

# Pilot FM hiring overview

September 2024

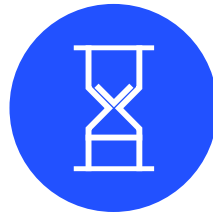
# Recruiting pilot for financial management roles at large federated government agency facing hiring challenges

A large federated government organization with thousands of FM professionals geographically distributed across the United States, with roles centering around budgeting, accounting, auditing, financial administration

Challenges include:



Competing with private sector to attract top talent



Candidates dropping out of the pipeline due to long time-to-hire timelines



Lack of candidate understanding of the type of jobs the organization offered



Increase in vacancies and drop in application volume



Inter-departmental permeability and operating in siloes

# Pilot design focused on a data-backed, candidate-driven approach to reimagining the recruiting experience

## Pilot approach

- 2-day leadership workshop to review fact base, speak with workforce industry experts, and develop ideas to pilot
- Initial pilot focused on entry-level roles testing:
  - Proactive, data-backed high-touch talent cultivation
  - Designing a unified brand and marketing materials
  - Implementing pooled talent management
- Design principles included:
  - Data-driven decision-making, e.g.:
    - » Pilot schools identified based on number of finance-related grads, proximity to vacancies, diversity, historical hiring to organization
  - Candidate-centric approach, e.g.:
    - » Benefits highlighted (e.g., grad school benefits versus spousal support)
    - » QR code to express interest
    - » Senior leaders giving presentations, junior employees conducting 1;1s

## Execution & results

- Within two months, conducted recruiting events at eight colleges / universities
- ~200 individuals expressed interest
- ~150 resumes reviewed by organization
- Time-to-offer reduced to 20% of the organization-wide average
- Connections established with Career Services, relevant student groups, departments and professors

## **Lessons learned**

- Meet candidates where they are
- Articulate a clear employee value proposition
- Tailor candidate experience
- Use data and analytics to improve efficacy
- Get creative on removing barriers
- Prepare the rest of the talent pipeline