



WORKFORCE CHECKLIST

How to Recruit and Retain the Workforce of the Future

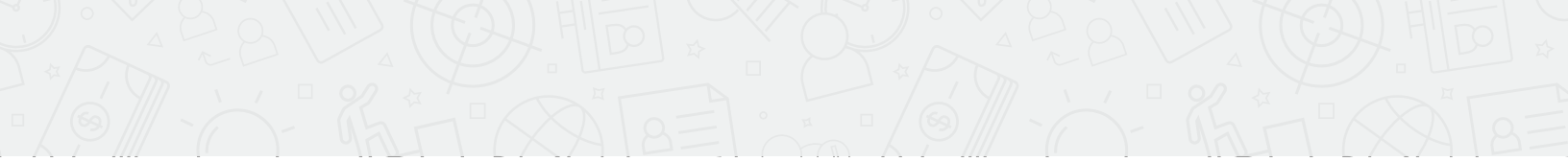
Government agencies at all levels are facing a talent shortage.

With Baby Boomers reaching retirement age and a lack of new college graduates interested in government service, many agencies find themselves unable to fill critical positions with skilled workers.

To boost recruitment and retention, government agencies must alter how they communicate with job seekers. From better public engagement to enhanced applicant communication, agencies can reimagine the hiring process to excite job seekers about the benefits of government work.

Use this checklist to enhance your agency's strategy for building the workforce of the future with modern digital solutions that can transform your entire workforce engagement structure.

- **Use branded overlays** that provide website visitors with an invitation to sign up for job-related newsletters and other hiring information.
- **Leverage text to subscribe capabilities** that allow website visitors to get text message updates.
- **Create targeted sign-ups** that provide users with the opportunity to subscribe to the specific type of job information they most want.
- **Measure your question-and-answer rate** as this can serve as an indicator of program trust.



- **Make a great first impression** and confirm subscribers with welcome messages that introduce your mission and priority programs from the first interaction.
- **Utilize a segmentation strategy** that ensures communications get tailored based on customer understanding. These type of account sign-ups serve as a powerful indicator of job consideration.
- **Explain the value of account creation and log-ins.** While that may serve as a barrier for some applicants, explain the benefit of these accounts and why you use this method.
- **Use advanced analytic tools** to identify chokepoints in the submission process.
- **Analyze who submits completed applications** to ensure their experience demonstrates the desired tenants of diversity, equity, and inclusion.
- **Send one-to-one messages** to manage expectations and provide information on next steps.
- **Provide timely and relevant information** to ensure job candidates remain engaged in the job process.

Not sure where to start? Reach out the experts at Granicus Experience Group (GXG) to get the public sector communications consultancy you need to achieve your program goals.

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