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TEMPLATE
CANDIDATE PERSONA

Use this template to build a detailed, inclusive, and data-driven snapshot of your ideal candidate.

1. PERSONA NAME

(Create a memorable nickname to humanize the persona)

Example: Remote Ruby, Analytical Alex, People-First Priya

Name: _____

2. JOB TITLE / ROLE FOCUS

(What role is this persona being created for?)

Example: Mid-level Software Engineer, Customer Success Manager

Role: _____

3. CAREER PATH & BACKGROUND

(Summarize typical career trajectory, relevant experience, and education)

- Education level or type
- Typical past roles or industries
- Certifications or skills acquired

Notes: _____

_____

4. CAREER GOALS & MOTIVATIONS

(What drives this persona professionally?)

- What are they trying to achieve in their next role?
- What values matter most (e.g., impact, autonomy, flexibility)?

Notes: _____

_____

5. COMMUNICATION STYLE

(How do they like to engage with companies?)

- Written vs. verbal
- Async vs. synchronous
- Formal vs. casual tone

Notes: _____

_____

6. SKILLS & STRENGTHS

(What do they bring to the table?)

- Hard and soft skills
- Personal or professional traits that stand out

Notes: _____

_____

7. GROWTH & LEARNING AREAS

(What are they looking to learn or improve?)

Notes: _____

_____

8. PAIN POINTS & FRUSTRATIONS

(What turns them off in a job or hiring process?)

- Past negative experiences
- Red flags in job ads or company culture

Role: _____

_____

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9. WHERE THEY "HANG OUT"

(What platforms, communities, or channels do they use?)

- *Online: Reddit, LinkedIn, Slack communities, TikTok, GitHub*
- *Offline: Meetups, conferences*

Notes: _____

10. IDEAL WORK ENVIRONMENT

(What kind of company and team culture suits them?)

- *Remote/hybrid preferences*
- *Team size, management style*
- *Autonomy, structure, innovation, etc.*

Notes: _____

11. DEI CONSIDERATIONS

(What perspectives should you include to ensure this persona is inclusive?)

- Have you avoided assumptions around background, gender, race, ability?
- Can this profile reflect multiple types of candidates?

Notes: _____

_____

12. MESSAGING HOOKS

(What phrases, themes, or angles will resonate with this persona?)

- Benefit highlights
- Cultural values to emphasize
- Job ad tone and CTA style

Example:

- "Build impact without burnout"
- "Work where your ideas matter from day one"

Notes: _____

_____

ACTION PLAN

How will you use this persona in your recruitment marketing?

- ☐ Job ad creation
- ☐ Career site optimization
- ☐ Social content strategy
- ☐ Talent nurture campaigns
- ☐ Interview experience design

Notes: _____

_____

ATTACHMENTS & DATA SOURCES

(Paste links or notes from your data research: employee interviews, ATS reports, LinkedIn insights, surveys, etc.)

Notes: _____

_____

_____

_____