

Job Opportunity Announcements

The goal of a Job Opportunity Announcement (JOA) is to accurately describe the work and attract applicants that will be the most qualified. The following tips and best practices will turn your JOAs into a powerful recruitment tool to attract the best qualified candidates for vacancies:

- Remember to include the following:
 - A brief description of the agency, bureau, and/or office in which the job is located, including the mission.
 - A DEIA Statement – DOI values diversity, equity, inclusion, and accessibility, and it is important to explicitly communicate this with applicants.
- Be mindful of the language used in the JOA
 - HR, the hiring official, and subject matter experts should be involved in crafting the JOA language to ensure an accurate description of the work.
 - Use plain language that can be understood by the layperson.
 - Avoid agency-specific or government-specific jargon or acronyms, especially for JOAs directed toward external candidates.
 - Don't copy and paste language from a Position Description.
- Consider using the following recruitment tools:
 - Realistic Job Preview (RJP) – RJPs help applicants self-select in or out of the application process by providing them with a realistic expectation of what they will do in the job, what skills or expertise is needed, and what environment the work is performed in. [Visit the OPM website](#) for more information on RJPs.
 - Videos – Videos are a great way to entice candidates to apply by showcasing the Department, your bureau or office, what the job entails, and where it is performed. Videos can be embedded within JOAs on USAJOBS. If you're not sure what type of video to include in your JOA, DOI's [recruitment video](#) is a great place to start!
- Assessment Updates/How You Will Be Evaluated – [New policy changes](#) in the Federal assessment process have created new opportunities in how to utilize the "How You Will Be Evaluated" section of a JOA. In addition to listing the competencies to be assessed and the next steps in the assessment process, this section of the JOA is a great opportunity to build applicant buy-in with the assessment process by making the connection between assessment tools, the competencies assessed, and how they are both related to the job.

Additional Resources: [JOA Playbook on USAJOBS](#) and [DEOH Chapter 3](#)