

CANDIDATE PERSONA PROFILE

The candidate persona outline below highlights some of the most important details you should know before moving forward with the recruitment process. Knowing this information will save you time and help you avoid a bad hire.



MOTIVATION

What matters in a new company?

- ▶ Reputation
- ▶ Ethos/Values
- ▶ Products/Services
- ▶ Salary
- ▶ Bonus
- ▶ Location
- ▶ Culture
- ▶ Benefits
- ▶ Teammates
- ▶ Holidays
- ▶ Prospects
- ▶ Environment

KEY SKILLS

Primary skills/attributes?

What knowledge/expertise do they offer?

PERSONALITY

What are their key traits? What would their psychometric profile reveal?

BIO

Who is your target applicant?

- ▶ Social background
- ▶ Current job title
- ▶ Location earnings
- ▶ Education
- ▶ Experience
- ▶ Likes/dislikes

FRUSTRATIONS

What are their pain points?

- ▶ Dislikes in current job
- ▶ Barriers to switching jobs

GOALS

Why are they looking for a job?

- ▶ Career aspirations
- ▶ Life goals

PREFERRED CHANNELS

Where will they look for work?

- ▶ Job-boards
- ▶ Agencies
- ▶ Social media
- ▶ Direct referrals

JOB SEARCH

How will they search & apply?

- ▶ Active/passive
- ▶ Desktop/mobile
- ▶ Virtual/In-person interview

CONTENT & RESOURCES

What info will they rely on?

- ▶ Company reviews
- ▶ Advertisements
- ▶ Social media

INFLUENCERS

Who will affect their decision?

- ▶ Family & Friends
- ▶ Interviewer/HR
- ▶ Current/previous employer

