



SELLING THE JOB

Consider reviewing the following questions together with your HR professional and implementing the answers to determine what you can offer or emphasize to engage top talent for your position:

- Priorities:** Make the recruit feel valued and understood. What are the candidate's priorities in the job he or she will accept? Demonstrate your understanding of those priorities by communicating how DoD and the job will meet those priorities.
- DoD Mission:** How can you communicate DoD's vision, culture, & mission in a way that is authentic and easily discernable? How can you connect this mission to the prospective employee's job to inspire interest and investment?
- Manager Satisfaction:** Manager quality is the top non-financial driver for switching jobs. What can you sell about yourself to entice the candidate? How can you leverage qualities they are looking for in their employer's management structure?
- Salary and Pay Structure:** What flexibilities can improve the applicant's base pay? How can you sell DoD's pay structure which includes base salary and locality pay adjustments? How does this compare to the "market rate" for your candidate?
- Performance Reward Structure:** How can you sell your work-unit or agency's performance management system? Are there recognition, time-off, suggestion/invention, volunteerism, or other awards which you can advertise to the candidate? Be straightforward with % of base pay awarded and % of employee recipients.
- Benefits Package:** How can you sell the value and flexibility of the federal government benefits package, including the Thrift Savings Plan? How can you sell the federal employees' retirement system? Are there recruitment bonuses, student loan repayment or other flexibilities which can be leveraged to motivate the candidate? Advertise annual leave policies.
- Work Schedule:** Are you in a position to offer the candidate mainly 40 hour work-weeks? Does your agency or work-unit support teleworking or flexible work schedules?
- Work Location:** What flexibilities are available to you to either provide work in the local commuting area or offer travel or other work locations, if this is what the candidate desires?
- Work Life and Leadership Opportunities:** How can you sell opportunities available to the candidate to make decisions and exercise authority? What is "team life" like within your work-unit or agency?
- Training & Development:** What flexibilities are available to you to offer training and career development opportunities for the candidate? Are there sponsored academic degree and incentive programs your work-unit or agency offers? Have you advertised the DoD and Component-specific training resources currently available?

Consider connecting with military recruiters for top talent they believe would thrive on the challenge and opportunity to work as a civilian employee supporting the DoD Warfighter.

