

Navigating Uncertainty, Driving Impact:

Modernizing Employer Brand & Recruitment
Marketing in the Public Sector

NASPE Recruitment Marketing Panel
May 2025

Let's welcome our presenters!



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Talent is shifting.

Government agencies are at a talent crossroads—pressured by an aging workforce, rising tech demands, and fierce private competition. Yet, a surge in state and local applications signals a growing movement: job seekers seeking purpose, impact, and the chance to shape their communities.

Current Landscape

Why is this important now?

Outdated systems and rising competition created a tipping point. Without action, public sector falls further behind.

What are the new challenges?

Today's candidates expect flexible, purpose-driven work and seamless digital hiring experiences.

To attract the next generation of public servants, agencies must rethink traditional hiring approaches and adopt modern, data-informed recruitment strategies that align with evolving workforce expectations.

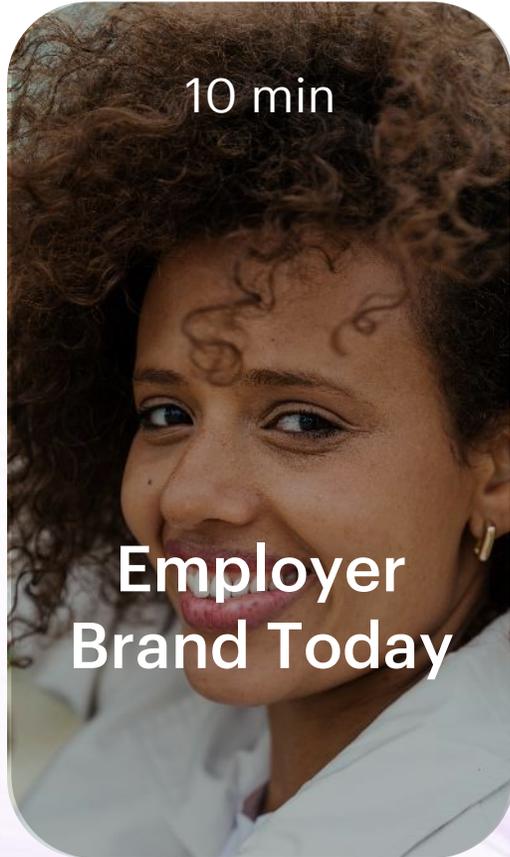
Today's Objectives



In this session, we'll consider approaches:

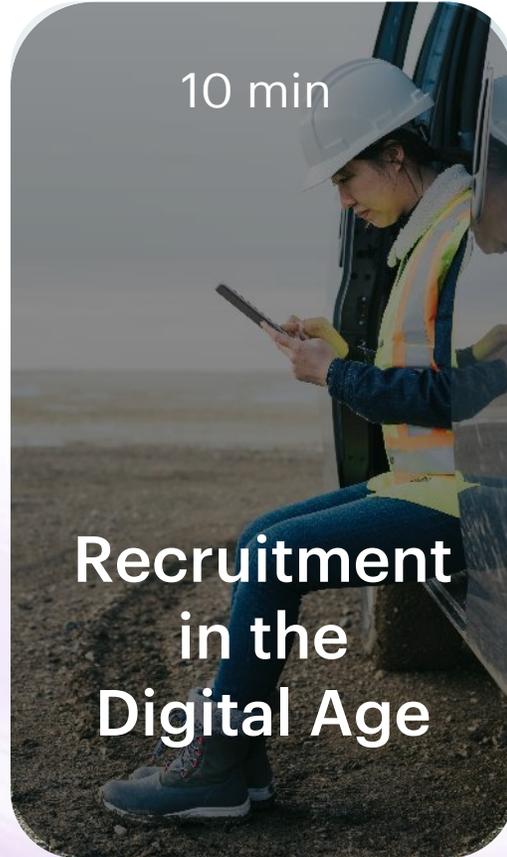
- ❑ build a resilient and compelling employer brand
- ❑ apply cutting-edge recruitment marketing strategies
- ❑ navigate political and technological shifts to attract top talent to government service

Agenda



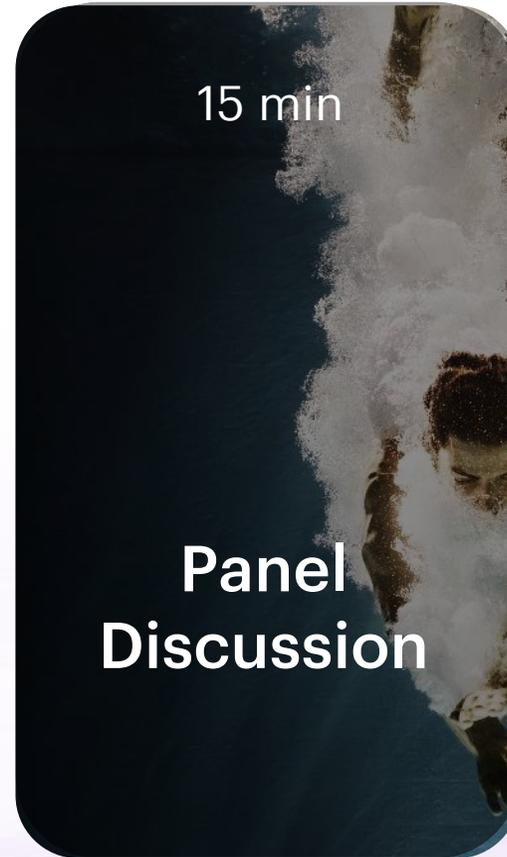
10 min

**Employer
Brand Today**



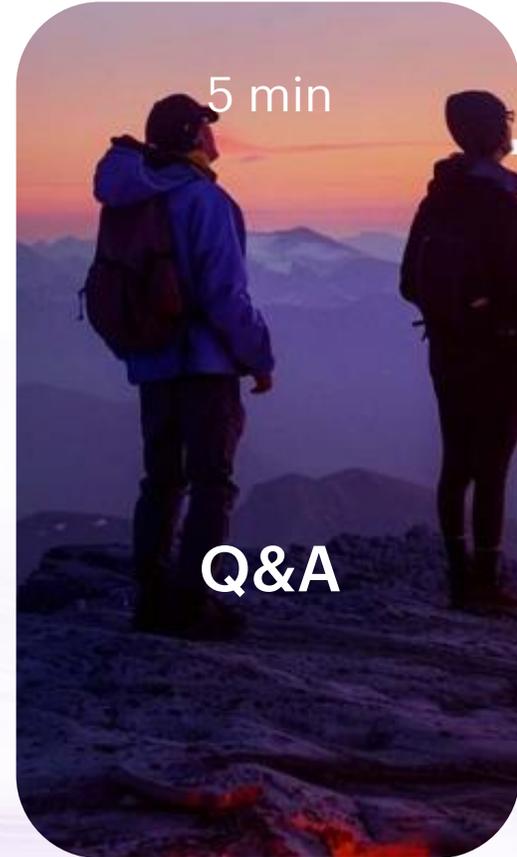
10 min

**Recruitment
in the
Digital Age**



15 min

**Panel
Discussion**

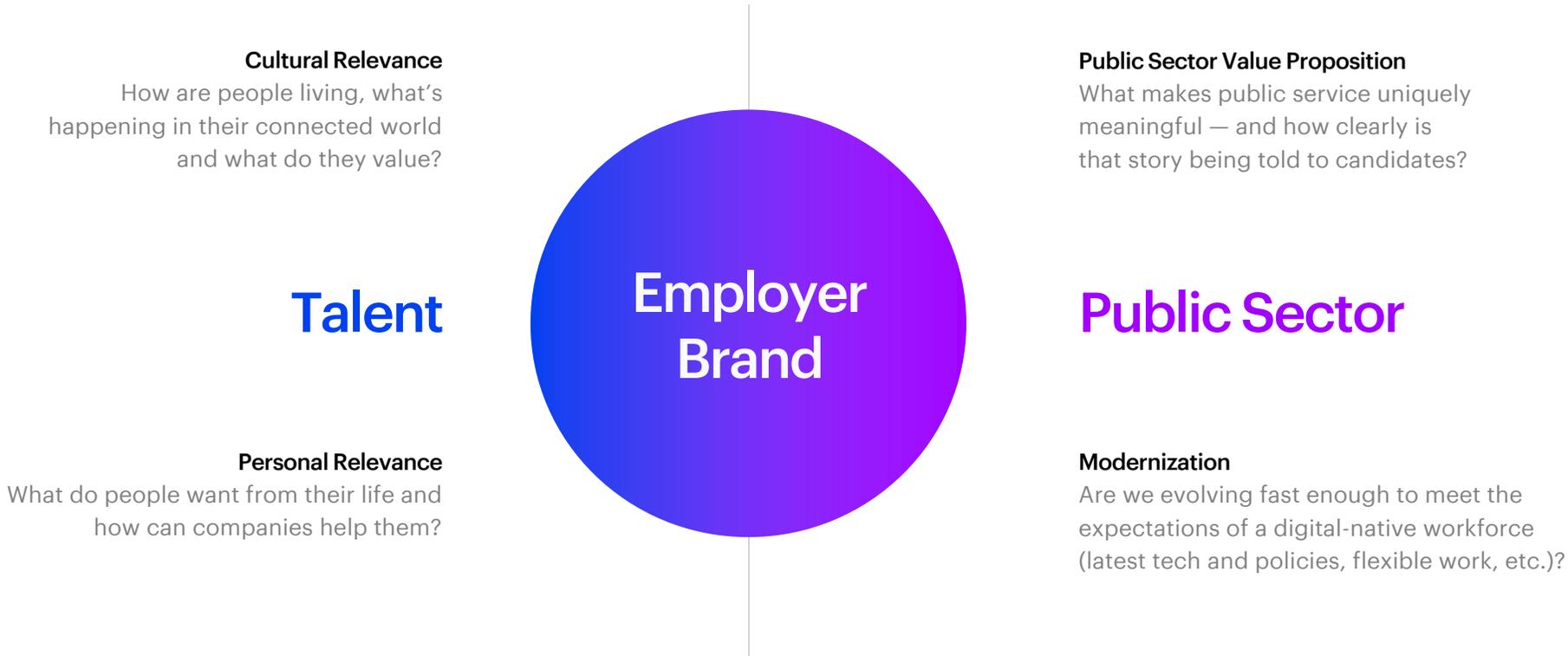


5 min

Q&A

Employer Brand Today

We believe the only way to attract top talent is by emphasizing adaptability, resilience, and a deep commitment to public service.



Talent chooses brands — even in government

Building Trust Through Uncertain Times

Perception Is Shifting

Political polarization and policy shifts are influencing how people perceive government work.

Trust is Essential

Employees seek transparency and stability — a strong employer brand helps build trust and connection.

Retention Is at Risk

Eroding trust and shifting perceptions are driving talent away. Without a compelling reason to stay, retention suffers.

Inspiring the Next Generations to Come

Purpose Over Paychecks

Gen Z and Millennials are driven by purpose, values, and the chance to make a difference.

Fierce Competition

The public sector must compete with private companies that offer modern tools and higher pay.

Modern Mission Messaging

A clear, values-driven brand shows public service can offer both impact and innovation.

Delivering Much More with Less

Budget Barriers

Budget cuts, hiring freezes, and slower processes limit recruitment efforts.

Brand as a Multiplier

A strong brand doesn't require a big budget — but it does require clarity, authenticity, and consistency.

Strategic Storytelling

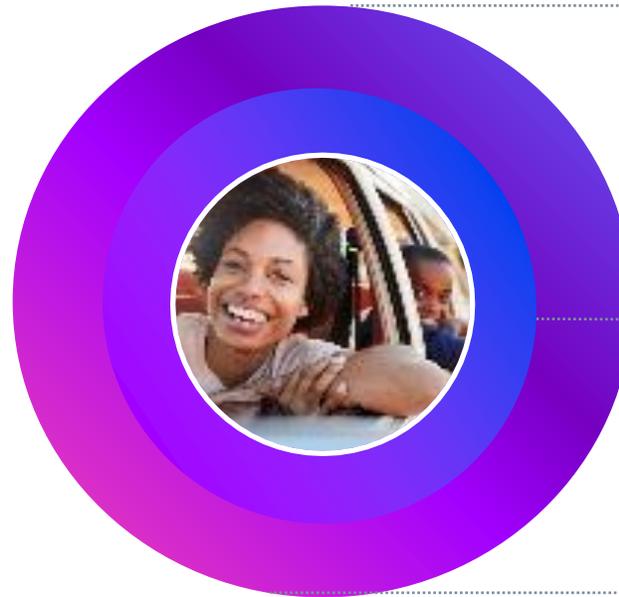
It's about telling the right story to the right people, in the right way. Understanding your talent audience is critical.

Designing EVPs for the public sector

An Employee Value Proposition (EVP) is the foundation of Employer Brand, serving as a clear **statement of what makes an employer unique**.

It personalizes and contextualizes the organization's mission, vision, values, purpose, and culture. It defines what sets the employer apart from competitors, often illustrated through the “golden circle” of what, how, and why for both internal and external audiences.

An EVP is a dynamic and evolving strategy deeply embedded in the company's DNA—it reflects what the organization truly offers employees and their actual experiences. This combination of inspiration and authenticity makes each company's EVP distinctive and specific to them.



what

The practical rewards of working at the company: compensation, benefits, workplace, the roles, technology, etc.

how

Experiential factors that set you apart from rival companies: your culture, organization, technology, etc.

why

The inner purpose of making the world more sustainable drives how an employer behaves and instills with meaning the work employees do every day

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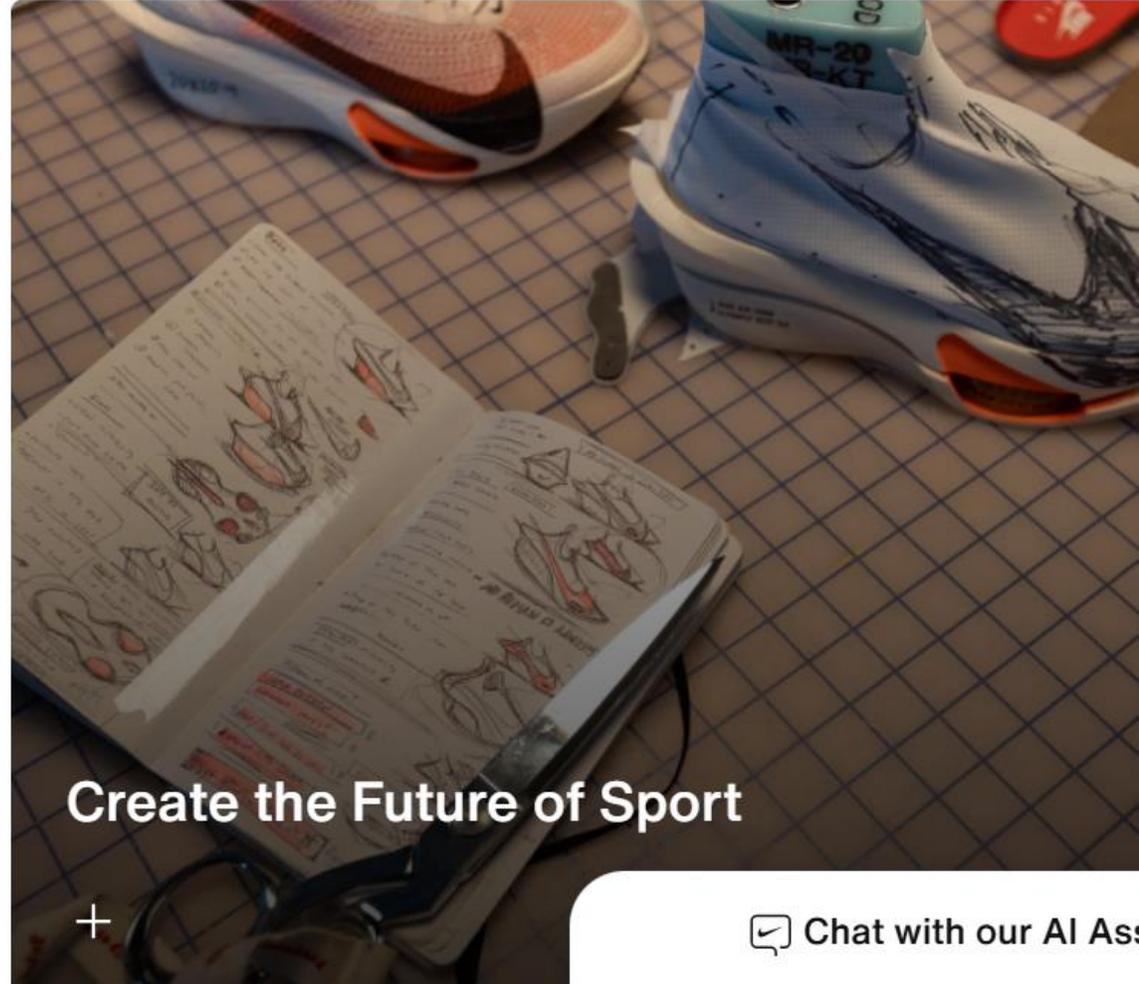


More Than Love of the Brand

WHAT MOVES US



Serve Athletes



Create the Future of Sport

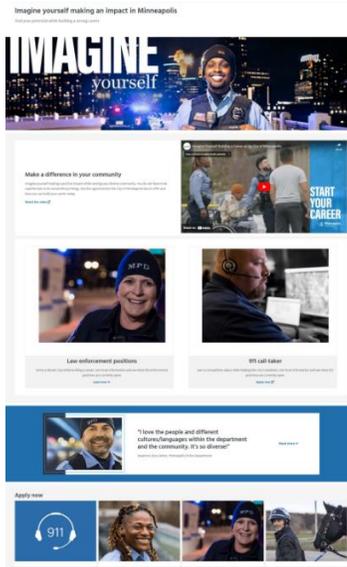


 [Chat with our AI Ass](#)

Minneapolis Police Department

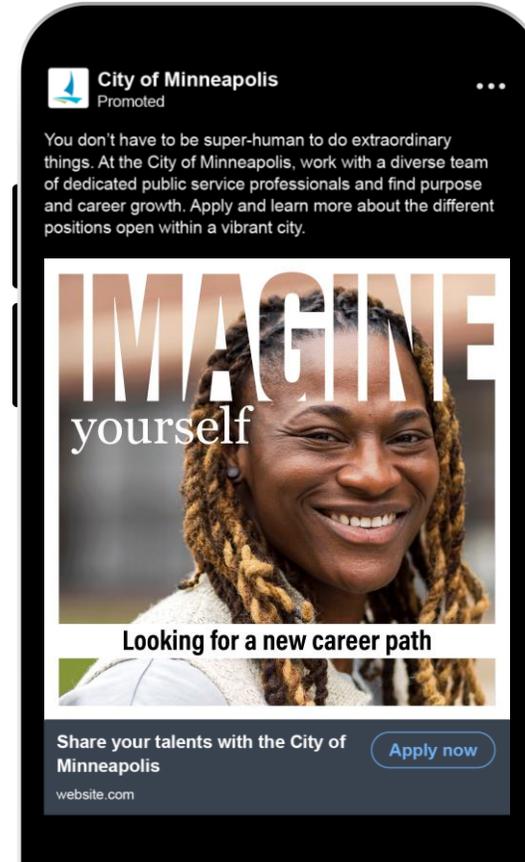


Landing Page

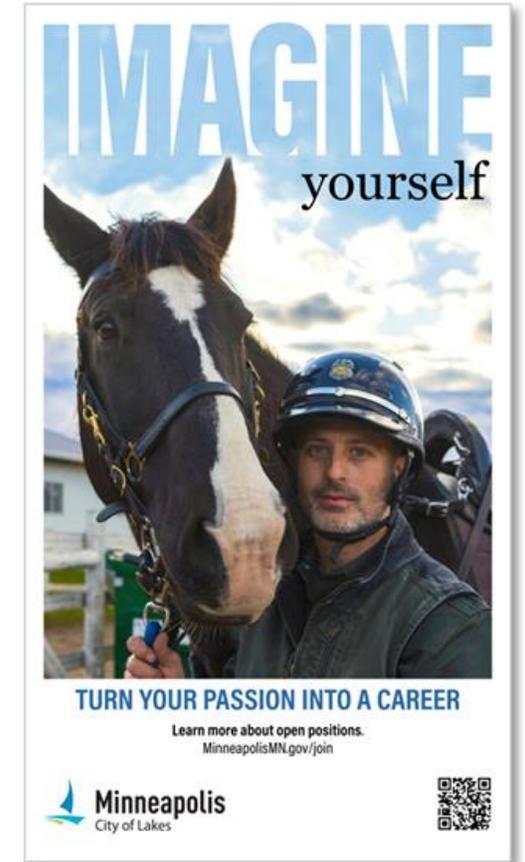


[YouTube Video Link](#)

Email



Social Media



Out of Home

133%

Increase in MPD applicants by end of 2024

8 weeks

On track to fill all open Emergency Response roles

7.6M

Recruitment Campaign regional reach

Accenture Song

Recruitment in the Digital Age



The digital-first imperative to win talent

Traditional recruitment methods—job boards, print postings, and static career pages—are no longer sufficient in today's competitive talent market. Public sector organizations are not only competing with each other but also with the private sector's fast, digitally fluent, and brand-savvy approaches.

Candidates today expect an experience that mirrors consumer brands: personalized outreach, seamless application processes, and purpose-driven messaging.

To remain competitive, government agencies must evolve from reactive hiring to proactive, strategic recruitment marketing.

3x Longer
Time-to-Hire

Public sector agencies take, on average, 130 days to fill a position, more than three times longer than the private sector's average of 36 days.

With the right tech and data, public agencies can better **compete for top talent**.

AI-powered Hiring Tools

Streamline Hiring with Automation

Automate screening to speed hiring without losing quality or fairness.

Unlock Hidden Talent Pools

Use predictive analytics to find the best-fit passive candidates.

Virtual Onboarding & Recruitment

Engage Talent Virtually

Host seamless virtual events that attract remote and hybrid top tier talent.

Digitize the Onboarding Experience

Digitize onboarding to boost engagement from day one.

Engaging CRM Systems

Personalize at Scale

Segment audiences and deliver messages that feel personal and relevant.

Build Future Talent Pipelines

Nurture future talent through consistent, tailored communication.

Data-Driven Optimization

Measure What Matters

Track campaign success across platforms to guide real-time decisions.

Optimize with Insight

Use insights to refine targeting, messaging, and budget allocation.

How to attract the next generation of public servants

Tomorrow's workforce is motivated by mission, meaning, and flexibility.

For many young professionals, public service aligns with their desire to make a difference — but the message often gets lost in outdated communication.

Understand What They Value

Today's emerging workforce wants more than a paycheck — they want purpose. Gen Z and Millennials are drawn to roles that offer impact, professional development, and inclusive environments. To compete, government agencies must emphasize flexibility, transparency, and a modern workplace culture that aligns with their expectations.

- **Purpose-driven work, inclusion, and professional growth**
- **Transparent leadership and flexible work models**
- **Tech-forward environments that feel modern and agile**

Meet Them Where They Are

These digital natives live on social platforms and expect employers to engage with them there. Agencies should shift from formal, static job ads to dynamic, story-driven content across platforms like TikTok, Instagram, LinkedIn, and YouTube. Share the real impact of public service and connect through content that feels relevant and immediate.

- **Use platforms like Instagram, TikTok, LinkedIn, and YouTube**
- **Highlight stories of impact through short-form video and employee spotlights**
- **Communicate not just the job — but the mission and outcome**

Focus on Authenticity

Younger candidates are quick to spot inauthentic messaging. What resonates is seeing real employees, hearing unfiltered stories, and understanding the culture behind the job. Agencies that consistently show up with human-centered, honest content will build stronger trust and a more credible brand.

- **Show real employees, not just polished messages**
- **Let your agency's culture and values speak through its people**
- **Consistency across your channels builds trust and credibility**

Path Forward

Modern recruitment marketing isn't about doing more — **it's about doing things differently.**

Here's the shift

Old Model

- One-size-fits-all job postings
- Minimal employer branding
- Delayed hiring cycles

New Model

- Digital-first, multi-channel campaigns
- Strong, authentic EVPs
- Technology-powered, candidate-centric experiences
- Messaging aligned with purpose, impact, and innovation

The battle for talent isn't won by tradition — **it's won by transformation.** To build the future of public service, government agencies must lead with purpose, brand, and bold digital strategy. Those who adapt will not only attract the next generation — they'll inspire them to stay and serve.

Thank you!