



OPM Recruitment and Outreach Resources for Agencies

The Office of Personnel Management (OPM) offers a full range of resources to support agency hiring activities, including those related to the Bipartisan Infrastructure Law (BIL). Many services are at no cost to agencies. Some are offered on a fee-for-service basis via an Interagency Agreement.

Technical Consulting and Outreach Services

OPM provides a variety of consulting and outreach services to help agencies achieve their recruiting, hiring, and diversity goals. The below services are offered at no cost to agencies.

Recruiting, Hiring, and Diversity Outreach Support

- Technical assistance, including one-on-one agency consultation upon request and group briefings on recruitment/outreach-related topics.
- Technical assistance around agency DEIA Strategic Plans and helping to tailor plans for recruiting and retention activities. ([Contact ODEIA@opm.gov](mailto:ODEIA@opm.gov))
- Consulting assistance for leveraging data (including Applicant Flow Data) to inform recruitment strategies.
- Presentations on recruiting and hiring topics (e.g., "Recruiting Talks" series) for agencies.
- Virtual and in-person sessions for general audiences on a variety of Federal employment topics, such as using USAJOBS to find and apply for jobs, writing effective resumes, and preparing for job interviews.
- Recruiting and hiring support for Federal agencies in field locations through ongoing partnerships with Federal Executive Boards.
- Engagement activities and partnerships with academic institutions, including minority-serving institutions (e.g., Historically Black Colleges and Universities, Hispanic Serving Institutions, and Asian American Pacific Islanders), to enable recruiting and outreach activities with colleges and universities.
- Sponsor-level partnerships with national organizations to promote public service careers and source candidates for available job opportunities (**fee for service*).
- Communication materials (print and digital) on Federal employment topics, including toolkits and guides for job seekers, recruiters, and agency stakeholders.
- Responding to the public's employment inquiries via OPM's Outreach@opm.gov mailbox.
- Ongoing partnerships with Congressional staff, including technical consultation and engagement via information sessions and briefings, job fairs, and networking events.

Contact: Recruitment@opm.gov

Pathways Program Support

- Technical assistance for Pathways Program Coordinators and students, including reviewing and administering Pathways Program Memorandums of Understanding for students and recent graduates.

Contact: Pathways@opm.gov



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USAJOBS Resources

USAJOBS offers streamlined and customizable recruiting capabilities for agencies that promote a positive applicant experience.

USAJOBS Agency Talent Portal: A one-stop-shop for recruiting and outreach activities

- Use the Resume Mining feature to search for resumes and invite applicants to apply.
- Create a Hiring Campaign linked to specific job opportunities.
- Advertise career fairs, information sessions, and hiring events on the Events section of the USAJOBS website.

“Tagging” job announcements on USAJOBS: Help job seekers find your BIL positions

- Agencies can tag jobs associated with the BIL within their Talent Acquisition System. These jobs appear on a USAJOBS filtered search page and are also linked to an Infrastructure banner on the landing page.

Exclusive job postings: Recommended for Schedule A positions supporting the BIL

- Exclusive job postings are stored in USAJOBS but do not appear in USAJOBS searches. Agencies receive a unique URL to share with your targeted talent pool.
- Applicants can apply via your agency’s Talent Acquisition System and track the status of their application within USAJOBS.
- Agencies can access BIL and applicant flow data to gain insights into hiring trends and meet reporting requirements.

Videos in job announcements: Attract applicants and communicate your mission

- USAJOBS enables agencies to embed multiple sources for videos. (YouTube is most frequently used.) Job seekers can view the video without leaving the job announcement.

USAJOBS social media: Leverage USAJOBS’ Twitter and LinkedIn presence

- USAJOBS can highlight hard-to-fill positions and hiring events on social media.

Agency branded career sites: Showcase your agency’s employment brand

- USAJOBS offers multiple options for creating agency-specific, branded career sites on the USAJOBS platform – from a simple branded search page (no charge) to enhanced single and multi-agency career sites (**fee for service*).

Contact: Megan Arens (Megan.Arens@opm.gov), Customer Experience Manager



Fee-for-Service Talent Acquisition and Recruitment and Branding Support

OPM facilitates cross-government job announcements, enabling agencies to participate in shared job announcements and leverage OPM's recruiting resources. Additionally, OPM's Human Resources Solutions (HRS) offers strategic staffing services via our cadre of HR consultants and comprehensive recruitment and branding services from experienced private industry vendors via a simple Interagency Agreement. OPM HRS may enlist its preferred expert marketing and communication vendor partner to support agency requirements.

Multi-agency recruiting and hiring activities

- OPM develops, posts, and markets cross-government job opportunity announcements (e.g., Grants Management and HR Specialist positions).
- Includes marketing via social media, targeted sources (e.g., Handshake, SHRM) and diversity groups and job boards (e.g., HBCUs, Professional Diversity Network).

Strategic staffing services

- OPM HRS helps agencies design and implement effective recruitment strategies and customized recruitment plans, host virtual career fairs, and deliver training workshops for recruiters.

Recruitment and branding services

- **Strategy**, including conducting internal and external qualitative and quantitative research to inform recruitment strategies and conceptualizing and implementing agency-wide or position-specific recruitment strategies.
- **Branding and creative content development**, including designing or updating your employment brand and developing branding campaigns and multimedia marketing materials.
- **Events**, such as planning and managing in-person and virtual job fairs, hiring events, and trade show exhibits and designing and producing booths and other event assets.
- **Technology**, including developing and maintaining employer websites and monitoring recruitment program efforts and return on investment metrics.
- **Advertising**, including placing measurable digital and traditional recruitment advertising to drive interest and applications by qualified candidates.

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