

## Resources for Job Seeker Decision-Making

Given heavy competition for Federal jobs, Human Resources (HR) offices face increasing numbers of applications, often from people who may not be qualified. This tip sheet describes a variety of tools and resources HR staff and hiring officials can use to help encourage qualified individuals to apply. These tools and resources emphasize your agency's Employee Value Proposition (EVP), the tangible and intangible rewards gained by working for your organization (e.g., compensation and benefits, career development, opportunities for growth, and other factors that make your agency stand out from others). By actively shaping the perception of your EVP, you can source talent from a broader pool of applicants. Many of the tools and resources also offer job seekers a Realistic Job Preview (RJP). A RJP is a recruitment, marketing and outreach tool to provide clear information up front about your organization and the position being filled to help job seekers decide whether to apply. Check out [www.usajobsrecruit.gov](http://www.usajobsrecruit.gov) for sample templates and details on how HR and hiring officials can collaborate to create the most effective resources. When developing materials, remember to follow applicable laws, regulations, guidance and your own agency's policies to ensure you are in compliance with all requirements.

Resource	Description and Uses
Agency Website (Career or Employment Section)	Information on your career site that describes the job and organization should be detailed and provide a vivid, eye-opening RJP for job seekers. Go above and beyond the Job Opportunity Announcement to present a "day-in-the-life" of an employee performing the job within the cultural environment of your agency. With a clear understanding of what they can expect, job seekers are then better prepared to make an informed decision on whether the position would be a good fit.
Marketing Materials and Resources	Use brochures, flyers and handouts that describe your organization and what it is like to work there. Describe both the highlights and challenges so job seekers have a realistic view. Include a description of specific jobs in your organization and accompanying working conditions (e.g., be up front about the need for frequent travel or identify specific hazards associated with that type of work). Incorporate your EVP message and brand in all your printed and electronic resources for consistency. Develop these materials with the mindset that they may create the first (and possibly only) impression job seekers will get about the position and your organization.
Events (Job/Career Fairs, Presentations)	Use these venues as opportunities to get your message out to as many job seekers as possible in the shortest amount of time. Go prepared to answer specific questions rather than to deliver canned speeches other employers will be using. These are ideal opportunities to connect with job seekers, encouraging them to apply for positions that are currently posted on USAJOBS, and market your agency or potential future job openings.
Professional Networks	Your colleagues from other agencies and contacts within your field in the private sector are excellent resources when searching for potential applicants. Use social media sites and personal networking at events to your advantage. These resources and venues will give you an opportunity to promote your EVP and communicate your hiring needs to job seekers you are not aware of and with whom you may never have had an opportunity to interact directly.

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Job Opportunity Announcement (JOA)	The “Job Summary” and “Duties” sections of the JOA are ideal for providing a RJP. Instead of using broad descriptions that are vague and abstract – or jargon that few will understand – offer job seekers a realistic portrayal of what they can expect if hired. Provide details about the day-to-day responsibilities, special projects, the work environment, and other relevant information that offers a snapshot of what life will be like on the job. The “Benefits and Other Info” segment of the JOA is the perfect place to highlight elements of your EVP. Provide helpful clarifying statements in the corresponding section about how applicants can meet the qualifications for the job.
Employee Testimonial Video	A candid employee testimonial is one of the best ways to draw attention to your organization’s brand and encourage people to apply. Testimonials are often presented as narrative statements or direct quotes on your agency’s career website. Video testimonials are a step up. With available technology, this marketing and outreach tool can be produced with little cost and can be very effective in promoting your EVP. Your videos should be brief, aesthetically pleasing, and show employees actively engaged in interesting work activities or projects that fulfill the organization’s mission. A testimonial from an employee is likely to be more effective than a traditional message from your agency’s leadership.
Occupational (Assessment) Questionnaire	Develop job-related questions for use in the application process that measure the extent to which applicants meet the requirements for success on the job. Because applicants must be able to review the questions before they apply, this type of selection assessment allows people who think they may not meet the requirements to self-select out.
Hiring Official Interview	The purpose of the hiring official’s interview is to further evaluate eligible candidates and continue the process of advertising the organization’s EVP. By thoroughly reviewing the duties and responsibilities, describing the daily work environment, and giving candidates an opportunity to ask questions about the organization and position, hiring officials provide the candidates another chance to decide whether the job is right for them.