RECRUITING SOLUTIONS FOR FEDERAL AGENCIES
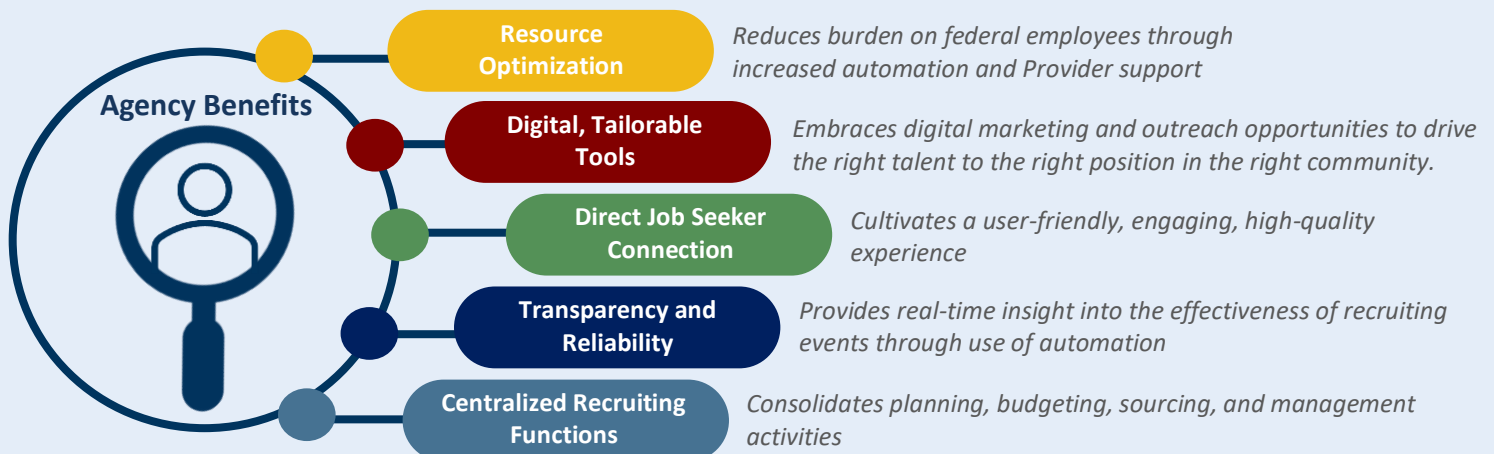
Excite, Engage, and Employ Top Talent Through Targeted Recruitment

With an increasingly competitive hiring landscape, it is more important than ever for agencies to take action to stand out as premier employers to meet recruitment objectives. Leveraging a **holistic recruitment strategy that integrates traditional recruitment activities and employer branding with leading recruitment technology improves engagement to attract and build a robust, diverse talent pipeline within targeted communities**.

To attract qualified talent in local communities, federal agencies must engage and conduct outreach to **generate interest, drive excitement, and build connections across potential job seeker pools in targeted localities before opportunities even hit job boards**. Active and passive job seekers increasingly rely on technology – from engaging across social media platforms to online communities to niche job boards to attending career fairs (virtually and in-person) – to quickly identify and pursue opportunities that are the right fit. Many elements of the recruitment process can be optimized through strategy and technology, enabling agencies to **pinpoint recruitment efforts, optimize the job seeker experience, readily establish partnerships, and more effectively highlight agencies as an employer of choice and showcase opportunities** in the communities served by the agency.

GovStrive's Recruiting Solutions enable federal organizations to **optimize their recruitment lifecycle through a data-driven comprehensive approach that connects agencies with the right talent and helps job seekers find the right opportunity.** GovStrive's experienced team of recruitment and staffing specialists, consultants, and data scientists possess the knowledge, skills, tools, and capabilities to augment and streamline recruiting processes for federal HR organizations through the following:

- *Proven capability* across critical recruiting disciplines with a focus on superior customer service
- *Skill and flexibility* to readily overcome an agency's unique needs and challenges using industry-recommended practices
- *Leading-edge technology and services* that modernize the way agencies target, prioritize, and engage with talent pools
- *Strategic goal alignment* driven by cohesive, sustainable recruitment approaches

Agency Benefits

Resource Optimization — *Reduces burden on federal employees through increased automation and Provider support*

Digital, Tailorable Tools — *Embraces digital marketing and outreach opportunities to drive the right talent to the right position in the right community.*

Direct Job Seeker Connection — *Cultivates a user-friendly, engaging, high-quality experience*

Transparency and Reliability — *Provides real-time insight into the effectiveness of recruiting events through use of automation*

Centralized Recruiting Functions — *Consolidates planning, budgeting, sourcing, and management activities*

SERVICES OFFERED

GovStrive offers several modern solutions centered around Strategic Recruitment that aim to resolve recruiting challenges underpinned by a blend of services and technology, enabling agencies to engage with targeted communities in specific geographic areas to create diverse talent pools to make the **right hire for the right position in the right community** at the right time. Our comprehensive analysis of talent pools provides agencies with data-driven insight on how their current workforce compares to benchmarks and how recruitment can be targeted to bridge any existing gaps.

Strategic Recruitment Solutions

Create cohesive, tailored, and targeted recruitment approaches to sustain long-term success and mitigate unique organizational challenges. Integrate recruitment with workforce planning, talent pool analysis results, and other initiatives to attract job seekers with certain experience, skills, characteristics, or in specific geographic areas to meet hiring needs.

Job Seeker Outreach and Engagement	Job Ad Optimization and Distribution	Recruitment Event Management	Job Seeker Management
Maximize outreach efforts through application of cohesive strategy across recruitment channels, to convert high-potential job seekers to applicants. Expertise to develop outreach and engagement collateral/material.	Optimize job ad content and digital job placement through sponsored job advertising to reach a broad pool of diverse job seekers with the ability to target local communities. Access metrics and evaluate success of recruitment ads.	Streamline coordination via cradle-to-grave event support that includes shaping the job seeker experience through thoughtful logistics management, material production, execution, as well as tracking/analytics.	Capture 'expressions of interest'. Build and organize proactive pipelines, manage relationships, and report/track job seeker data to provide a seamless recruiter experience and gain insight into satisfaction.

Programmatic recruitment uses software and data to optimize online job ads, ensuring they are viewed by the right people at the right time. A data-driven recruitment program helps capture job seekers' attention and increase application rates, creating a pipeline of applicants to meet agency hiring goals.

- *Target job seekers based on characteristics in specific geographic areas and commuting distance*
- *Optimize engagement through search and social advertising by tailoring job titles and descriptions*