

Standing Out from the Crowd: Steps to Create a Candidate Persona

Understand the Role 01

Identify the primary job duties and day-to-day responsibilities of the role.

Hint: What kind of education, skills, and experience does the job require?

Think about Culture 02

Review your mission, vision, and values to help determine what to look for in a candidate.

Hint: What elements of organizational and team culture should we take into consideration?

Gather the Data 03

Assess the best-performing employees, identify key skills, and consider other demographic, backgrounds, experiences, or personal attributes.

Hint: What types of data should be included in the persona and what are the preferred sources of data?

Examples of Sources of Data

- Hands-on/historical experience of the hiring manager.
 - Key organizational stakeholders such as recruiters, interviewers, top performers, employees that works closely with that role.
 - Team members that are in similar roles.
 - Position candidates or applicants.
 - HR Data to include onboarding surveys, exit surveys, and past performance data.
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Create and Execute 04

Write or assemble your persona, create the job description, determine the best sourcing channels, and refer to the persona during the hiring process.

Hint: What key messages should be shared regarding the position and what primary communication channels should be leveraged?