

How to write a great Open Opportunities detail announcement

You can now post detail assignments on Open Opportunities. A detail assignment is a full-time temporary assignment that's outside of a participant's home office or agency. All detail opportunities will have the word "detail" in the title.

Well-written opportunities attract better qualified, more informed applicants. The following tips will help you write clear, descriptive, and successful opportunity announcements.

Drop the jargon

- Write your opportunities in plain language—use simple words and phrases.
- Use full office names instead of acronyms, and avoid using office-specific slang.
- Include links to relevant resources that will help participants understand what they will be doing.

Speak to the applicant

- Use pronouns to personalize the content and experience (i.e. use "you", "your").
- Take the participant's perspective—what do they need to know about this opportunity?
- Only include content that the participant needs to make an informed decision.
- Define exactly what needs to be done and what deliverables you expect. For example, include links to document samples that show participants the kind of work they'll be doing or that explains the tasks that will be required.
- Read the opportunity as if you're new to government work—does your description of the detail make sense?

Organize the content logically

- Place the most important information at the top of each section in the opportunity announcement.
- Use bulleted lists to break out separate duties and qualifications.

Double check your work

Once you're written your opportunity, ask yourself these key questions:

- Does the content make sense when you read it out loud?
- Did you put the right content in the right sections?
- Is any of the content repetitive?

Creating the opportunity

We've created a template to help you create an opportunity announcement. Follow these tips as you fill out the template:

Title

Write a catchy and descriptive title

The title is the first thing an opportunity seeker will see in their search results. If you're posting a detail opportunity, make sure to include the word "Detail" in the title.

- Make sure the title's easy to understand and accurately describes the opportunity.
- Choose keywords that a seeker might use to search for the opportunity. You're trying to catch the seeker's interest and attention.
- Focus on skills—not just a job title.

Example:

Use: "Looking for someone with strong Excel data analysis skills to fill a Detail."

Don't use: "Looking for a Research Assistant".

Introduction

Include the most important information first

- Use the introduction to summarize the opportunity, including who the opportunity is with.
- Make sure the first three sentences include the most important information about your opportunity, because this data will appear under the title in the search results.
- Be descriptive enough to get the participant's attention without being long-winded—think of this as your sales pitch.

Example:

Are you a skilled photographer who wants to learn more about how to apply human-centered design methods to address complex government challenges? If so, The Lab at OPM needs you.

We're looking for someone with photography and videography experience to help us document The Lab's Spring Design School (SDS) from March 25th-29th. The SDS is a "work/learn/engage" event, where attendees experience new ways to understand and apply human-centered design methods in government.

In this non-reimbursable micro-detail, you'll help us capture the experiences of our attendees over the course of the week, including workshops, studio time, and a site visit. We'll work with you to decide the exact schedule; however, we're interested in someone who can commit up to 15 hours for 2 weeks.

What you'll do**Be specific about the work**

- Describe exactly what needs to be done and what deliverables you expect.
- Be concise, but offer enough details so the participant knows what's involved.
- Include information on how the opportunity seeker's work will be used—this helps participants understand their work is part of a greater effort.

Example:

We're looking for a versatile and creative blogger who can contribute to the DigitalGov blog twice a month for three to six months. You will:

- Coordinate blog post topics and scheduling with DigitalGov editors. Ideas can come from the [MobileGov Community of Practice's](#) Listserv topics, the [USA.gov Mobile Apps Directory](#), or the [U.S. Digital Registry](#).
- Write in a conversational, engaging tone and in a way that readers can hear the writer's "voice" (humor is always appreciated).
- Write two posts each month, one every other week. Each post must include a:
 - Link to the agency that developed the app or website product.
 - Description about what the product does.
 - Link to the product in USA.gov Mobile Apps Directory (and/or the agency's page advertising the app), or the U.S. Digital Registry.

Some good examples of posts include:

- [Widgets, Mobile Apps, and SMS: Essential Agency Tools for Summer Heat Safety, Hurricane Season, and Emergency Preparedness](#)
- [Mobile Development and Testing with Chrome Developer Tools](#)
- [12 Days of Federal Government Holiday Apps](#)

What you'll learn

Tell your participants what's in it for them.

The goal of Open Opportunities is to help participants learn and network.

- List the types of skills they will gain.
- Describe who they will connect with and other networking benefits.
- Include any other benefits.

Example:

This is a good position for anyone who's interested in learning how to develop a digital strategy, planning a mobile product, or someone who just likes to write about new things.

Who we are

Describe your team, department, or agency.

- Briefly describe what makes your organization unique.
- Include the people who will work with the participant(s) on a regular basis.

Example:

DigitalGov is a program within the Office of Products and Program's Innovation Portfolio, in the Technology Transformation Services (TTS) at the U.S. General Services Administration (GSA).

We are a cross-functional team of writers, editors, strategists, technologists, and designers who all work in government and have a wealth of experience creating modern digital services.

Our mission is to transform how government learns, builds, delivers, and measures digital services in the 21st century. We do that by providing people in government with the tools, methods, practices, and policy guidance they need to deliver effective and accessible digital services.

[Learn more about DigitalGov](#)

Market your opportunity

- Are there communities of practice (CoP) that might be interested in your task? Use our [marketing email template](#) (1 page, 14 kb, MS Word .docx) to craft a message.
- Use the **Share** link in your opportunity to send a form email to a specific person or a group of people.