CX Candidate Guide

You realize you need to staff CX and CX-related roles, but how do you plan a hiring process focused on these specialized skills, and particularly how do you interview and assess candidates for their ability to deliver on the specialized qualifications outlined in the position description? Below you will find an overview of options and resources specifically geared towards finding qualified candidates.

Recruiting for CX	Description	POC/Links
Tech to Gov	The Tech to Gov Working Group is an ecosystem of talent reshaping the way the Federal government recruits, hires, and retains technologists and cyber talent, envisioning a future where technologists are drawn to the government, motivated by the opportunity to apply their expertise and shape impactful solutions, and can easily navigate the Federal hiring process to enter and build their careers in public service.	TechToGov@opm.gov
Tech Talent Project	The Tech Talent Project is nonpartisan, nonprofit project dedicated to increasing the ability of the U.S. government to recruit modern technical leaders in order to achieve critical economic, policy, and human outcomes. It was founded in 2017 by former technology leaders from the Obama and Trump White Houses. Tech Talent Project launches several recruitment events throughout the year and can help you identify private-sector talent to recruit and attract to your vacancies.	Home - Tech Talent Project angie@techtalentproject.org
Candidate Experience	How you treat candidates throughout their candidate journey which includes hiring process impacts their perception of your organization as an employer brand. Your hiring process should holistically focus on your applicants and their needs. Here are some examples of things you can do to deliver better CX for your candidates: A user-friendly application process that is not overly burdensome or time consuming. Clear, understandable job announcements and application instructions. Timely, pleasant, and informed responses to candidate questions. Regular updates on the status of their applications. A timely decision-making process.	
SMEQA and skills-based assessments	This process is recommended for GS 12+ technical positions (not limited to IT) with at least five vacancies for the same role. During a typical competitive examining process, HR specialists review resumes and questionnaires to determine if applicants are minimally qualified for a role. This process often yields certificates without qualified applicants to select from. SMEQA is an assessment alternative, where SMEs partner with HR to create and conduct interview assessments prior to	Subject Matter Expert Qualification Assessments (usds.gov)

| | deeming an applicant qualified and prior to applying veterans' preference.

This alternative process to using the traditional resume review and assessment process through the use of SMEs, provides hiring managers the ability to hire highly qualified talent.

SMEQA key principles include:

A clean, simple USAJOBS announcement that is more narrowly tailored to the job requirements, similar to private sector standards.
The ability to limit the number of resume pages that SMEs will review, removing the common practice of submitting long, overly comprehensive resumes.
Structured SME assessment interviews replace the self-reported, and often over-inflated, applicant occupational questionnaire allowing experts in the role to mark unqualified any applicant who doesn't meet the required technical qualifications.
The assessment strategy enforces a passing score on SME interviews before determining qualification. At that point, veterans' preference and category rating rules apply.

SMEQA generally follows five phases

Job Analysis Workshop to develop the job qualifications and assessments. HR, SMEs, and hiring manager identify and define the required competencies and proficiency levels for the position. The team writes two sets of structured interview questions to be used later in the assessment process.
Job Announcement that uses the results of the job analysis workshop to bridge a standard position description into a job announcement that is an accurate and compelling representation of the position. To reach potential applicants who may not visit USAJOBS, consider posting on other applicable job boards and/or launching social media campaign to direct applicants to the vacancy.
SMEs Review Resumes after HR specialists remove applicants who did not include a resume or are ineligible due to citizenship requirements. 2 SMEs independently review each remaining resume to determine if they move forward to assessments.
Assessments: SMEs conduct up to two rounds of assessments (eg. phone interviews, review of written exam or work simulation) to assess remaining applicants against the required competencies and proficiencies, with a single SME conducting each assessment. Applicants who meet the minimum qualifications move | |

	on to a second assessment with a different SME. Applicants who receive an overall passing score after two assessments are considered minimally qualified. **Issuing a Certificate**: When SMEs complete the minimum qualification assessments, HR specialists can adjudicate veterans' preference and assign categories based on whether the applicant met or exceeded the requirements during the assessments. After hiring managers receive a hiring certificate, they can either conduct additional interviews or make selections based on transcripts from phone assessment interviews or other assessment information.	
Competitive Service Act (CSA), shared certificates, and pooled hiring	The **CSA** allows an agency or department to share a competitive certificate issued under delegated examining procedures with one or more other departments or agencies to make a selection for a position that is in the same job series, grade level (or equivalent), full performance level, and duty location during a 240-day period beginning on the date the certificate of eligibles was first issued. These multi-agency bulk hiring strategies emphasize streamlining efforts and offer a better candidate experience where candidates applying for one vacancy can be considered for multiple agencies. In general this process helps shift the federal government hiring process from one-at-a-time job announcements to multiple people getting hired off a single vacancy announcement. DHS has a shared certificate policy which allows sharing certificate of eligibles by following certain procedures and requirements, and is recommended when multiple vacancies of the same role exist. The job announcement must notify candidates that their information may be shared and requires candidates opt-in during the application process.	
Storytelling	COMING SOON	