

Checklist for recruiting public sector employees

Strategies organizations can adopt and implement now to address the talent challenge

- Recognize that the lack of qualified talent is a global challenge.** Therefore, it is imperative to assess the total rewards structure for each position and ensure market competitiveness (salary, benefits, relocation assistance, etc.).
- Incentivize offerings to attract highly qualified applicants.** Without endangering internal equity, be open to the idea that the competition for talent may include adding atypical incentives. Consider the implications and/or benefits of offering such benefits as signing bonuses, relocation assistance, temporary housing or vacation/sick/accrued PTO on day one.
- Establish an engaging and enticing marketing, recruiting and outreach campaign.** This will help “sell” your organization’s mission, vision and values. Communicate clearly, openly and honestly with applicants and potential candidates about divergent perspectives on the position, organization and leadership opportunity.
- Highlight the growth potential for the position, where feasible.** Highlight additional opportunities for professional development and advancement.
- Emphasize the culture of your organization.** Share opportunities for community livelihood and for the candidate’s family and work-life balance.
- Utilize targeted social media or similar outlets to attract multiple generations.** Often, the best candidates are not active job seekers. However, great candidates may be willing to consider “the right” job. So it is important to design, develop and strategically deliver relevant and timely job announcements to the social media outlets potential applicants visit frequently.
- Develop a selection process that considers candidates’ background and experience in different ways.** Selection processes may include leadership-management style assessments to understand the candidates’ fit, written exercises, making presentations and meeting with multiple interview panels.
- Consider the benefits of hiring a public sector executive recruitment firm.** Take advantage of the resources, tools and expertise offered by outside firms.

About Baker Tilly’s public sector executive recruitment practice:

Our team has provided executive recruitment services to local governments, special districts, not-for-profits and school districts for more than 30 years. Baker Tilly delivers results that enhance and strengthen your organization.