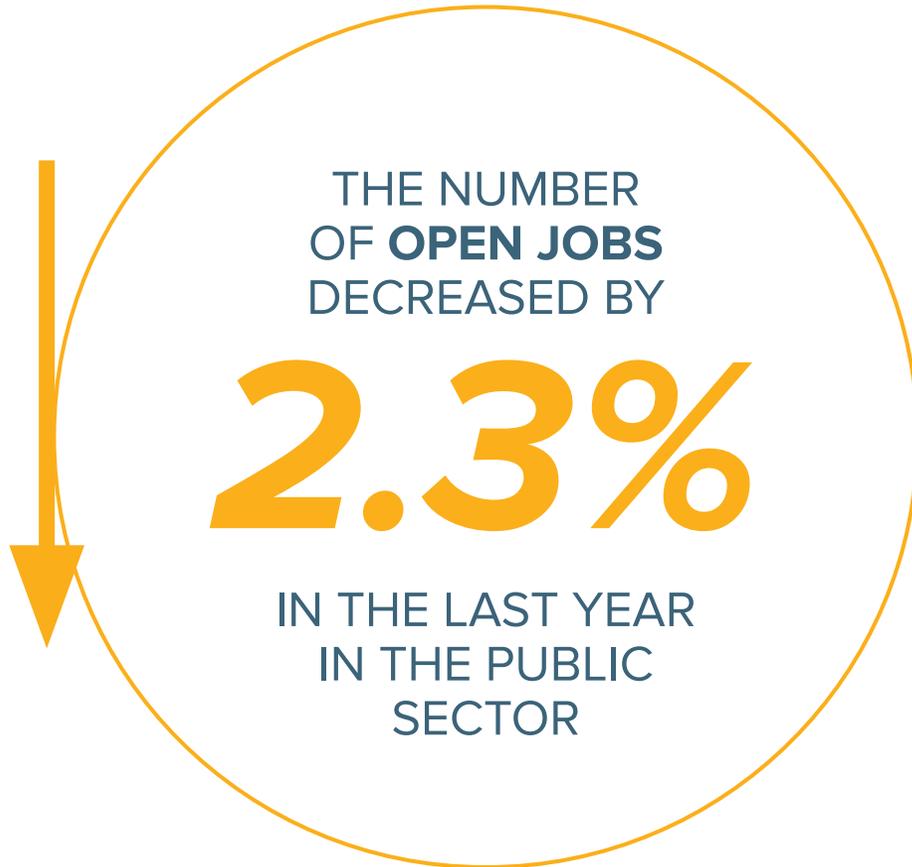
A woman with dark hair, wearing a light-colored long-sleeved shirt, is smiling and looking down at a laptop on a desk. There are papers and a pen on the desk. The background is slightly blurred, showing what appears to be an office environment with a computer monitor. The entire image is overlaid with a semi-transparent blue filter.

Public Sector

Hiring Landscape

Open Jobs & Applications

Source: Applicant data from 45M+ applications in Insight from 2022 to 2023



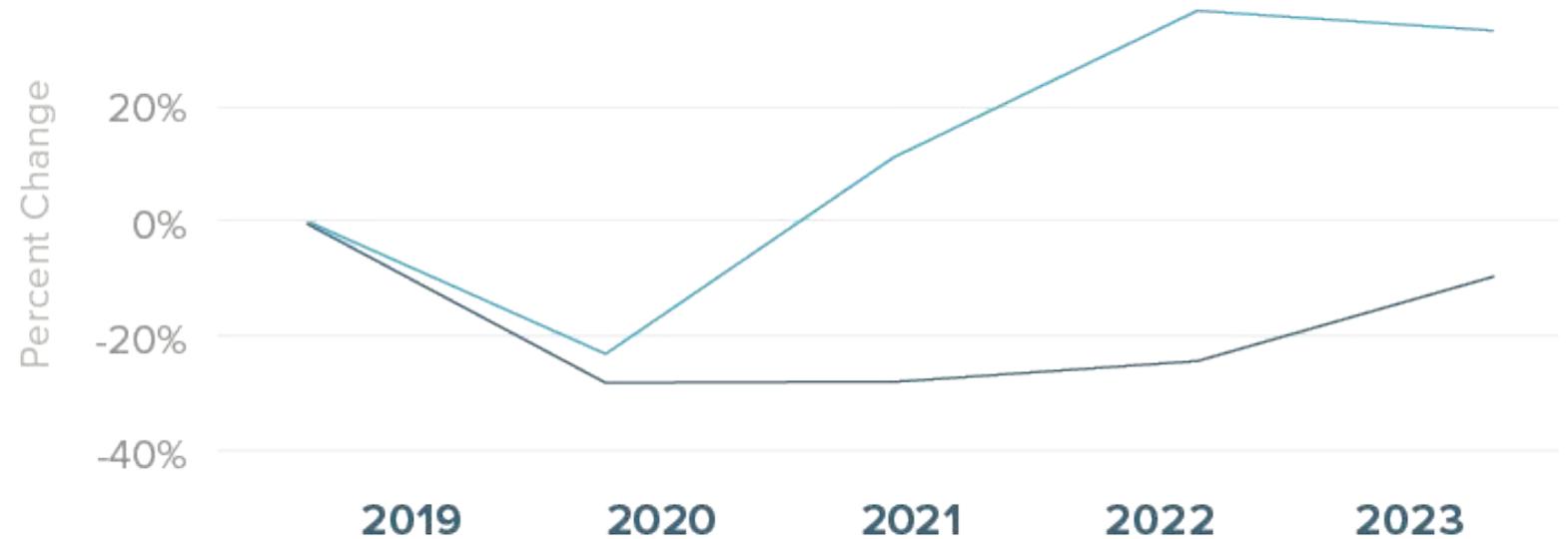
Applicants Per Open Job, 2019–2023

Source: Applicant data from 45M+ applications in Insight

Jobs & Applications Compared to 2019

Source: Applicant data from 45M+
applications in NEOGOV Insight

— JOBS
— APPLICANTS



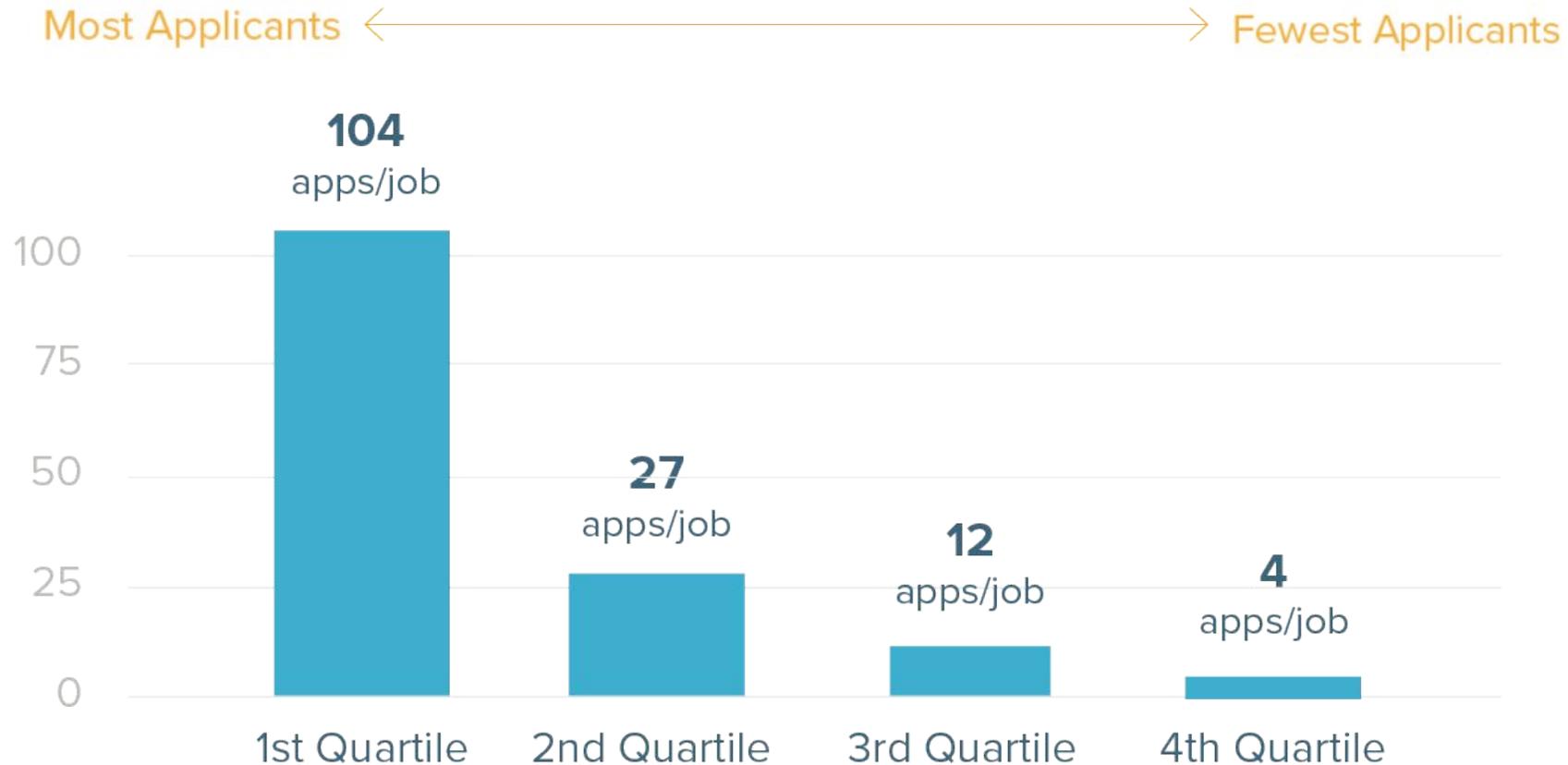
Open Jobs & Applications

Source: NEOGOV survey of government HR professionals



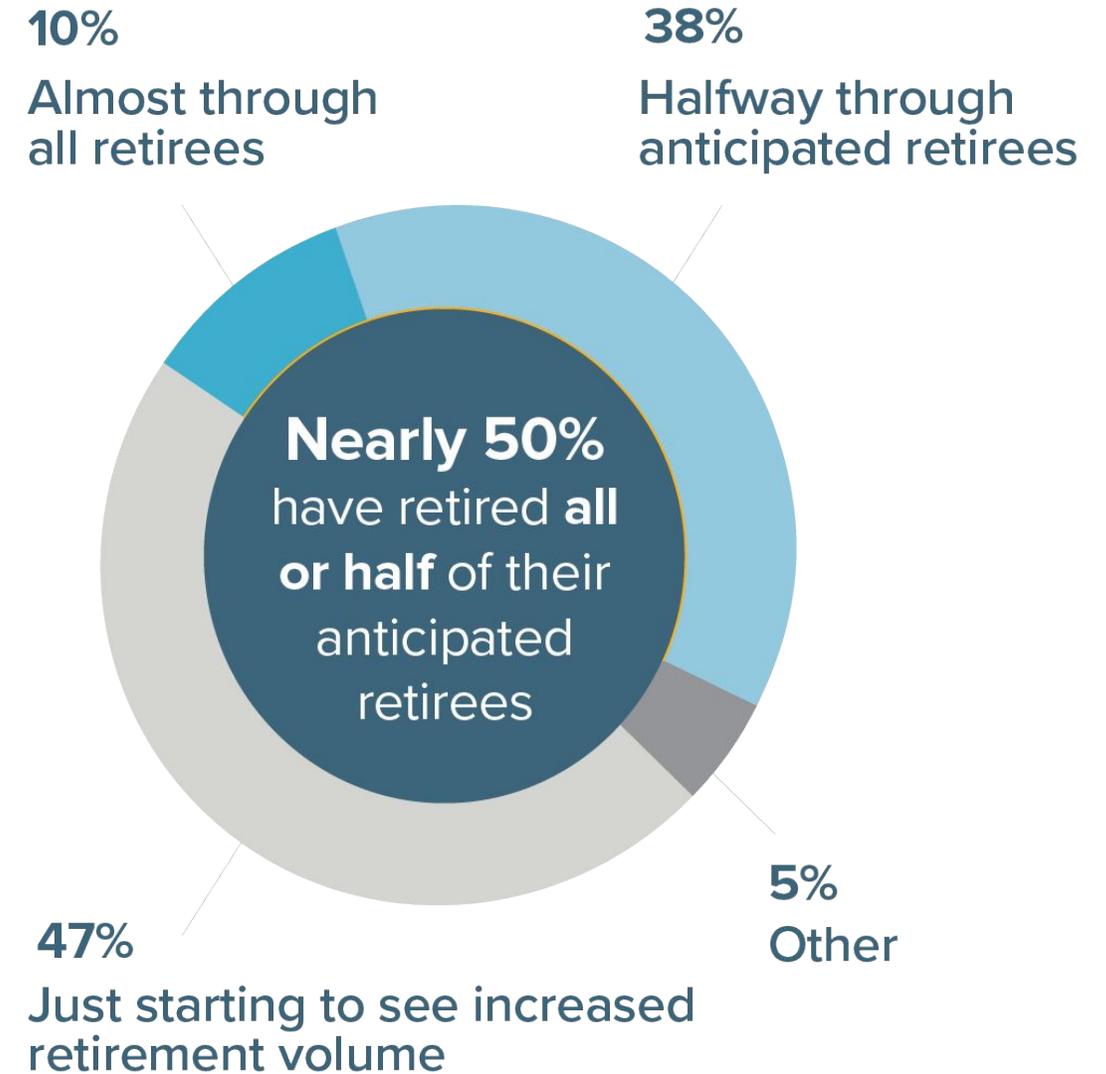
2023 Applicants-Per-Job by Quartile

Source: Applicant data from 45M+ applications in NEOGOV Insight



The Reality of the Silver Tsunami

Source: NEOGOV survey of government HR professionals



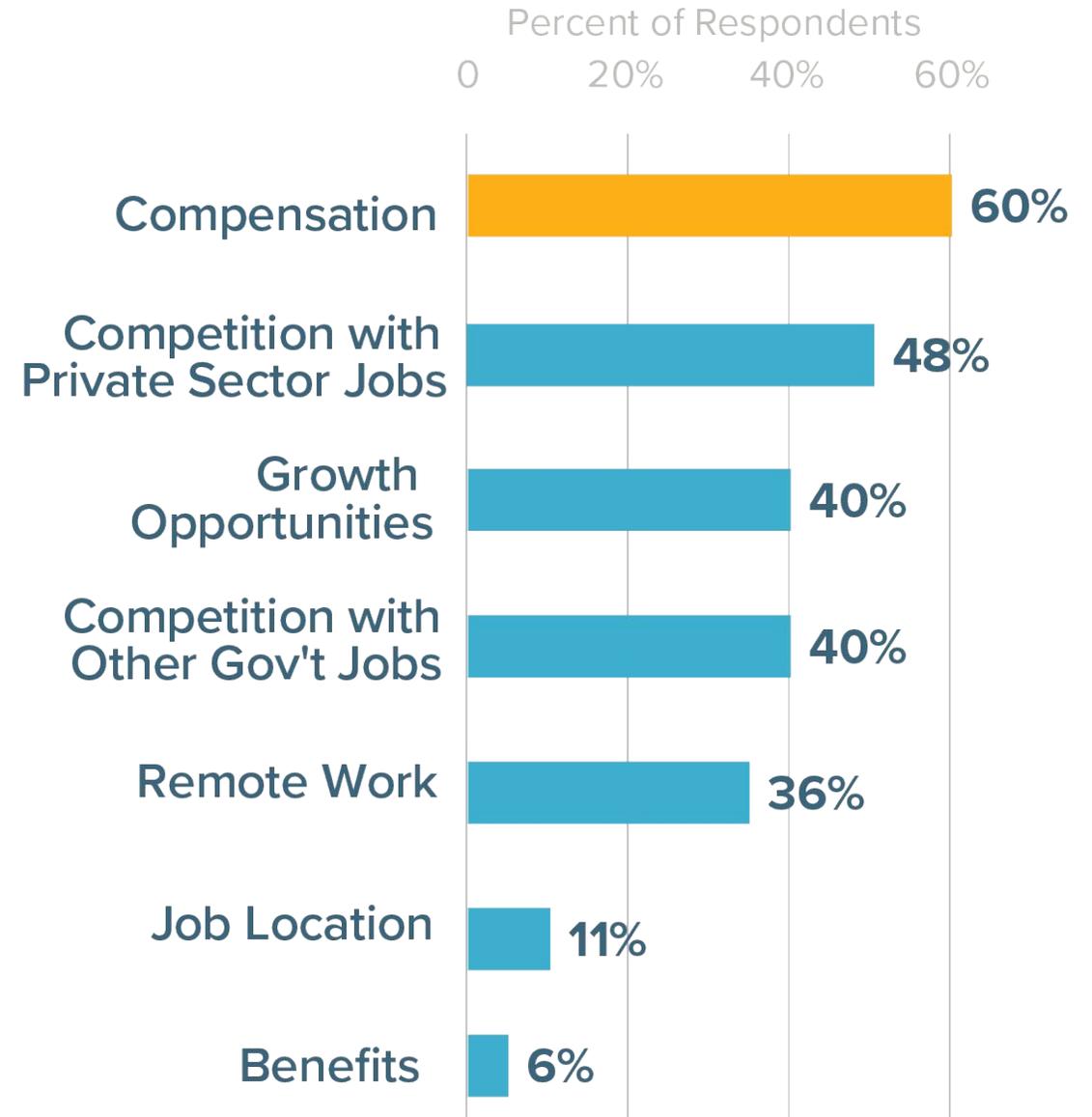


Public Sector

Hiring Challenges

Top Reasons for Voluntary Turnover

Source: NEOGOV survey of government HR professionals



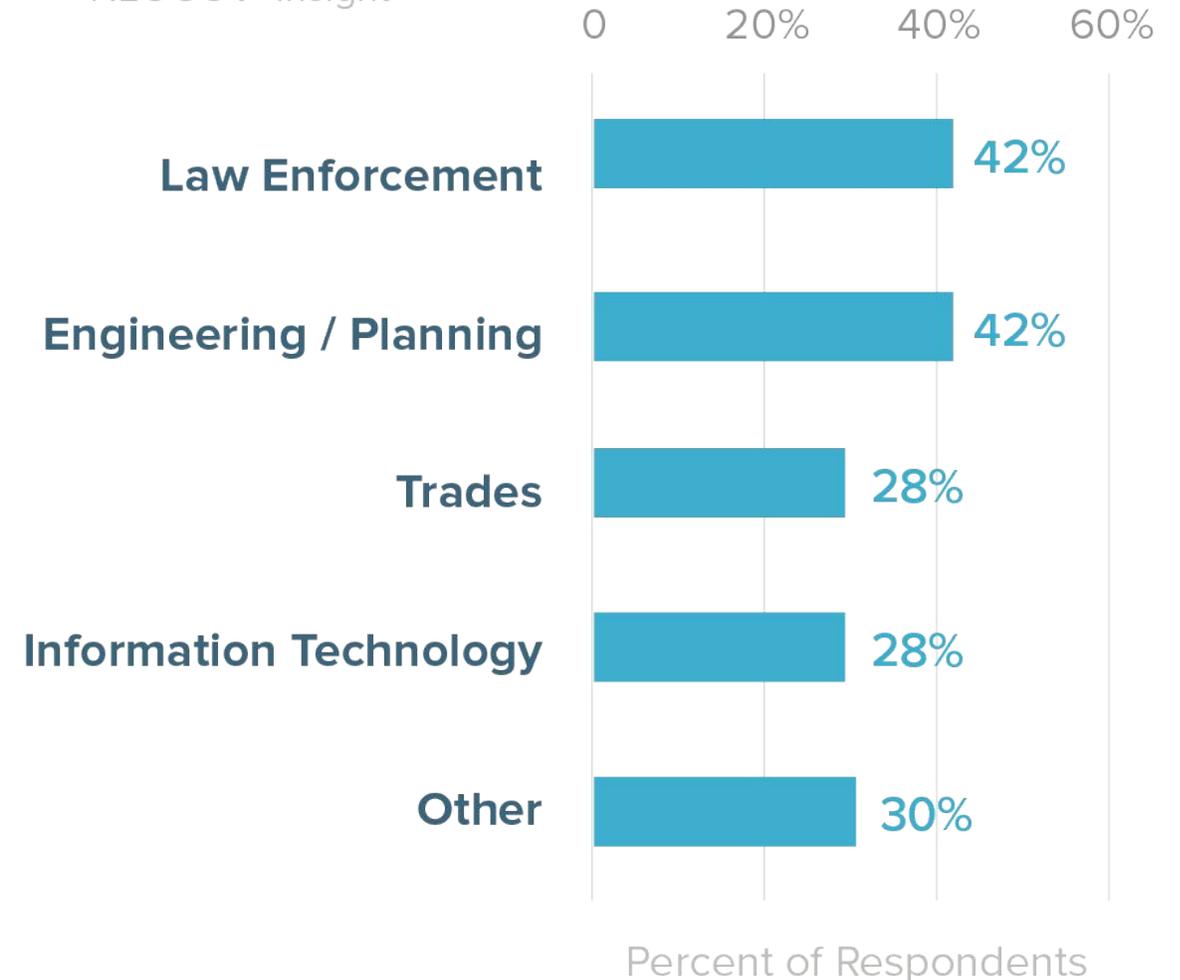
Hard-to-Fill Jobs

Between 2019 and 2023, there was a 40% increase in job openings for police officers and 32% for civil engineering.

Although views are up for these openings since last year, applications are down.

Increase in Job Openings since 2019

Source: Applicant data from 45M+ applications in NEOGOV Insight



Low View-to-Apply Rates

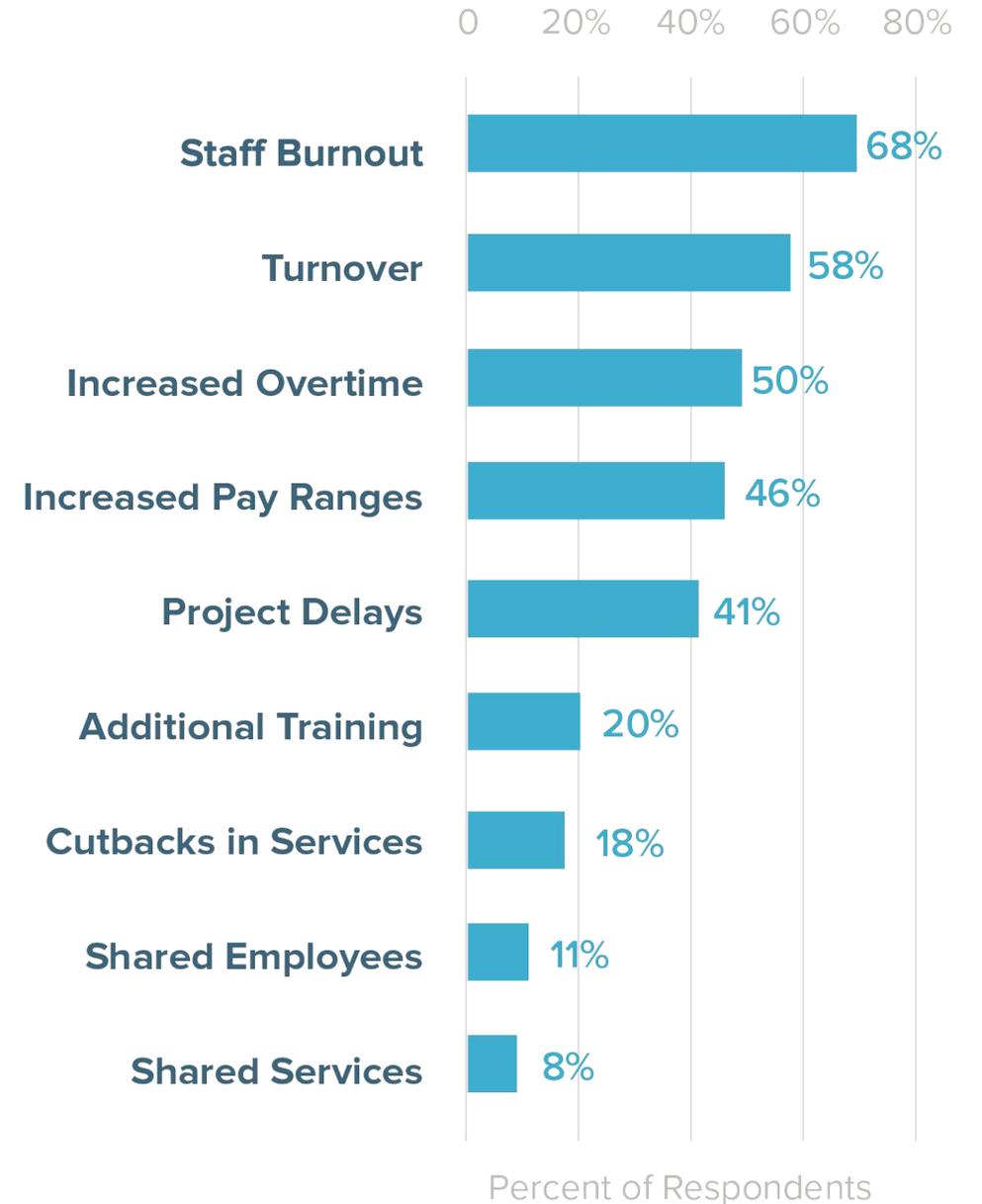
Despite a 23% increase in the number of application views, view-to-apply conversion rates decreased in 2023.

Reach: The number of views a posting receives.

Attractiveness: How many conversions (or applications) a posting receives.

Impact of Hiring Challenges

Source: NEOGOV survey of government HR professionals





Public Sector

Hiring Solutions

Expand Job Sourcing

A person is seen from the side, working on a silver laptop. The laptop screen shows a dashboard titled 'Tasks' with a progress bar and a search modal. The text 'Expand Job Sourcing' is overlaid on the image. The background is a bright, modern office with a white brick wall and a small potted plant on the desk.



Ways to Expand Job Sourcing

- Source active candidates
- Source passive candidates
- Source past applicants
- Source trainable candidates
- Source talent from untraditional groups
- Implement skills-based hiring

Importance of Skills-Based Hiring

Source: NEOGOV survey of government job seekers

52%

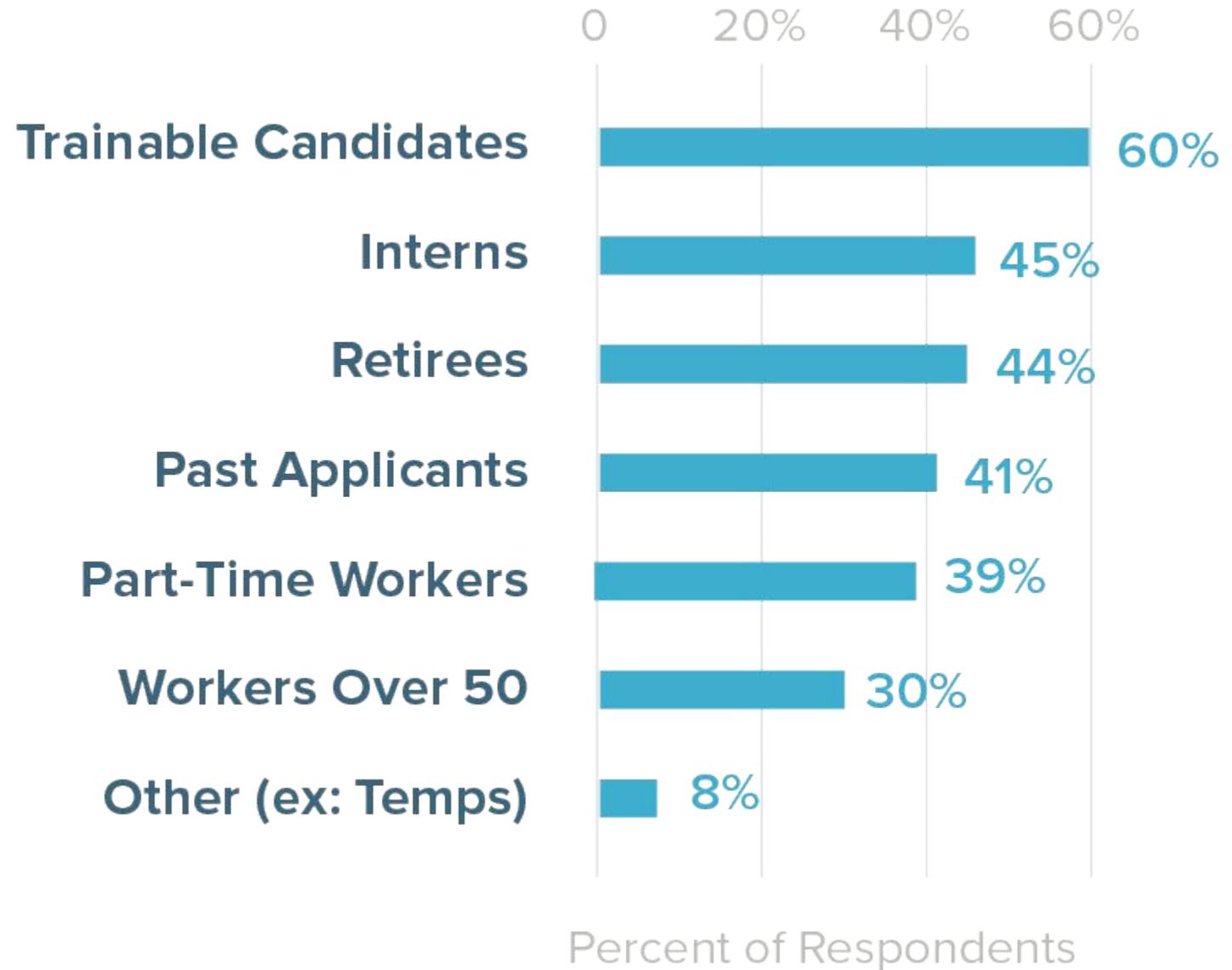
OF JOB SEEKERS
HAVE STARTED
BUT NOT FINISHED
A GOVERNMENT
APPLICATION

34%

DON'T COMPLETE
THE APPLICATION
BECAUSE IT MAKES
THEM FEEL
UNQUALIFIED

Untraditional Groups to Expand Talent Pool

Source: NEOGOV
survey of public sector
HR leaders



A person is seen from the side, working on a silver laptop. The laptop screen shows a 'Tasks' dashboard with a progress bar and a search modal. The background is a bright, modern office with a white brick wall and a small potted plant on the desk.

Improve Job Positioning

Write Job Descriptions for Job Seekers

What is an Employer Value Proposition (EVP)?

- The unique set of benefits and values you offer to attract and retain employees.
- How you're different (and better than) other employers.

Write job descriptions for the job-seeker, not the position. Every job seeker wants to know, “What’s in it for me?”

- Benefits
- Stability
- Meaningful work
- Work-life balance
- Career growth opportunities
- Work culture

MAKING JOB
DESCRIPTIONS MORE
CANDIDATE FRIENDLY
COULD INCREASE
APPLICANTS BY

18%

Enhance Job Appeal

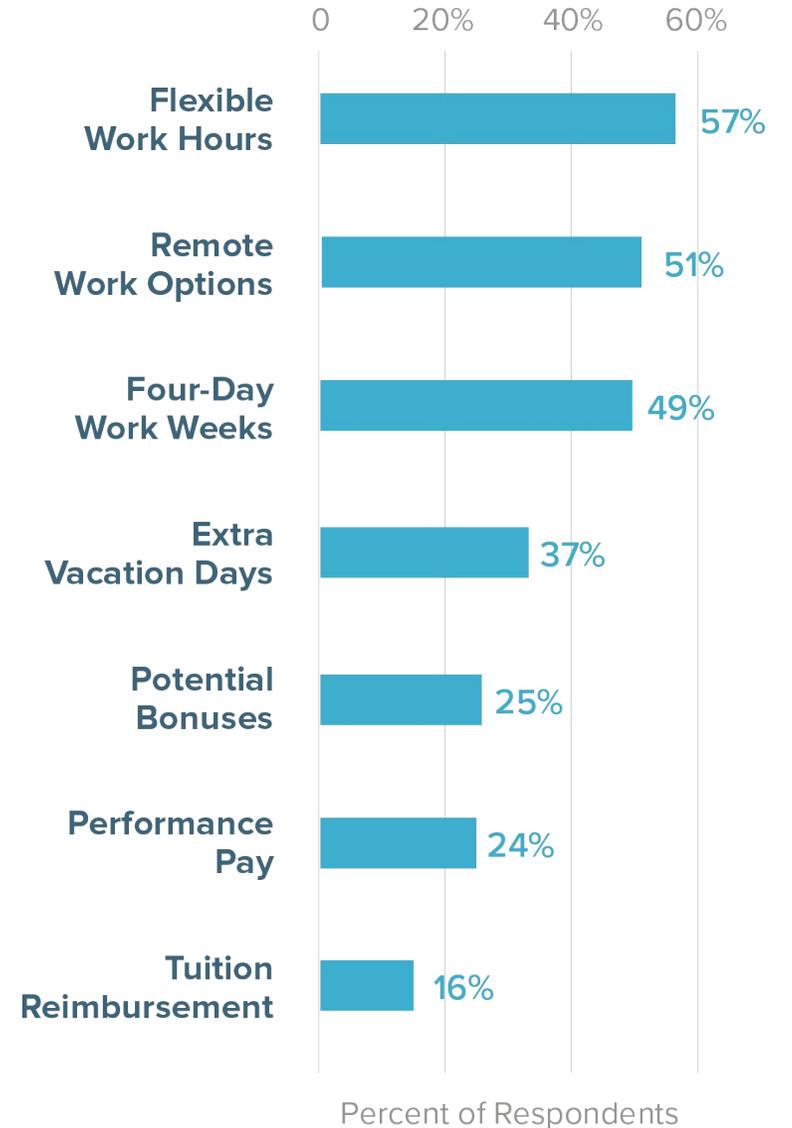
A person is seen from the side, working on a silver laptop. The laptop screen shows a task management application with a search bar and a modal window that says "Looking for a specific task?". The person is wearing a light blue shirt. The desk has a smartphone, a pen, and a small potted plant. The background is a white brick wall.

Most Appealing Public Sector Benefits

Source: NEOGOV survey of government job seekers

Job seekers have a clear preference for benefits related to work-life balance:

- Flexible work hours
- Remote work options
- Four-day work weeks



Best Practices



Flexible Work Hours

Make your jobs more about getting work done and less about working a strict 9–5 schedule.



Remote Work

Let employees work remote a number of days per week, like Monday and Friday.



Four-Day Work Weeks

Four day work weeks have numerous benefits: like improving the health and work-life balance of staff.



Optimize Hiring Processes

The Job Application & Hiring Process

Source: NEOGOV survey of government job seekers

Best Parts

1. A profile that saves my information
2. How easy it was
3. How quickly they responded
4. All online process
5. Very fast
6. Simplicity of application
7. Easy to apply
8. No cover letter required
9. Knowing the pay range from the start
10. Status updates

Worst Parts

1. How many references you need
2. Unknown salary range
3. They don't respond back
4. Hiring process was too long (3 months)
5. Not hearing back
6. Not being given feedback
7. Long applications
8. Cover letters
9. Poor communication
10. Lack of updates

“

[The agency is] **too aggressive about meeting all qualifications** precisely. Private sector allows for a good fit even if a candidate isn't an exact match to a manager's 'wish list'.

“

Worried I wouldn't be interviewed **even though I was qualified.**

“

Realized the process would **not result in hiring.**

“

It was asking too much. Based on past applications, I knew I wasn't going to be hired and I was **wasting my time.**

“

Realized that even though I am technically qualified for and have done all the work under that job that **they were demanding an unnecessary level of experience and that it was no use to apply.**

Best Practices



Timely Communication

Respond to job seekers promptly after receiving their application and regularly throughout the process.



Honest Feedback

Offer honest feedback to applicants if they're not selected so they can become a more successful candidate for you in the future.



Job Requirements

Consider applicants without government experience if they have experience in the same field in another industry.



Remember Top Talent

Remember talented applicants for future vacancies if they're not qualified for the current job posting.

Summary

- Expand Job Sourcing
- Improve Job Positioning
- Enhance Job Appeal
- Optimize Hiring Processes



QUESTIONS?



DOWNLOAD THE REPORT



If you have questions or want to connect with our team, please reach out at contact@neogov.com



THANK YOU FOR ATTENDING!

**Keep an eye out in your inbox for a
recording of this presentation!**

Have more questions?
Set up a free consultation at contact@neogov.com

Most Appealing Aspects of Job

Source: NEOGOV survey of government job seekers

By tailoring your job descriptions to match these preferences, you can make your jobs more appealing to candidates.

[GRAPHIC]

(57) Benefits

(50%) Salary

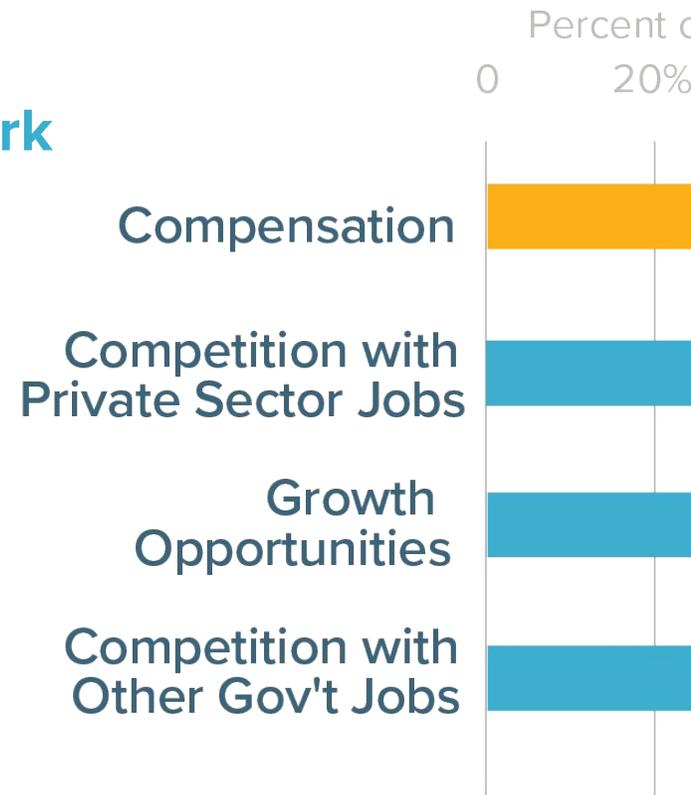
(31%) Job security

(24%) Meaningful work

(20%) Career growth opportunities

Top Reasons for Voluntary Turnover

Source: Applicant data from 45M+ applications



Applicants Per Open Job, 2019–2023

Source: Applicant data from 45M+ applications in Insight

