



Research Recap

Improving Job Announcements

Executive Order 14170 calls for agencies to reform their hiring processes to **improve the applicant experience**. Agencies can start by improving their job postings. Our research has shown that federal job announcements are often hard to understand and don't clearly explain what makes each job unique. As a result, applicants often struggle to understand the requirements and apply for roles they're not qualified for or genuinely interested in.

Follow the tips below to create job posts that attract highly qualified and motivated candidates.

1

Avoid technical terms, agency jargon, and acronyms

2

Keep agency and job descriptions accurate and up to date

3

Use technology tools to ensure plain language

4

Clearly outline key duties and responsibilities

5

Distinguish between required skills and those that can be learned on the job

6

Explain what makes someone a strong—or poor—fit for the role

7

Highlight the benefits of working for your office and agency

8

Track applicant data to see which announcements attract the best candidates

Clear, realistic job announcements help attract highly qualified, motivated applicants.