

Key Strategies for Maximizing Recruitment & Retention.

For Public Sector & Government Contractors

EMPLOYER BRAND

Key to Recruit Top Talent

MORE THAN
1/2
of respondents believe their employer brand stands out among competitors

— YET —
Whether they have a strong brand...
3/4
of contractors agree
— WHILE LESS THAN —
1/2
of public sector respondents agree

Attracting Talent

USAJOBS Top Resource Among Public Sector, While Other Tools & Channels Used Significantly Less Than Contractors



75% of Public Sector Uses		
PUBLIC SECTOR	OTHER TOOLS & CHANNELS	CONTRACTOR
57%	Organization Site	74%
46%	Referrals	88%
42%	Job Boards (Monster, CareerBuilder, etc.)	80%
34%	Social Media Sites	66%
23%	Digital Advertising	46%
11%	Online Ratings/Reviews	50%

Hiring Experience Falls Short of Expectations Ratings Even Lower Among the Public Sector

74%
of total respondents rated the candidate hiring experience as

32%
of public sector respondents rated it as poor or below average

COMPARED TO
11%
of contractors



How Are You Keeping Your Key Staff? Top Strategies to Retain Talent

MORE THAN
1/2
OF RESPONDENTS LISTED:
Creating a more positive work environment
Providing flexible schedules

— HOWEVER —
Contractors implement strategies at a higher rate than public sector

STRATEGIES	CONTRACTOR	PUBLIC SECTOR
Diversity and inclusion	54%	37%
Equitable compensation for performance	52%	29%
Career navigation tools	46%	28%
Creative benefits packages	44%	11%