

Enhancing the candidate experience

Culture and values matter

Playing a key role in your hiring efforts, it's essential to demonstrate and communicate your organizational culture and values to attract and retain top digital talent.

This guide offers practical tips on establishing a welcoming and inclusive environment throughout the entire interview process. These strategies will assist you in attracting diverse, skilled digital talent and enhance the GC's reputation as an employer of choice.

Expected outcomes

When you put the strategies from this guide into practice, here's what you can expect:

- Creating a positive candidate experience
- Increasing the likelihood of a successful hire
- Attracting a diverse pool of talent
- Enhancing your organization's reputation

Interview blueprint

Throughout the process	Pre-interview
<ul style="list-style-type: none"><input type="checkbox"/> Plain language<input type="checkbox"/> Inclusive language<input type="checkbox"/> Open communication with the TBS Recruitment and Talent Acquisition team	<ul style="list-style-type: none"><input type="checkbox"/> First impression<input type="checkbox"/> Role clarity<input type="checkbox"/> Provide context<input type="checkbox"/> Agenda and timing
During the interview	Post-interview
<ul style="list-style-type: none"><input type="checkbox"/> Personal connection<input type="checkbox"/> Leadership style and culture<input type="checkbox"/> Optimal interview size<input type="checkbox"/> Job requirement transparency<input type="checkbox"/> Timeline communication	<ul style="list-style-type: none"><input type="checkbox"/> Follow-up communication<input type="checkbox"/> Ongoing communication with a successful candidate<input type="checkbox"/> Keep the Recruitment and Talent Acquisition team informed

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Throughout the process

Plain language

Always use plain language, both verbally and in writing.

How: Make sure your communication is clear, avoiding acronyms and government jargon, so candidates can easily find, understand, and use the information they need.

Inclusive language

Use gender-neutral language and directly ask the candidate for their pronoun(s), do not make assumptions.

How: Best practices for inclusive communications include diverse imagery, captioning, readable fonts, and providing alternative formats upon request.

Open communication with the Recruitment and Talent Acquisition team

We are here for you throughout the process, providing answers to your questions, guidance, and assistance whenever you need it.

How: If you encounter any roadblocks or have questions at any point, please don't hesitate to reach out to the team at recruitmentimit-recrutementgiti@tbs-sct.gc.ca.

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Pre-interview

First impression

Begin with a friendly introduction to create a positive initial connection.

How: Begin with an introductory email, start with a friendly greeting and a brief personal touch, remind them that they can respond in the official language of their choice.

Role clarity

Clearly state the position you are considering the candidate for.

How: Specify the role, group, and level you are considering them for, share the salary scale, and be transparent about the tenure, including clear explanations of government jargon like "indeterminate" and "term".

Provide context

Explain how you came across their name and CV.

How: Inform them that you received their CV from the Recruitment team at the Treasury Board of Canada Secretariat and clarify that this relates to the specific process they applied for.

Agenda and timing

Demonstrate flexibility with interview times and include a meeting agenda in the invitation email.

How: Provide them with at least two interview date options, ensuring they have ample notice to plan, and include guiding questions or an agenda to help them prepare.

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During the interview

Personal connection

Take time to learn about the candidate's background and experiences.

How: To align the candidate's background with your organization's goals, understand their profile and prioritize skill-based criteria.

Leadership style and culture

Share your leadership style openly and provide insights into your organization's culture to help them gain insight into the importance of their role within the organization.

How: Consider having non-leadership team members vouch for the team's dynamics. Concretely demonstrate the impact of employees' work by providing clear examples of how it contributes to the organization's success and mission.

Optimal Interview size

Avoid overwhelming the candidate by limiting the number of interviewers.

How: To make it less overwhelming, aim for no more than two board members in an interview at a time.

Job requirement transparency

Explain the organization's expectations regarding returning to the office and discuss language requirements and the security clearance process.

How: Be upfront about timelines, remote work policies and flexibility options, including condensed workweek arrangements and potential delays in the government hiring process.

Timeline communication

Inform candidates when they can expect feedback on the interview.

How: Inform candidates that you are considering other applicants for the position and will provide feedback within a specified timeframe.

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Post-interview

Follow-up communication

Regardless of the outcome, promptly follow up with candidates.

How: Express appreciation for their time and provide feedback if possible.

Ongoing communication with a successful candidate

If you have offered a position but face delays in the hiring process, maintain open and ongoing communication.

How: Keep them informed, aiming to touch base at least once a week, even if there is no new progress.

Keep the Recruitment and Talent Acquisition team informed

Once you've reached a decision, kindly inform.

How: Regardless of the outcome, we ask that you email our team at recruitmentimit-recrutementgiti@tbs-sct.gc.ca with your decision insights — this valuable information helps us understand our community's needs, enabling us to enhance our services for your benefit.

