5 TIPS *to Address the Public Sector* HIRING GAP

As the public sector experiences more retirees leaving the workforce and a rising perception that the public sector is less attractive to work in, government agencies are struggling to recruit enough qualified candidates. Here are 5 tips to minimize the impact:

1 Emphasize Value Propositions in Job Postings

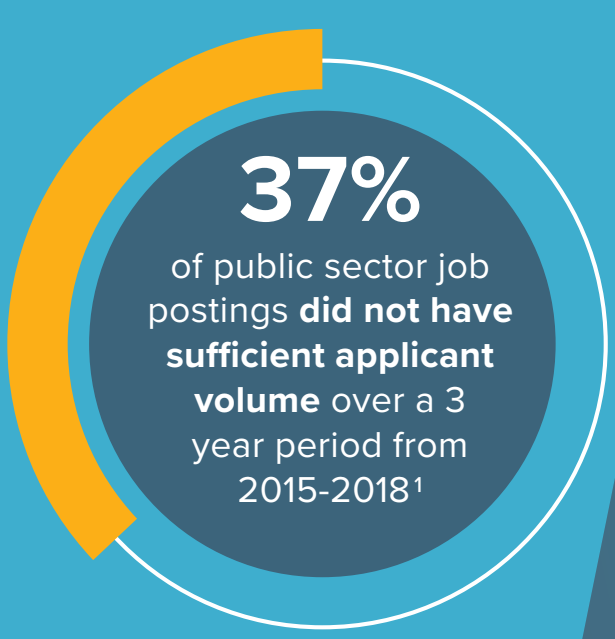
What do candidates rate as the **most attractive aspects** of working for the public sector?

To amplify recruitment, employers need to understand what job seekers want and **highlight those attributes in job descriptions**.



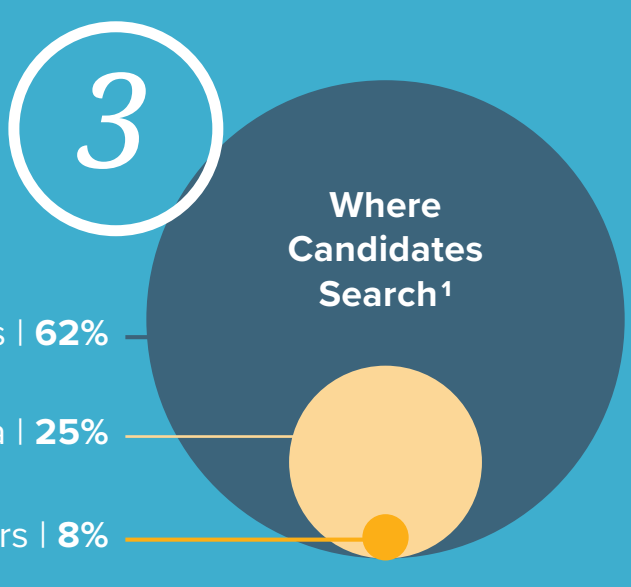
2 Leverage Past Recruitment Data to Set Applicant Submission Goals

Utilize position-specific recruitment data to determine how many applicants are needed to land a qualified candidate and monitor volume of applicant submissions against a goal.



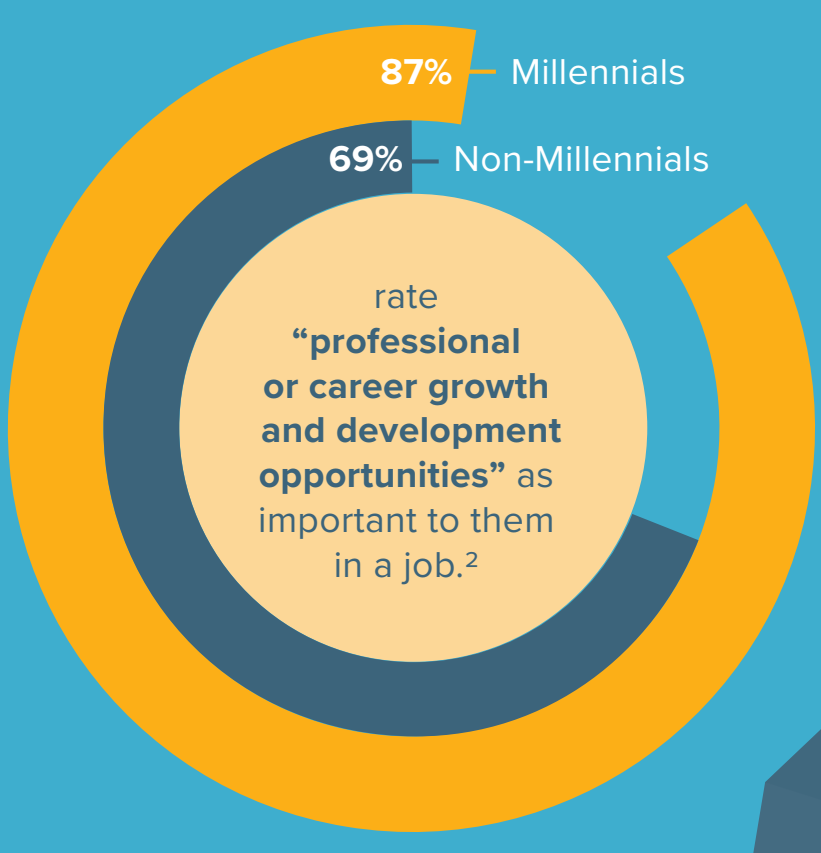
3 Expand Candidate Reach

Advertise positions where candidates are searching for jobs and **shift budget away** from lesser performing channels.



4 Promote Career Growth

Instill confidence in public sector employment by **highlighting opportunities for learning** new skills and offer clear pathways to leadership positions.



5 Develop an Employee Retention Strategy

Using structured performance evaluations and trackable online training, agencies can **identify rising stars** within the agency and groom them to fill the roles being vacated.



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Sources: [1] NEOGOV Hiring Trends Report, 2019. [2] Gallup. [3] Willis Towers Watson.

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