



Develop Candidate Personas for Better Role Matching

Workers today are looking for a seamless fit in a role and company culture — and they aren't settling. Strategic recruiting teams are prioritizing candidate skill matching for roles that are hard to fill, making it easier to get the right candidate quickly. One of the first steps in finding qualified applicants for an open requisition is to get to know them. The second worksheet in the **Recruiting Effectiveness Planning Kit** is all about creating candidate personas for hiring in your company.

42%

Recruiters today are on a mission to hire fast. More than 4 in 10 report their company has shifted their strategy to making sure the hiring process is faster.

Get to Know the Candidate

Candidate personas are a helpful tool for understanding a wide range of applicants and how to best match them with roles that are right for them. Gather input from hiring managers and recruiters on ideal candidate profiles, including things like soft skills and personality traits. Even if your recruiting team has existing personas, review these and update them as needed.

Collect feedback from candidates after they go through the recruiting process to keep them engaged and get valuable profile data. Here are some data points you can ask for in a candidate survey that might be useful in creating personas:

- ✓ **Source-of-Hire:** This is how and where the candidate found out about the job.
- ✓ **Work Preferences:** Determine the percentage of candidates that seek remote, hybrid, or in-office work.
- ✓ **Comfortability with Technology:** This can be a general question to gauge preferences, or if relevant, determine information about specific software that the role would require.
- ✓ **Reason for Looking:** This offers insight into the candidate's current frustrations and challenges.

Decide What Fits

Once you've gathered all the information you need on your typical candidate profiles, work with your hiring team to lay out at least two candidate personas. Depending on the size of your company and range of jobs, you may want to create up to five or six. Be sure to cover every department in the organization, even if they aren't planning to hire. Use this template to lay out each candidate persona. They should be loosely based on the departments or types of roles in your company. Make sure to have a wide enough range of personas to cover all areas of the organization.

Candidate Profile	Candidate Persona(s) Traits
Typical job titles	
Common past roles	
Education and degrees	
Hard skills (software, certifications, etc.)	
Soft skills (leadership experience, communication skills, employee resource group involvement)	
Common personality traits	
Hobbies and interests	
Goals and aspirations	
Motivations	
Values	
Most used social media sites	
Job search behavior	
Biggest frustrations or challenges at work	
What they want in an Employer Value Proposition (EVP)	

Scale the Successes

The hiring planning process is only getting started. Keep reading for the remaining worksheets in the **Recruiting Effectiveness Planning Kit** for more:

- **Actionable recruiting**
- **Important data points**
- **Candidate expectations**
- **Tools and planning tips for hiring and insights checklists**