



ClearanceJobs®

RECRUITING CLEARED TALENT IN A TOUGH MARKETPLACE:

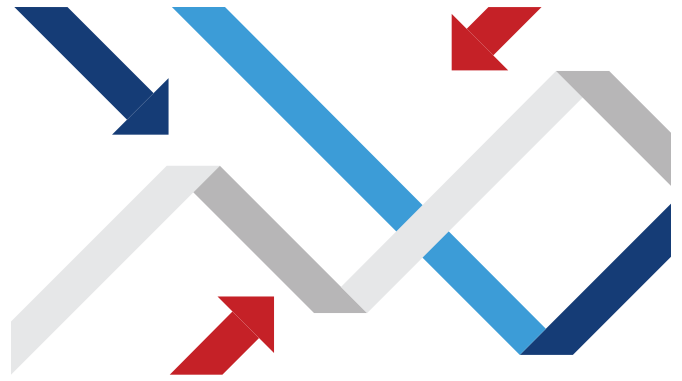
4 MUST-DO RECRUITING
TACTICS AND 3 ACTIONS TO AVOID



Table of Contents

CLEARED HIRING MARKET CONDITIONS? TURBULENT!	03
TIP #1: PIPELINE	08
TIP #2: NURTURE	10
TIP #3: ENGAGE	11
TIPS #4: RETAIN	13
CLEARANCEJOBS: HELPING YOU NAVIGATE THROUGH A TURBULENT MARKET	15

Cleared Hiring Market Conditions? Turbulent!



Every cleared recruiter knows the market conditions are tough – and have been for the past several years. There are four main factors contributing to today’s tight market:

- 1 Wait times for security clearances are at their longest ever.
- 2 The security clearance backlog is now over **700,000**.
- 3 Since **2013**, the size of the cleared population is down **30** percent.
- 4 There are more jobs requiring security clearance now than at any other time before.

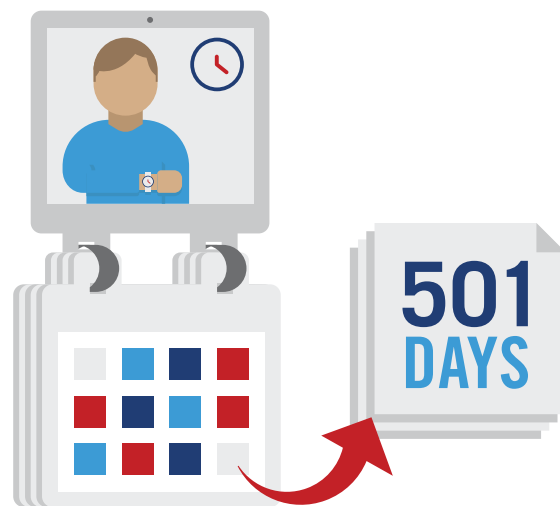
“ The chief problem we see with employers is that they're recruiting in the same manner they've always done, and they're not changing and reacting to new marketplace realities.”

Evan Lesser
President and Founder
ClearanceJobs.com

Let's Take a Closer Look at These Four Factors.

✔ Security clearance processing times are at the longest ever reported.

The processing time for the fastest 90 percent of Top Secret clearance investigations is 501 days.* That means an individual applying for a Top Secret security clearance today may wait a year and a half for a determination. And that's the fastest 90 percent of cases – not the 10 percent who may have financial issues, foreign-born relatives or a more complicated case. How many of us can wait 1.5 years from initial employment offer to onboarding on a cleared contract? Will that cleared contract and job still exist?



✔ The big, bad backlog – that probably won't be going away.

The security clearance backlog is improving, but there are still hundreds of thousands of individuals waiting for their security clearance determination or periodic reinvestigation to be completed. If you put in a brand new candidate for a security clearance, you have no idea if they'll be issued a favorable determination in six months or several years.



*Reported by NBIB at the NISPPAC meeting November 2017.

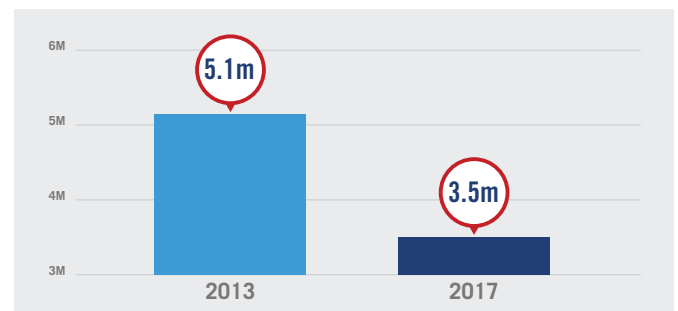


The size of the workforce is shrinking – significantly.

The third factor creating a turbulent cleared marketplace is the reduction in the size of the workforce. In 2013 there were 5.1 million people with security clearances. Today that figure is roughly 3.5 million, thanks to government efforts to reduce the size of the cleared workforce and downgrade higher-level security clearances.

The figure 3.5 million seems large — until you break down how few of those individuals may be career minded. Many are active duty military. Some are political appointees and policy wonks in executive branch positions. Of those figures, maybe 70% of federal government employees and contractors and

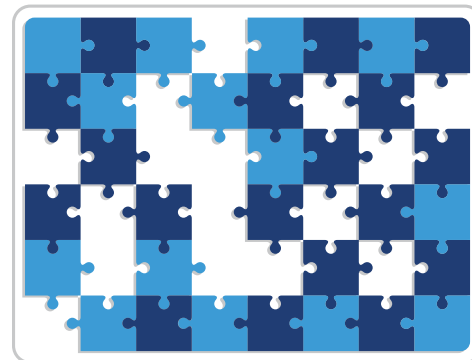
50% of active-duty military would be interested in hearing a hiring pitch. That conservatively estimates that 2.2 million people are even remotely interested in your hiring pitches. And according to a recent ClearanceJobs compensation survey, 76% of those individuals are happily employed passive candidates.



Thousands of cleared jobs to fill.

The final issue creating a turbulent cleared marketplace is the overall healthy condition of the job market – and the growing number of positions which need to be filled. The commercial tech market is as hot as it has ever been. That means coveted technology professionals are leaving the cleared world and taking jobs outside of defense, homeland security and intelligence. They're defecting because non-cleared companies are hiring, and paying well. A security clearance is no longer a golden ticket to higher pay. This is a problem for employers, and a problem for national security.

If you're having trouble recruiting today, it should be clear – it's not you, it's the process. But what can you do about it?



Fortunately, ClearanceJobs has worked in the cleared hiring marketplace since 2002. We've seen fads come and go, and we have cleared recruiting down to a science. Here are three actions to avoid and four must-do recruiting tactics that can help you find and hire the best cleared talent.

Three Actions to *AVOID*

COLD CALLING

SENDING UNTARGETED BULK EMAIL

CONTACTING ON LINKEDIN

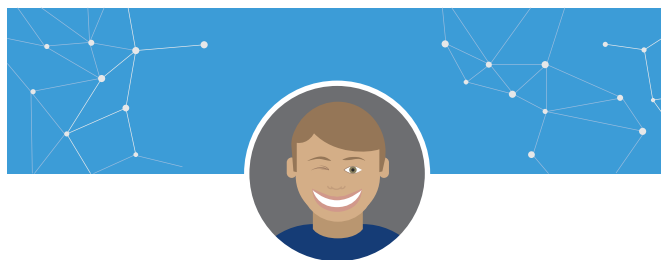
Cold calling candidates is the ultimate time waster in this tight recruiting market. Most candidates are already employed, and the vast majority are happily employed, according to the most recent [ClearanceJobs.com](https://www.clearancejobs.com) salary survey. Candidates don't need to take your phone call in this tight market – and most won't.

The second action to avoid is sending untargeted bulk email. Nothing turns off a candidate quicker than a hiring message that looks like it's intended for someone else, or worse, everyone else. You'll get better results narrowing down your candidate list for email targeting, rather than sending a one-size fits all message to every candidate in your Applicant Tracking System (ATS). Highly specialized, in-demand candidates actually find it personally offensive to get spam from employers. And they'll remember when you do it.

The third action to avoid is contacting candidates on LinkedIn.

“ LinkedIn is the number one way we see the defense industry being targeted today.”

DSS Personnel Briefing



Don't Bother Contacting

Cleared Candidates on
LinkedIn

Ignore

Accept

In the past year alone, LinkedIn has been in the news as a tool for Russian intelligence agents, Iranian terrorists, and run-of-the-mill hackers from across the globe. One of the methods all of these bad actors have in common is using fake recruiter profiles to build their networks. And cleared candidates have been warned to be very wary of any unsolicited message they receive on LinkedIn. Thanks to those warnings, many cleared candidates are leaving their LinkedIn profiles dormant, or deleting them entirely. That

means if you're using LinkedIn to message cleared candidates, they are likely both ignoring them, and potentially flagging them as suspicious or malicious.

It's now pretty clear why your LinkedIn invitations are going unanswered.



Now, enough about the negative. Here are the four positive, time-tested, must-do recruiting tactics you need to take advantage of TODAY.

Four Recruiting Tips

RECRUITING TIP #1:
PIPELINE



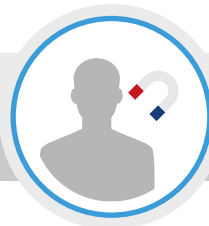
RECRUITING TIP #2:
NURTURE



RECRUITING TIP #3:
ENGAGE

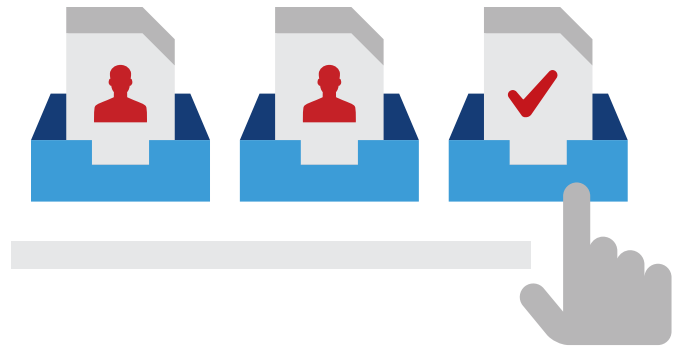


RECRUITING TIP #4:
RETAIN



Tip #1: Pipeline

Identify candidate leads for future talent needs



Candidate pipelining is the art of developing highly tuned, targeted candidate searches, and organizing those candidates into categories ahead of future hiring needs.

Pipelining is NOT:

DUMPING A BUNCH OF CANDIDATES INTO A FOLDER

CONNECTING WITH ANY AND EVERY CANDIDATE YOU CAN

SCRAMBLING TO CONNECT WITH CANDIDATES FOR CURRENT HIRING NEEDS

A successful cleared recruiter is not a firefighter, they're a matchmaker. Someone on your team should always be looking ahead,

sleuthing out the most eligible candidates, considering how they may fit future hiring needs. Pipelining means they're in your network today, so you can make them an offer tomorrow. Pipelining candidates so you can make that perfect match when you need it creates a huge relief across your hiring team.

When you pipeline, you should look between six to 18 months down the road to consider your hiring needs. You should also look back at the past six to 18 months and consider which candidates were the most difficult, took the most time, and cost the most to hire. Those are the candidates you need to be adding to your pipeline today.

Too many recruiters, when they finally make that hard-to-fill hire, wipe the sweat from their brows and say 'thank goodness that's over!' And immediately move on to the next hot hiring need. Don't let all of that effort go to waste. Consider how you could build more candidates like that into your pipeline today.

Pipelining takes time and effort today – but it will save you so much time and effort down the road.

QUICK TIP:

Who's the one employee in your company you cannot afford to lose? Use their resume to conduct a candidate search using **IntelliSearch**, [ClearanceJobs.com](https://www.clearancejobs.com)'s signature search tool. It will pull in every resume that matches that candidate, and even provide a percentage ranking. Add those candidates to your pipeline so you're prepared if your best talent decides to make a move...or gets hit by an Uber.



Tip #2: Nurture

Warm up candidate leads over time to ensure engagement



The companies who are making the most hires using ClearanceJobs.com are playing the long game. They nurture candidate leads just like a marketing team would nurture sales leads.

In this tight job market, candidates will not respond to your first hiring message. And probably not your second, third or fourth hiring message either. It takes time to build interest, awareness and trust with cleared candidates.

Cleared recruiters need to take a page from the marketing playbook and consider the 'rule of 7.' It argues that it takes seven 'touches'

before a sales lead will warm to your message. The same rule is true in recruitment marketing. How can you make the 'rule of 7' work for you?

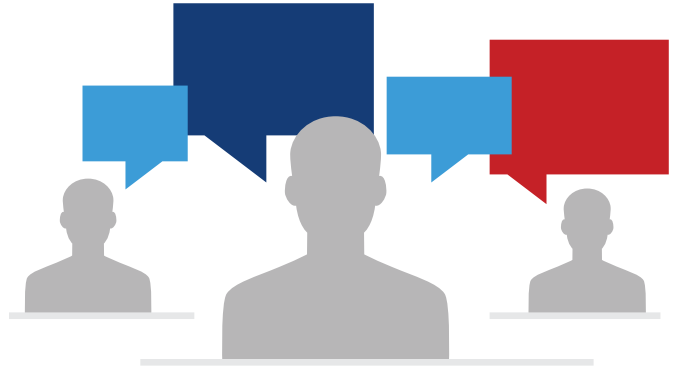
Make your marketing multi-channel

Email isn't enough. Different people respond to different messages in different ways. Is a senior systems engineer going to respond to the same message as an entry-level database administrator? Probably not. As you can see, nurturing includes a mix of online and in-person events, and should be tailored to the candidates you're looking to engage.



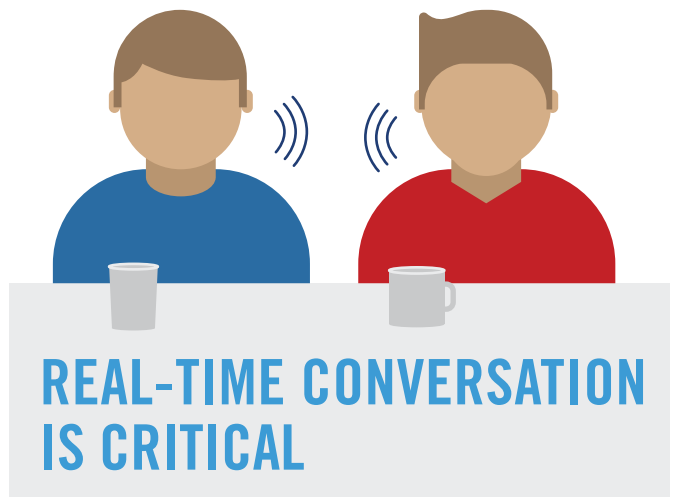
Tip #3: Engage

Regular communication eases security-conscious candidate concerns



Engagement is similar to nurturing, but it's more about the message than the method. True candidate engagement means spending time, one-by-one, building a grass roots rapport with the candidates in your pipeline.

Because this is a security-conscious audience, any message should come with an awareness of the candidate's security and privacy. To engage candidates, consider what you're projecting to the person you reach. Science has proven people will be more invested in you if they can see your face. Are all of your candidate interactions impersonal, bulk messages? It's easy to fire off an email, text or instant message. Talking with candidates live, and in real time is also key to building rapport. Being able to see an actual face and engage in a real-time conversation is critical for a security-conscious candidate.



QUICK TIP:

Do you think a candidate with a security clearance is going to respond to a call or voicemail from someone they don't know, asking about their security clearance? No. It's not you – it's security. That's why we launched **ClearanceJobs Voice**. It lets you talk to candidates, through your web browser, immediately when you see them online. When a candidate receives a Voice call, they know who you are, where you work, and your job title. Best of all? Voice is free and built into the ClearanceJobs platform. When you see a candidate logged on, you know they're career minded, and it is an ideal time to introduce yourself. Talk with the candidate, live, right now, when they're online, with Voice. [ClearanceJobs](#) is the only website offering it.

ClearanceJobs Voice



They Know

- WHO YOU ARE
- WHERE YOU WORK
- YOUR JOB TITLE



Tip #4: Retain

Pay attention to retaining your most valuable employees



Cleared candidates are quite willing and able to make a move for the right opportunity. According to the most recent ClearanceJobs compensation survey:

53% OF SECURITY-CLEARED PROFESSIONALS EXPECT TO CHANGE JOBS IN THE NEXT YEAR.

26% ARE NOT LIKELY TO CHANGE JOBS IN THE NEXT YEAR.

THE REST ARE UNCERTAIN (THAT MEANS THEY'D MOVE FOR THE RIGHT OFFER).

If you have a valuable candidate on your team, you don't have to wonder if they're getting contacted by your competitors – they are. If you're not paying attention to retention,

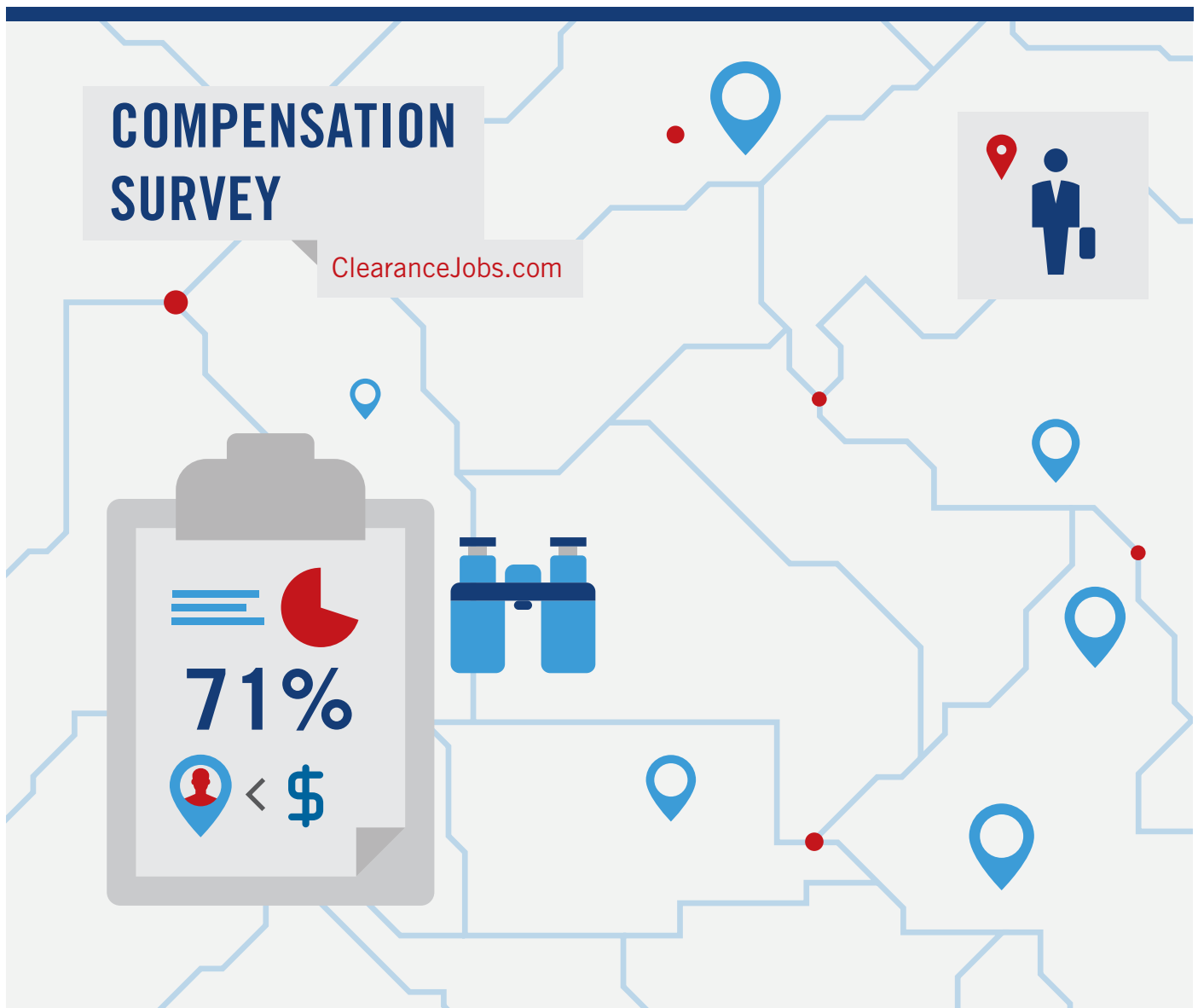
you're doing your company and your team a disservice. Reach out across your company, and specifically with any individuals you've on-boarded directly, and consider:

- 1 Who are your most critical employees?
- 2 What motivated them to work for you?
- 3 What's their biggest pain point (reason to leave?)
- 4 How can your company work to keep these employees happy and engaged?

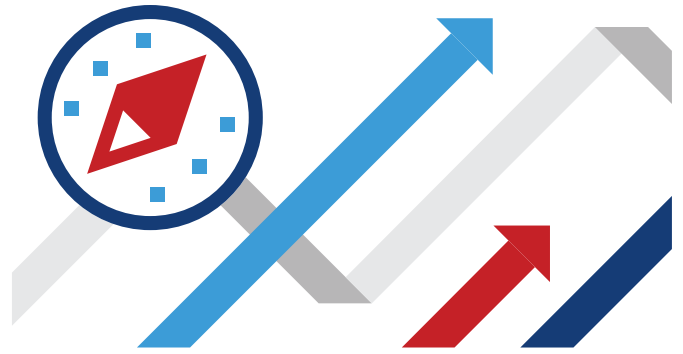
Take advantage of entrance and exit interviews to survey your employees and determine where you've gone wrong, and where you went right.

CLEARED FOR TAKEOFF:

71% of candidates in the most recent [ClearanceJobs](#) compensation survey said they would be willing to relocate for the right position. Given today's tight hiring market, there's little chance you'll find the perfect candidate with the right skills, career level, pay, and all of the other position requirements – in the right location. Relocation should be an option, and your company should be willing to offer it.



ClearanceJobs: Helping You Navigate Through a Turbulent Market



It's clear the market is challenging (go ahead and drop this off on your boss' desk when he asks why it's so difficult to fill current openings). But it's not impossible. The right talent is out there, but you need the right tools to turn market turbulence into smooth sourcing. ClearanceJobs isn't your typical job board. **It helps you:**

*Don't get caught in the storm. Follow these **FOUR TIPS** and watch your cleared recruiting program take flight.*



Pipeline candidates for future needs by giving you both access to the best cleared talent pool and the ability to organize it.



Engage candidates through live-chat, messaging or Voice, all in a secure, password-protected and vetting platform designed with security-conscious candidates in mind.



Nurture candidates through a robust set of messaging features, from bulk messaging to Voice chatting, along with access to the best industry news and information.



Retain candidates by providing the best industry and market intelligence, from defense industry trends to a cleared salary calculator.

ClearanceJobs has powerful tools and insights to help you master the art of recruiting.

YOU CAN:

BUILD YOUR NETWORK THROUGH THE LARGEST ONLINE DATABASE OF CLEARED TALENT.

NURTURE YOUR NEW CONTACTS THROUGH THE BEST, MOST SECURE SOCIAL RECRUITING TOOLS ON THE INTERNET.

BUILD YOUR BRAND AND REACH HYPER-TARGETED AUDIENCES WITH LENGO.

Want to learn more?

Connect with a ClearanceJobs Recruiting Specialist today at **1.866.302.7264**

Or visit our website at www.clearancejobs.com

