

# Nevada County reaches more candidates and diversifies their talent pipeline with Textio

More engaging job posts plus more efficient workflows help Nevada County engage diverse candidate pools faster.

## Background

Situated in the Sierra Nevada mountain range in California, the Nevada County local government is a small team that's big on impact. "Quality of life comes first," they say. The area is known for its "abundance of outdoor recreational activities." What it is not known for? An abundance of demographic diversity. Nevada County residents are 92% white, for starters. Still, the team is committed to doing all they can to build a diverse team and create an inclusive workplace.

They're aware of their very real limitations—even if they're able to connect with candidates from outside their community, not everyone is willing to relocate—but they also see there is much they can do to set

the County's talent acquisition team up for success. They can boost their employee benefits. They can streamline their recruiting workflow for a better candidate experience. They can invest in development programs to help employees thrive.

The County has done all of these things. And they wanted to do more. The team carefully reviewed all of their recruiting assets, processes, and even policies to determine which improvements were most needed. They quickly saw the opportunity in their recruiting language.

The team suspected they could tap into a hidden funnel of candidates they'd never gotten a chance to engage with—people who never applied based on the County's job posts. They'd heard about Textio from other local governments, and were ready to invest in more inclusive language.



- **REGION:** CALIFORNIA, UNITED STATES
- **INDUSTRY:** LOCAL GOVERNMENT
- **SIZE:** COMMERCIAL 900+ EMPLOYEES
- **CUSTOMER SINCE:** 2020
- **KEY WORKFLOWS:** JOB POSTS, LINKEDIN RECRUITER

# Shifting from traditional job descriptions to engaging job posts

The team set out to market their open roles more effectively—to write to their audience in a more appealing and engaging way that would help them achieve their diversity goals.

Before Textio, the County was bogged down in lengthy and verbose job descriptions that weren't effective in attracting talent. Since starting with Textio, County of Nevada has begun crafting more engaging and tailored job postings, to better “sell” their opportunities to candidates.

“

We replaced outdated (and frankly boring) job description language with catchier and more inclusive job postings thanks to Textio.

”

Susan Kadera  
Deputy Director of HR

## Goals with Textio

- 1 Diversify the candidate pipeline in a county of 92% white residents
- 2 Engage more talent by shifting from traditional job descriptions to appealing job posts
- 3 Learn and adopt more inclusive language and surface unintentional oversights or exclusions
- 4 Streamline recruiting operations to reduce time to fill

From a language lens, the team replaced exclusive and harmful language with inclusive and engaging phrases. Structurally, they “templated” job posts in their Textio library to create consistency across the organization. Today, they are no longer producing lengthy wishlists of qualifications that narrow the pipeline. They're creating posts that communicate the essence of a role in a way that's much more prioritized and approachable.

The whole team now uses a concise, four-paragraph template that gets job seekers excited about opportunities with the County. It not only explains a role's responsibilities in more meaningful terms, but it also more directly articulates the County's purpose, the meaning someone could personally derive from working there, and the growth opportunities they could expect if they joined the team. It's an all around more intentional message and effort.

## Maintaining the momentum of change

County of Nevada implemented Textio across its multi-focused HR and talent acquisition (TA) teams, spanning 25 different government departments—and then they kept going. Not only did leadership invest the time up front to train the team on Textio, but they also took a critical look at how else they could improve their operations.

They brainstormed ways to cut down the time it was taking to kick off a new requisition, with the ultimate goal of decreasing the time to get a candidate in seat. The typical government time to fill is a little over 130 days—it's fair to say the process can be costly and time-consuming.

The County team began pairing Textio usage with more streamlined expectations overall for the many stages of posting a job—and successfully sped up their process to an average 45 days to fill. That's almost three times faster than the average government agency! While speed itself isn't always the right focus in hiring, in the County's case it demonstrates the add-on benefits a team can experience when they use implementing Textio to inspire other process upgrades.



**3x faster** time to fill than industry average

## Supporting employees and elevating EVP

The County recognized that when it comes to DEI work, it does no good to focus only on talent acquisition and improving diversity on the team if you're not also making sure employees are supported once they join. Attrition rates are a critical data point in DEI too. So, the Nevada County team doubled down on their growth and equity initiatives.

From improving health equity and access to mental health resources, to actively rolling out programs to support organizational development, the County wants to make sure candidates can see themselves thriving on the team long term.

## Bringing a growth mindset forward

The County of Nevada team is celebrating their progress—they're a two-time Textio Leadership Award winner!—but they also know this is ongoing work that will require continuous effort and commitment. They are still working to implement other policies to expand access to a more diverse talent pool. Recently they began offering relocation assistance so they can recruit in other parts of California that have more diverse populations.



But they still come back to the importance of language to truly stand out among other public sector peers. As Susan Kadera, Deputy Director of HR at County of Nevada says: “We want people to appreciate our culture for what it is, so we’re showing our culture through Textio.” And, Susan has even seen growth in her personal career journey, including a recent promotion. Her leadership in being the change she wanted to see on her team and in local government has not gone unnoticed.

### ★ Results with Textio ★

- 1 More engaging job posts that reach more diverse candidate pools
- 2 3x faster time to fill than industry average
- 3 More informed and inclusive team, 20+ Textio U certifications and counting

## Chat with Textio!

For more information on how Textio can help your team, reach out to [sales@textio.com](mailto:sales@textio.com).