



NEOGOV
WEBINAR

The Quiet Crisis in 2023:

What Government Job
Seekers Actually Want

INTRODUCTION



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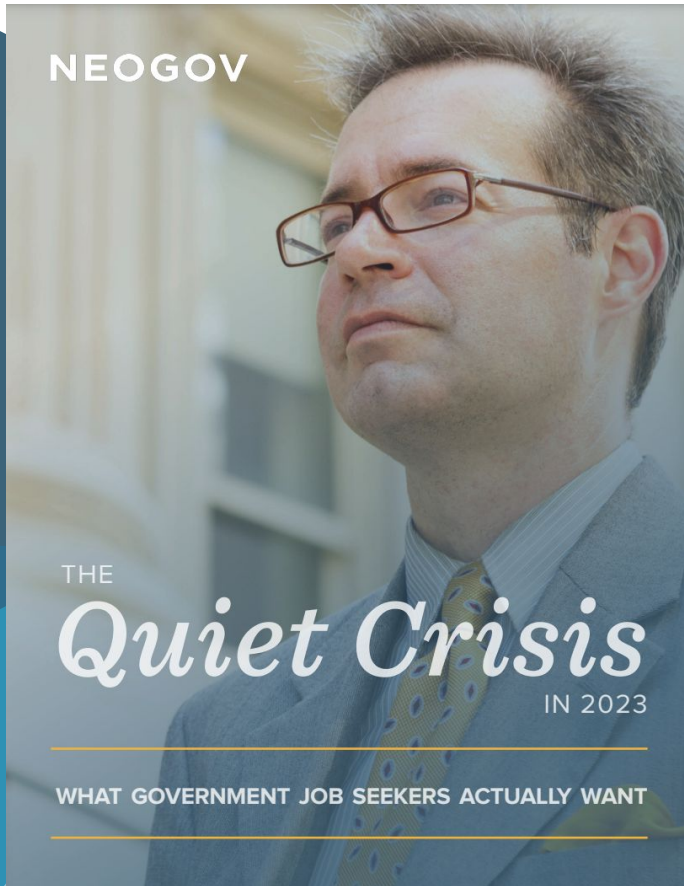
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State Chief Human Resources Officer

State of Washington



REPORT

The Quiet Crisis in 2023: What Job Seekers Actually Want

Where did the data come from?



Applicant data from **45M+** government applications within Insight, NEOGOV's applicant tracking system.



Survey data from **140** government HR leaders on the NEOGOV platform.



Survey data from **850+** government job seekers on GovernmentJobs.com.

Since 2020, there has been an average of 1.5 million hires per year

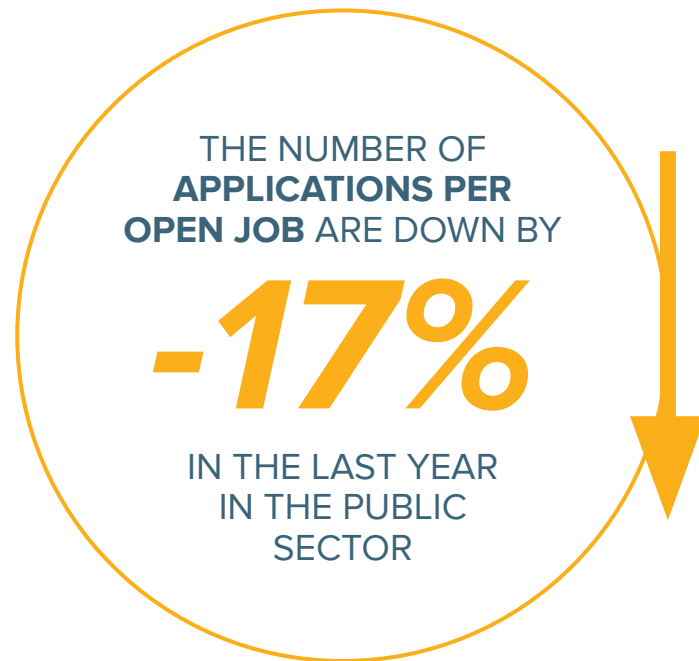
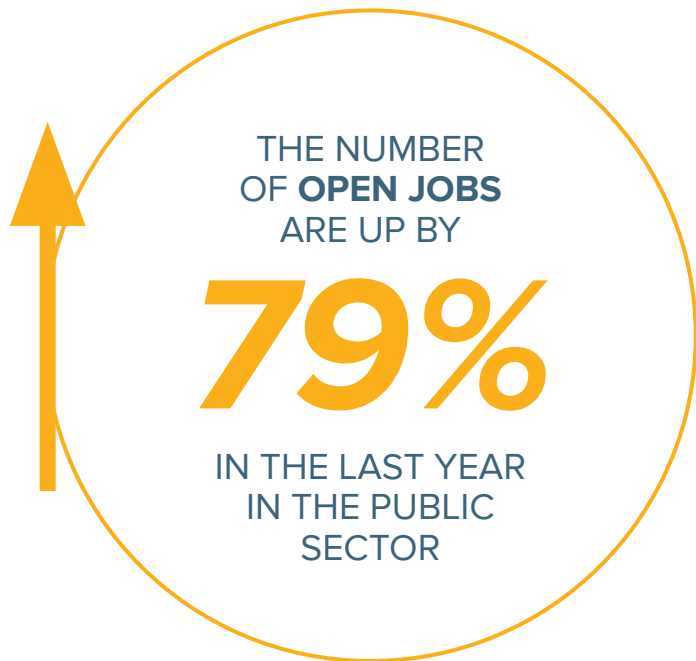
A woman with dark hair, wearing a light-colored long-sleeved shirt, is smiling and looking down at a laptop on a desk. There are papers and a pen on the desk. The background is a blurred office setting with a computer monitor and a whiteboard. The entire image has a blue overlay.

Public Sector

Hiring Trends

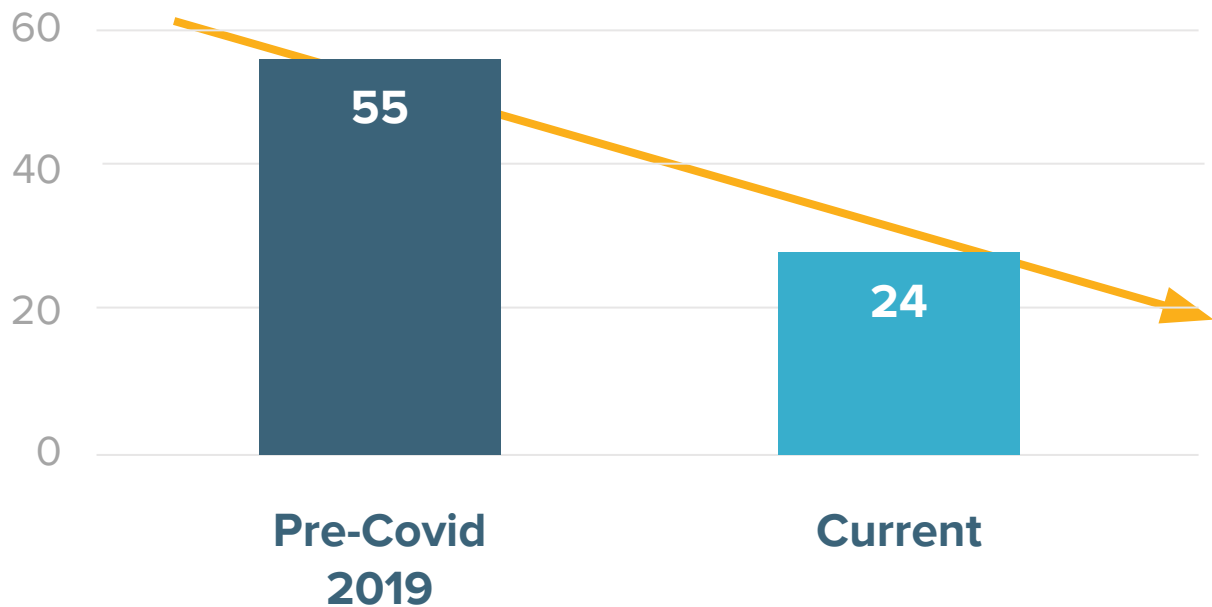
Jobs Posting & Applications

Trends in 2023



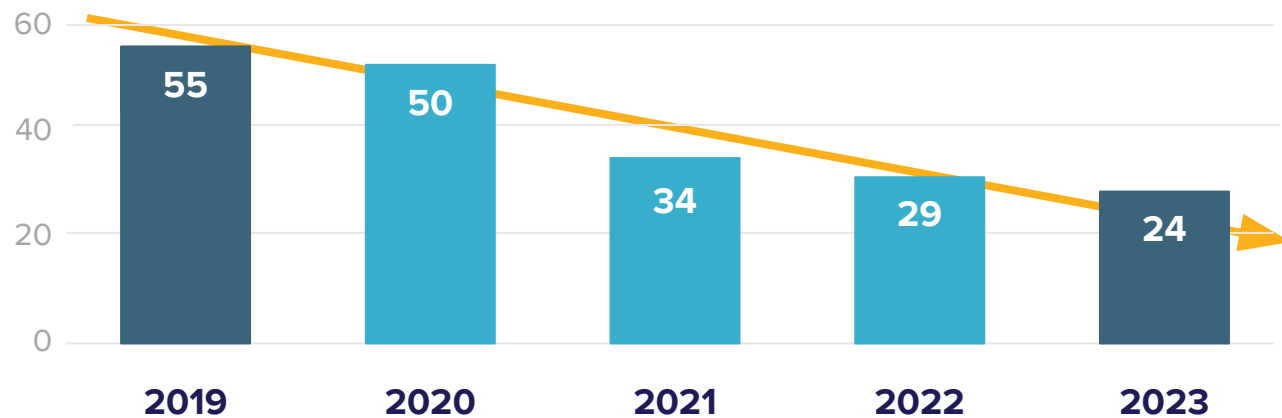
Applications Per Open Job, 2019 vs Q1 2023

Source: Applicant data from 45M+ applications in Insight



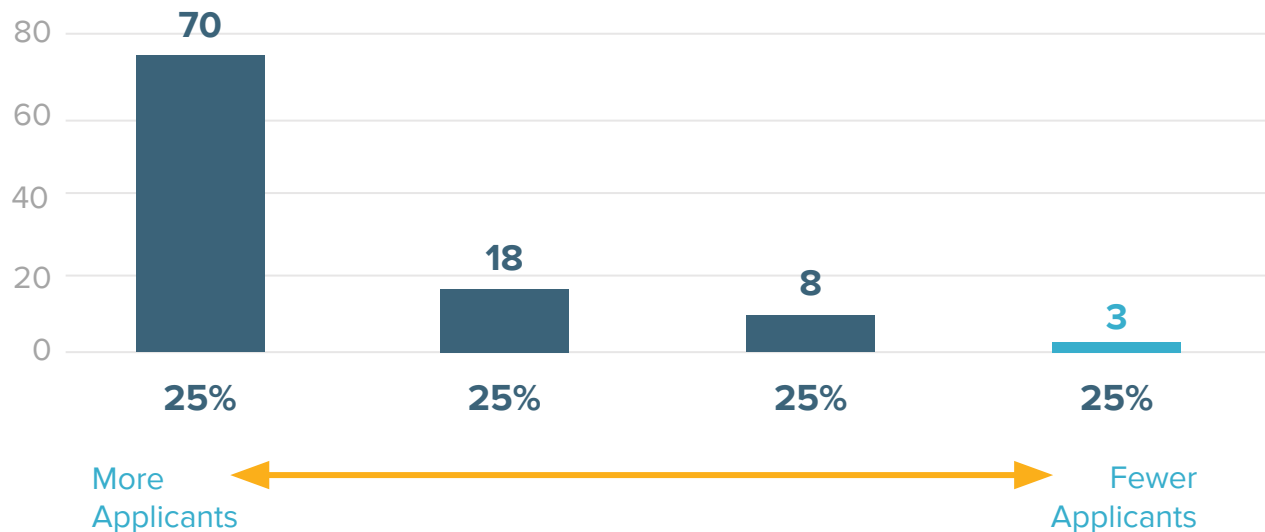
Applications Per Open Job, 2019–Q1 2023

Source: Applicant data from 45M+ applications in Insight



H1 2023 Applications Per Job by Quartile

Source: Applicant data from 45M+ applications in Insight



Recruitment Metrics

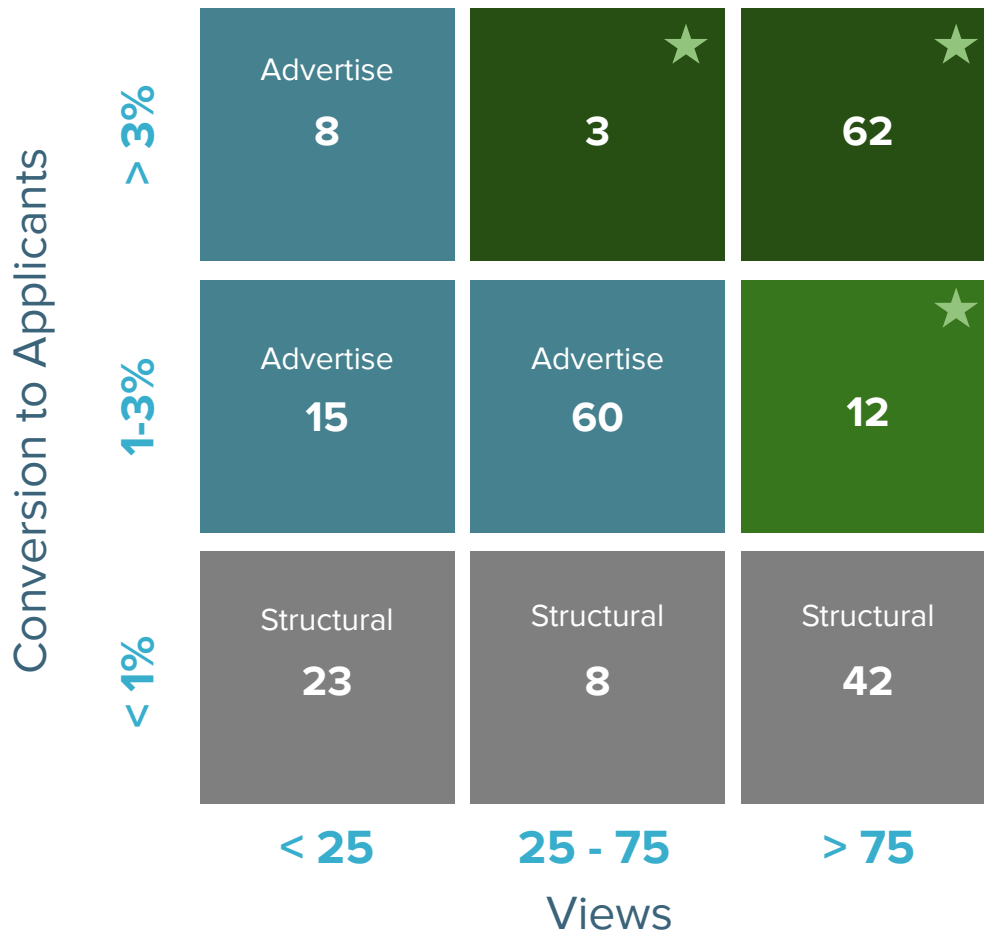
Reach

The number of “views” a posting receives.

Attractiveness

How many “conversions” - or applications - a posting receives.

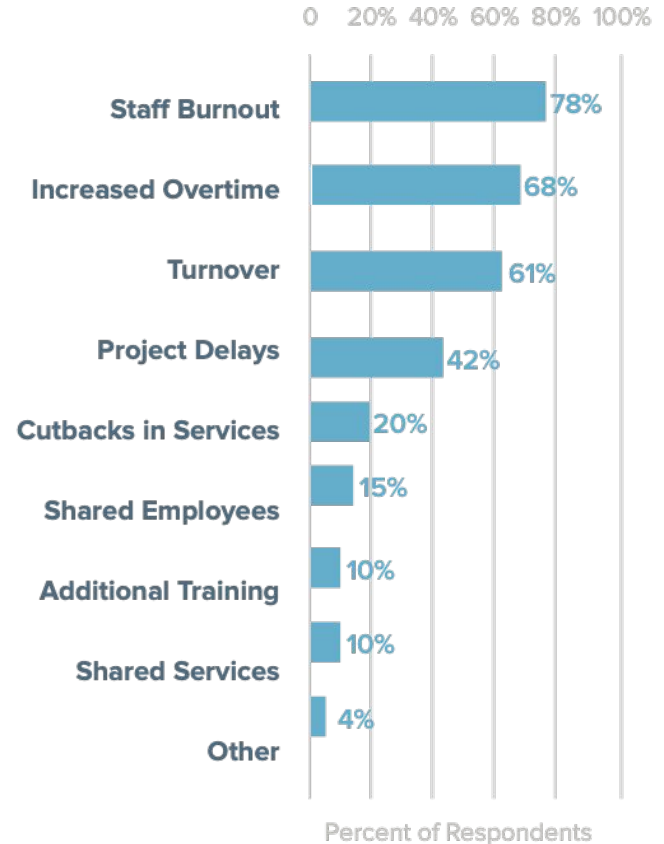
VIEWS VS CONVERSION TO APPLICANTS



Impact of Unfilled Jobs

Have recent hiring challenges resulted in any of the following?

Source: NEOGOV survey of public sector HR leaders





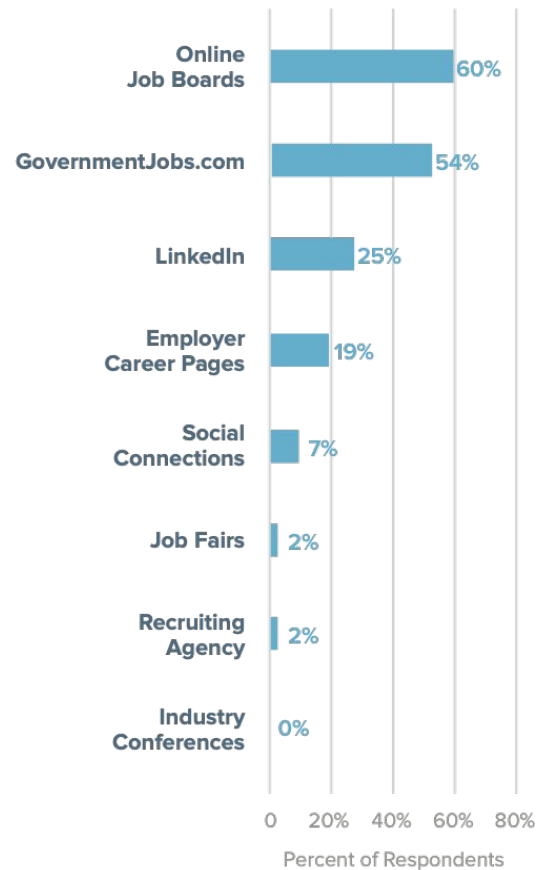
What Government Job Seekers
Actually Want



Job Sourcing

Top Job Sources for Government Job Seekers

Source: June 2023 survey of 850+ job seekers
on GovernmentJobs.com



Best Practices



Online Job Boards

Post your jobs on the best online job boards: Indeed, USAjobs, college and state job boards, GovernmentJobs.com



LinkedIn

Develop a presence on LinkedIn that highlights your work culture and shares job openings.



Career Page

Make your careers page easy to navigate and write content that excites candidates to work for your agency.



Passive Candidates

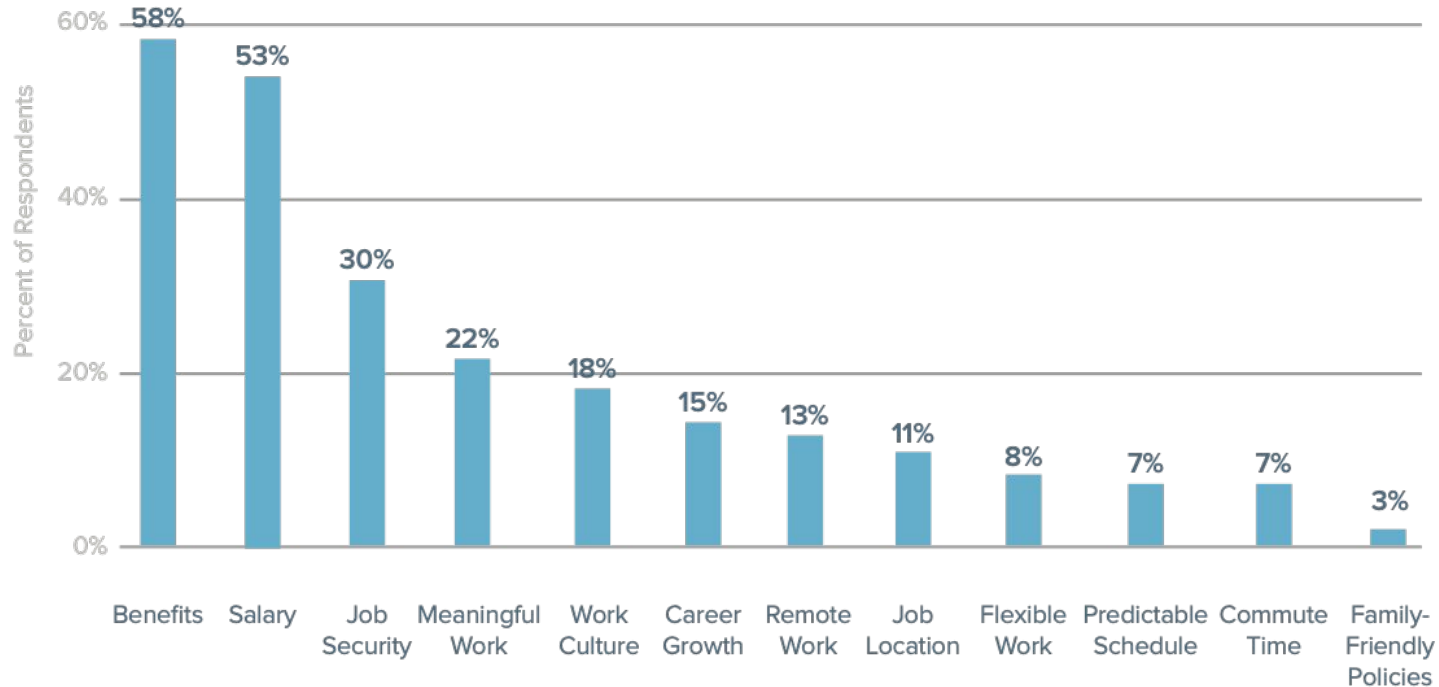
Reach out to passive candidates – those not actively searching job boards. Attract can help.



Job Appeal

Top Factors for Choosing One Job Over Another

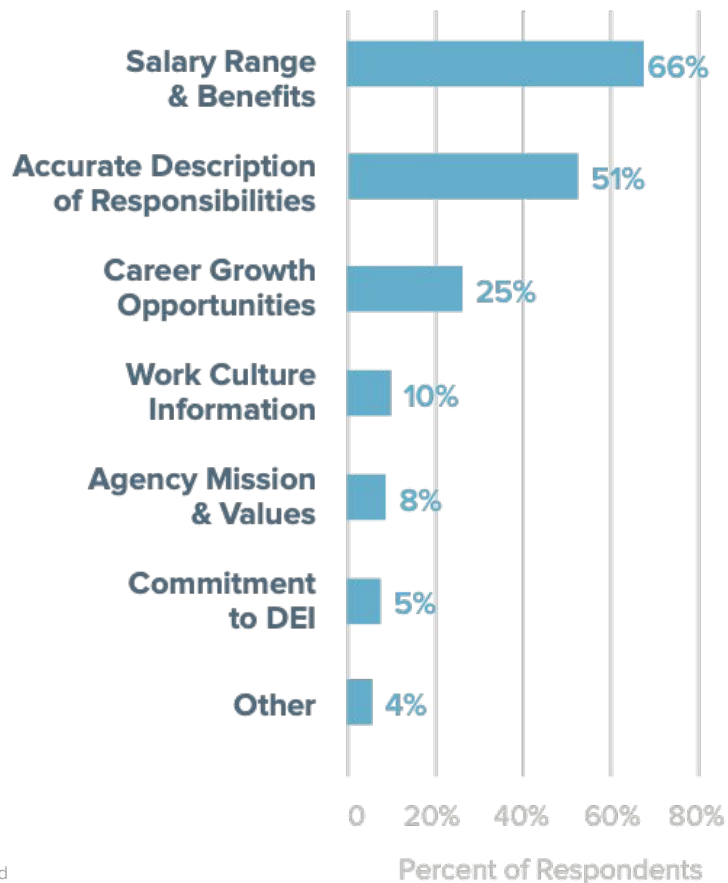
Source: June 2023 survey of 850+ job seekers on GovernmentJobs.com



Job Postings

Does this sound like your job postings?

- Too long, overly detailed, outdated
- Focused on describing the position, not appealing to the job seeker.





Best Practices

- Write job descriptions with your job seeker in mind.
- Lead with the benefits of working for your organization.
- **Include the following elements in your descriptions:**
 - Benefits
 - Job security
 - Meaningful work
 - Work-life balance
 - Career growth opportunities
 - Work culture

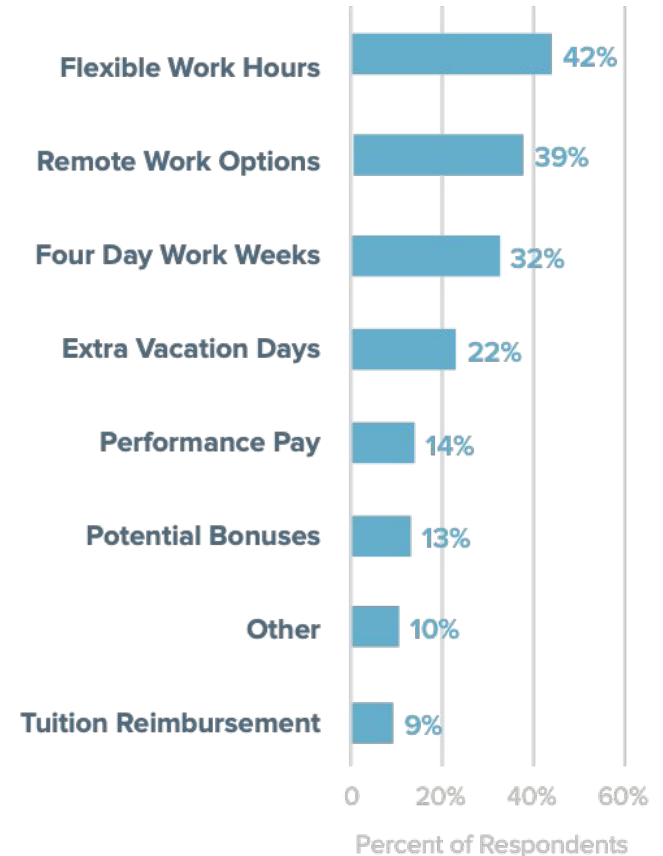


Preferred Benefits

Preferred Benefits

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

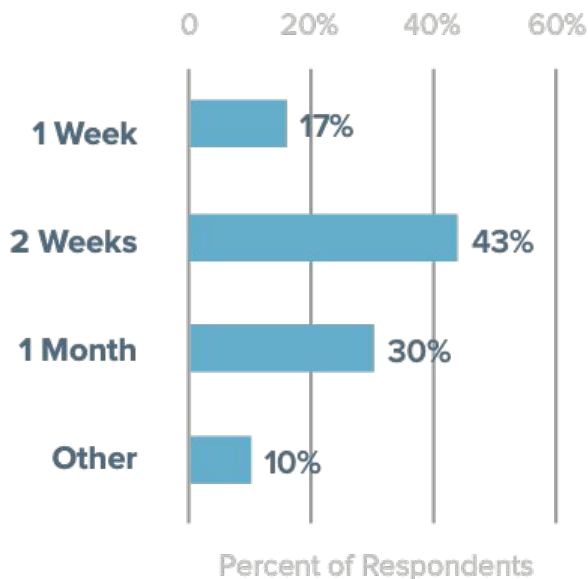
Four day work weeks have numerous benefits: like improving the health and work-life balance of staff.



Hiring Processes

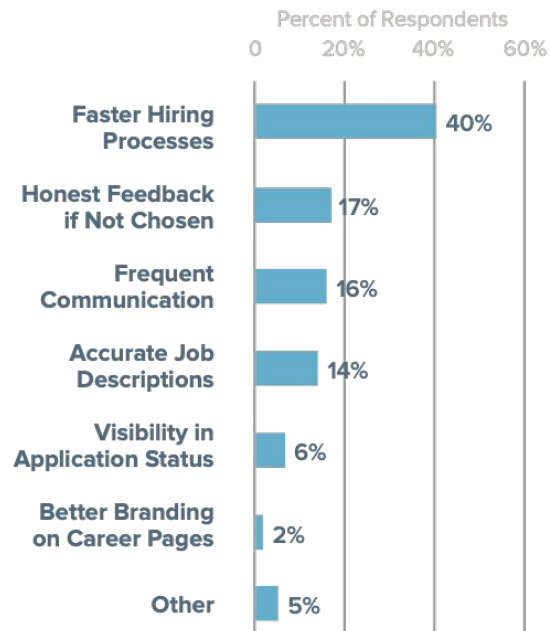
Timely Communication

Length of time job seekers are willing to wait after submitting applications.



Hiring Process

How job seekers think the public sector hiring process needs to be improved.

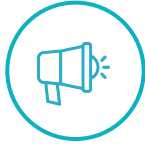


Best Practices



Timely Communicate

Respond to job seekers within 2–4 weeks after getting the application.



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

- **Job Views vs Conversion Rate**
- **Attractiveness vs Reach**
- **Advertising vs Updating the Job Posting**

... IT'S ALL IN THE DATA!

Download the Report:



[Click HERE](#) for the Wall Street Journal Article, [The Big Employer Still Adding Jobs and Boosting Pay: The Government](#)

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

