



ClearanceJobs: Advanced


Connect 2023 / Regency Ballroom





Ben Brown • 3rd+

ISSO, COO | CEH | Sec+

2d • 

[+ Follow](#) [...](#)

Logging into [ClearanceJobs](#) when you aren't actively job hunting is like forgetting you have catnip in every pocket and then wondering why all of the neighborhood cats are following you.



1



Like



Comment



Repost



Send

Cleared Recruiting - The Most Difficult Year



Low Candidate Supply

- ✓ About 5 million DOD cleared professionals
- ✓ Only 2.2 million with an active clearance; 300k less than in 2021
- ✓ Most cleared people have a "current" clearance



High Demand for Talent

- ✓ 53% of cleared candidates are likely to very likely to change jobs in next year
- ✓ Record DoD budgets fueling demand
- ✓ Tightest talent market for cleared people - ever



Lengthy Clearance Processing Times

- ✓ More than 130 days to obtain a Top Secret clearance for new candidate
- ✓ Average of 102 days for a Secret clearance
- ✓ Lawmakers calling for smaller cleared workforce



Most Candidates are Passive

- ✓ 92% of cleared candidates are already employed
- ✓ They are open to new opportunities, however
- ✓ Employers must become experts at engaging passive talent

PASSIVE CANDIDATE SIGNALS

It's critical to know when a passive candidate shows interest so you can pounce



Follows your company



Views your profile



Likes your content



Connects with you



Shows interest in a job



Joins a Group



Joins a chat



Logs into ClearanceJobs



JOB APPS: A HARD TRUTH

A mismatch for passive candidates

Let's get real - until now, job postings sole call-to-action for candidates has been "Apply Now."

Unfortunately, active job seekers with clearance are scarce, which means fewer applicants. If 92% of cleared talent is already employed, it's understood that begging them to spend time filling out forms on your ATS just isn't a smart recruiting strategy.

The research is clear: Expressed Interest is the right solution at the right time.



*"The candidate drop-off rate for people who click 'Apply' but never complete an application is a whopping **92 percent**."*

*"**75 percent** of candidates prefer a one-click job application over a lengthy one."*



*"An average of **51 clicks** are required to get through a typical online job application."*



EXPRESSED INTEREST

Powerful one-click hand raise built for passive candidates



Candidates Easily Show Interest in Your Jobs

One simple click - no forms to fill out, no logins to create



Recruiters Review Interested Candidates

View interested candidates; filter and save a search for daily hotlists



Recruiters Engage Candidates in Bulk or Individually

Quick and easy to connect, message, or tag/pipeline interested candidates



Recruiters Set Automation for Alerts and More

Workflow automation alerts and engages when valuable candidates are interested



Cisco Network Administrator

BlueHalo

APPLY NOW

I'M INTERESTED 

SAVE JOB

...

 Feb 25 Top Secret/SCI Unspecified Full Scope Polygraph IT - Hardware Columbia, MD (ON-SITE/OFFICE)**Overview**

Being on the BlueHalo team means working alongside the brightest minds in technology on the toughest challenges facing our nation - not just every once in a while, but every single day. Together, we are leading the transformation of modern warfare and each BlueHalo employee plays a key role. That's why our investment in you goes beyond a rewarding salary and benefits package. We're committed to providing our people with the best opportunities to develop their skills, share their knowledge, and push their innovative ideas to the cutting-edge. Having fun doing it with a team that feels like family all across BlueHalo Nation is the ultimate perk. From Space and Directed Energy to Cyber and Intelligence to C4ISR and Air & Missile Defense, there is no limit to where you can take your career with us. Are you ready to launch a career at BlueHalo?

A new Expressed Interest button is visible to candidates on all your job postings

**CANDIDATE VIEW**

Candidates can
review a list of all
jobs they're
interested in

Expressed Interest

JOB TITLE	EMPLOYER	DATE	STATUS
IT Specialist (INFOSEC)	CISA	Feb 7, 2023	Expressed Interest (Job Active)
Senior Network Engineer	Defense Solutions, Inc.	Feb 7, 2023	Expressed Interest (Job Active)
Network Architect	Raytheon	Feb 5, 2023	Expressed Interest (Job Inactive)
Information Security Engineer	ProLogics	Feb 4, 2023	Expressed Interest (Job Active)
Senior Cybersecurity Analyst	Defense Solutions, Inc.	Jan 30, 2023	Expressed Interest (Job Active)
Cybersecurity Engineer (Senior)	MET Engineering, LLC	Jan 15, 2023	Expressed Interest (Job Inactive)



CANDIDATE VIEW

IntelliSearch™

Boolean

Saved Searches

Last Search

Candidate Search

IntelliSearch™

! OFCCP Details

[Show OFCCP Details](#)

Audience Selection

- ☒ All candidates
☐ Network Connections

- ☐ Follow my employer
☐ Viewed my profile

- ☐ Currently online
☒ Expressed Interest NEW

GROUP MEMBER

Choose groups ▾

EXCLUDE CANDIDATES

Choose excludes ▾

Candidate Tags

WITH ANY OF THESE TAGS

Choose tags ▾

WITH ALL OF THESE TAGS

Choose tags ▾

WITHOUT ANY OF THESE TAGS

Choose tags ▾

Details

Recruiters can quickly find interested candidates with a new Audience Selection checkbox



EMPLOYER VIEW

 Search by keywords or booleans (e.g. "security guard", "denver and virginia")

SEARCH



 Save search

 Edit results








































Expressed Interest ✕

Viewing 1 - 20 of 645

All Candidates

Show: 20 per page ▾

Sort by: Date (Des) ▾

	<div>Piotr Ozdzynski </div> <div>Sr. Principal Systems Engineer • Vienna, VA</div>	<div></div> <div>CONNECT  </div>
<div> Feb 23, 2023</div> <div> TS/SCI</div> <div> 10+ yrs exp</div> <div> No - Not open to relo</div> <div> \$250,000</div>		
	<div>EJ Cauley </div> <div>Senior Software Engineer • San Diego, CA</div>	<div></div> <div>CONNECTED  </div>
<div> NEED TO CALL</div> <div> NEW CISSP ARMY CONTRACT</div>		
<div> Today</div> <div> Confidential</div> <div> 10+ yrs exp</div> <div> Yes - Open to relo</div>		
	<div>Jerred Reidling </div> <div>FMLS Technician • Fostoria, OH</div>	<div></div> <div>CONNECT  </div>
<div> Feb 25, 2023</div> <div> TS/SCI</div> <div> 10+ yrs exp</div> <div> Yes - Open to relo</div>		
	<div>Lukas Hyden </div> <div>Aviation Mechanic • Corpus Christi, TX</div>	<div></div> <div>CONNECT  </div>

Interested candidates are flagged with the "hand wave" icon



EMPLOYER VIEW

Expressed Interest

Viewing 1 - 20 of 645

All Candidates



Piotr Ozdzynski

Sr. Principal Systems Engineer • Vienna, VA

Feb 23, 2023

TS/SCI

10+ yrs exp

No - Not open to relo

\$25,000



EJ Cauley

Senior Software Engineer • San Diego, CA

NEED TO CALL

NEW CISSP ARMY CONTRACT

Today

Confidential

10+ yrs exp

Yes - Open to relo



Jerred Reidling

FMLS Technician • Fostoria, OH

Feb 25, 2023

TS/SCI

10+ yrs exp

Yes - Open to relo



Lukas Hyden

Aviation Mechanic • Corpus Christi, TX

SEARCH NAME

Daily Interested Candidates

EMAIL FREQUENCY

Once a day (every day)

FOLDER

Select or create a folder

SAVE SEARCH

Get daily emails showing targeted, high value candidates that are interested in your posted jobs



Profile

Resume

Status Updates

About Sonja

PROFILE UPDATED

 Jan 31, 2023

LAST EMPLOYER VIEW

 Mar 1, 2023

CURRENT SALARY

 No current salary

DESIRED SALARY

 \$95,000

HIGHEST DEGREE

 Bachelors

HIGHEST PAY GRADE

 No highest pay grade

MILITARY BRANCH SERVED

 None

 View Sonja's resume

Notes

View Log

Connections

NEW


Expressed Interest

Vice President for Policy

Today • 3:23 PM

Software Engineer

Today • 3:23 PM

 Only you can see this

Skills Cloud

FAVORITES (0 Online)

When viewing a candidate, quickly know which jobs they're interested in and when they expressed interest



EMPLOYER VIEW

Open Jobs

Closed Jobs

Unposted Jobs

Job Posts (5 open jobs)

☐ Show only my Jobs

Sort: (ASC) Title ▾

Show: 10 per page ▾

NEW JOB POST +

TITLE	CODE	POSTED DATE/EXPIRES	TOTAL APPS	ARCHIVED	EXPRESSED INTEREST	
IT Specialist (INFOSEC) Herndon, VA		Feb 7, 2023 Expires on Mar 19, 2023	12	0	5 - 5 unread	...
Senior Service Desk Manager Tysons Corner, VA		Feb 7, 2023 Expires on Mar 19, 2023	3	0	3 - 3 unread	...
Intelligence Analyst, Signals Augusta, GA		Feb 4, 2023 Expires on Mar 16, 2023	9	3	8 - 2 unread	...
Intelligence Analyst, Signals Tampa, FL		Feb 4, 2023 Expires on Mar 16, 2023	7	7	5 - 0 unread	...
Cybersecurity Engineer Herndon, VA		Feb 1, 2023 Expires on Mar 12, 2023	0	0	0 - 0 unread	...

View total number of Expressed Interests from your jobs page, and know if you've viewed those candidates

Click to view list of interested candidates

< Back to Job List

Active

Archived

Expressed Interest

IT Specialist (INFOSEC) (5 interested candidates)

Show: 10 per page

Sort by: Date (Des)

Created Feb 7, 2023

CONNECT ALL

- Send Broadcast Message
- Create Workflow
- Tag All



Piotr Ozdzynski

Sr. Principal Systems Engineer • Vienna, VA

Feb 23, 2023

TS/SCI

10+ yrs exp

No - Not open to relo

\$250,000



EJ Cauley

Senior Software Engineer • San Diego, CA

NEED TO CALL

NEW CISSP ARMY CONTRACT

Today

Confidential

10+ yrs exp

Yes - Open to relo



Jerred Reidling

FMLS Technician • Fostoria, OH

Feb 25, 2023

TS/SCI

10+ yrs exp

Yes - Open to relo



Lukas Hyden

Aviation Mechanic • Corpus Christi, TX

View all interested candidates on a per-job basis, and take action individually or in bulk



EMPLOYER VIEW

[< Back](#)

Create New Workflow

1 Audience

2 Activity

3 Notification

2. Select a Candidate Activity

What activities performed by targeted candidates will trigger your Workflow? Select up to two activities that must both occur within a 24 hour time frame.

ACTIVITY

Expressed Interest

[ADD NEW ACTIVITY +](#)[< PREVIOUS](#)[CONTINUE >](#)

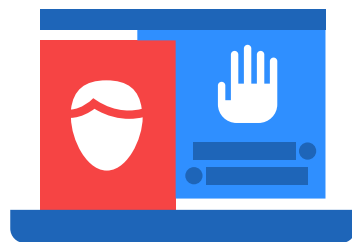
Powerful Workflow integration means ultimate flexibility and control to act when candidates express interest



EMPLOYER VIEW



ClearanceJobs
Workflow



ClearanceJobs
**Expressed
Interest**

SAMPLE USE CASES



When a candidate that **highly matches** my Senior Software Engineer job **expresses interest**, send them a **welcome message**, add them to my "Follow Up" **pipeline**, and **alert** me via SMS text.

When **any candidate** that is currently living **OCONUS** expresses interest in **any** of our open jobs in **Europe**, **connect** with them, **tag** them, and send my hiring manager an **email alert**.



When a candidate who matches my database job **expresses interest** and **follows** my company, send them our "Best Workplace Award" **video**, a **link** to our company page, and send me an **alert email**."



**A POWERFUL
COMBINATION**



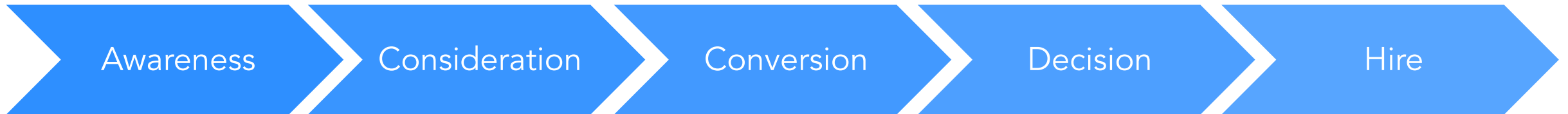
DEMONSTRATION

Expressed Interest

The Candidate Job Opportunity Cycle



*The **buying cycle** or **job opportunity cycle** is the process a candidate goes through when accepting a job. Candidates move through a **series of opportunity stages** in the cycle as they educate themselves and move closer to making a final career **decision**.*



Candidate becomes aware of a job opportunity



Candidate considers the employer of the open job opportunity



Candidate decides affirmatively to apply to the job opportunity



Candidate receives an offer and accepts the job opportunity



Candidate is hired for the job opportunity and onboarded



Moving Candidates Beyond Consideration



What factors help move a candidate from Consideration to Conversion?

Skews Younger (Gen Z to Millennials)

Skews Older (Gen X to Baby Boomers)



Culture

"Will I fit in at this company?"

- Diversity and Inclusion
- Speed of Change
- Business Ethics
- Work/Life Balance
- Office and Workplace
- Corporate Philosophy



Reputation

"Is this company legitimate?"

- Reviews
- Rankings
- Awards and Recognition
- Financials
- Press Releases
- Senior Leadership



Compensation

"Will I be paid fairly at this company?"

- Salary
- Benefits
- Profit Sharing
- Retirement
- Perks
- Reimbursements



Advancement

"Will I grow at this company?"

- Professional Development
- Career Growth
- Company Outlook
- Tech Stack

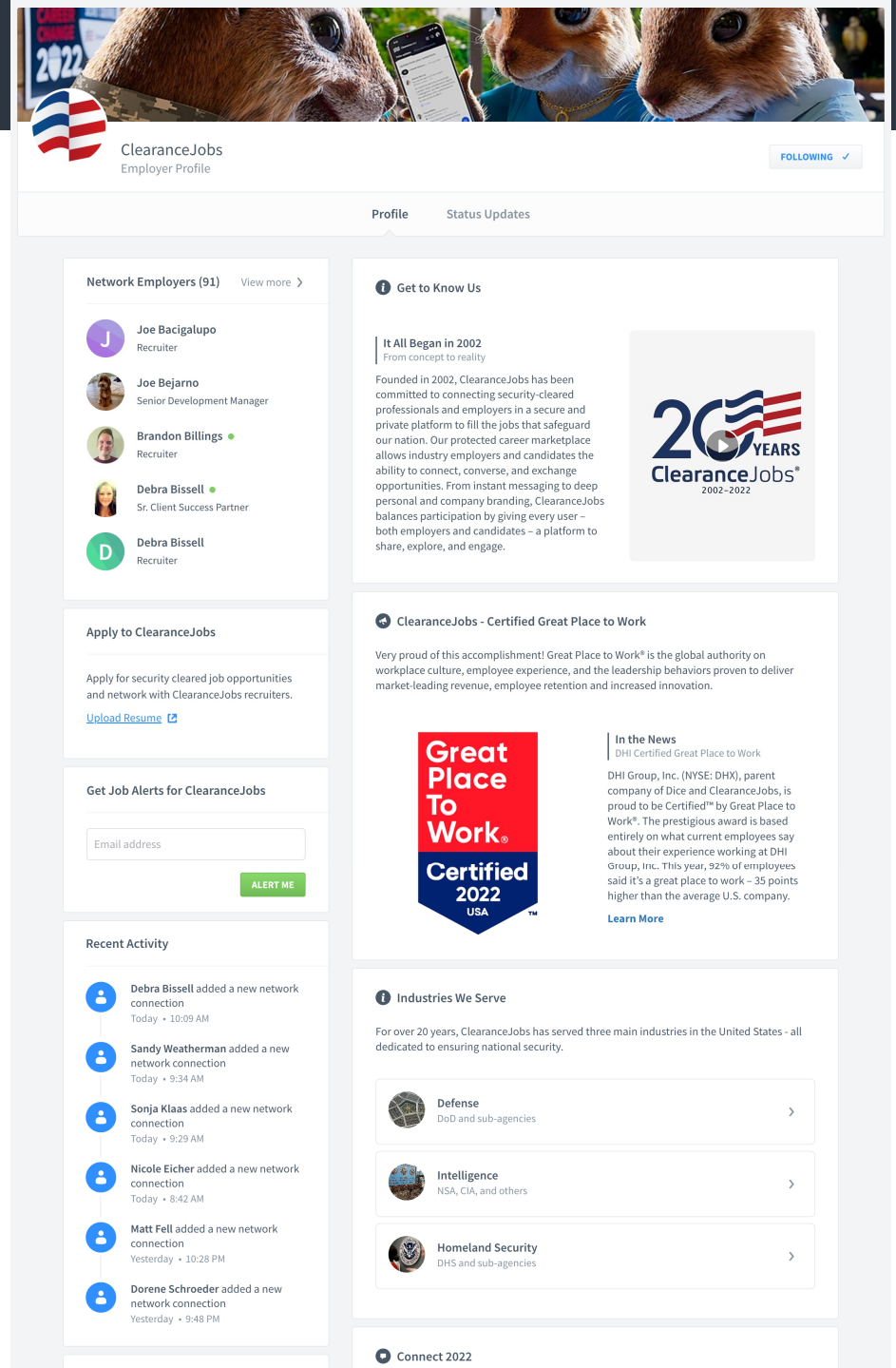
ENHANCED EMPLOYER PROFILE

Epicenter for all company activity

Massive new functionality! You control ALL content with a fully customizable layout. Whatever content you can dream - you can create, easily and quickly.

Your Content - Your Way - with total flexibility and customization.

- ✓ Tech Stack
- ✓ Benefits
- ✓ News
- ✓ Partners
- ✓ Advancement
- ✓ Culture
- ✓ Events
- ✓ Videos
- ✓ Photos
- ✓ ANY CONTENT



The screenshot shows the ClearanceJobs Employer Profile page. At the top, there's a header with the ClearanceJobs logo and a "FOLLOWING" button. Below the header, the page is divided into several sections:

- Network Employers (91):** A list of recruiters including Joe Bacigalupo, Joe Bejarno, Brandon Billings, Debra Bissell (Sr. Client Success Partner), and Debra Bissell (Recruiter).
- Apply to ClearanceJobs:** A section with a link to "Upload Resume".
- Get Job Alerts for ClearanceJobs:** A section with an "Email address" input field and an "ALERT ME" button.
- Recent Activity:** A list of recent network connections, including Debra Bissell, Sandy Weatherman, Sonja Klaas, Nicole Eicher, Matt Fell, and Dorene Schroeder.
- Get to Know Us:** A section titled "It All Began in 2002" with a "20 YEARS ClearanceJobs® 2002-2022" anniversary graphic. The text describes the company's mission and values.
- ClearanceJobs - Certified Great Place to Work:** A section featuring the "Great Place To Work Certified 2022 USA" logo and text about the company's commitment to workplace culture and employee experience.
- Industries We Serve:** A section listing three main industries: Defense (DoD and sub-agencies), Intelligence (NSA, CIA, and others), and Homeland Security (DHS and sub-agencies).
- Connect 2022:** A section at the bottom with a "Connect 2022" button.



DEMONSTRATION

Enhanced Employer Profile



51%

of recruiters say their top
pain point is getting
candidates to engage



Photos



Webinars



Files



Videos



Articles



Surveys

STATUS UPDATES



Podcasts



Events



Links



Memes



Hiring Needs



GIFs



DEMONSTRATION

Comments on Status Updates



52%

of cleared candidates visit
ClearanceJobs weekly



DEMONSTRATION

Candidate Mobile App