

# A GUIDE TO CREATING A CANDIDATE PERSONA



# INTRODUCTION

---

A candidate persona is a profile of a hypothetical person that represents a specific target audience. It helps you identify solutions to meet your candidates' needs, when creating a content marketing strategy or a website user experience, for example. They help you devise a strategy that meets the needs of your audience, ensuring you provide valuable, useful, interesting content and user experiences.

Personas should be created based on actual research and insight, not based on assumptions. To truly understand your target audience, you need to speak to your audience – or at least you need to speak to those who are as close to your target audience as possible. In the case of candidate personas, that's likely to be new hires (those that have joined within 3 months or so) who fit into your target talent audience.

We'd recommend a minimum of 3 - 5 interviews per audience. More or less may be required depending on the complexity of the talent group and how niche it is.

The following templates are designed to give you the tools to be able to build an effective candidate persona.

**The first section** provides you with some sample questions to use as inspiration for your interviews with your target talent groups.

**The second section** provides you with a template to record the answers from each of your interviews. You'll want one sheet per interviewee.

**The third section** provides you with a template to create your specific persona for this talent group. Based on the aggregate answers from your interviews, create a persona using the common themes that emerge from each interview.

If you have any questions about building candidate personas, feel free to get in touch by emailing [nathan.perrott@aia.co.uk](mailto:nathan.perrott@aia.co.uk) or calling **020 3375 4137**.



# SECTION 1

## QUESTIONS TO ASK YOUR INTERVIEWEES

---

**The first section** provides you with some sample questions to use as inspiration for your interviews with your target talent groups.

# SAMPLE QUESTIONS TO ASK TARGET AUDIENCE

---

## AUDIENCE BACKGROUND

### EDUCATION & QUALIFICATIONS

Diplomas, degrees, industry qualifications, any specialisms, etc.

### EXPERIENCE / CAREER PATH

Level of seniority / experience, previous roles & sectors, number of previous employers, etc.

### EMPLOYMENT STATUS

Employed, self-employed, unemployed, returning to work from parental leave.

### CURRENT JOB TITLE / ROLE

What they are doing now? Include any extra responsibilities.

### STAGE OF CANDIDATE LIFECYCLE

Active Seeker, Active Browser, Brand Loyalist, Passive Target.

### JOB / CAREER GOALS

Career progression / mastery, higher pay, shorter commute, more autonomy, recognition, work-life balance, etc.

### LOCATION

What is their current location (work & home)?  
Commuting pattern? Are they likely to relocate?

### PASSIONATE ABOUT

Giving back, sense of purpose, leaving a legacy, empire building, developing people, turning things around, etc.

# SAMPLE QUESTIONS TO ASK TARGET AUDIENCE

---

## AUDIENCE BEHAVIOURS

### MEDIA CONSUMPTION

Websites they visit, content consumed (topic & format), social media channels used, devices used, etc.

### OUTSIDE OF WORK

How do they spend their spare time? What makes them tick outside of work? Any recreation activities?

### JOB SEARCH

Search engines (what keywords might be used), job boards, professional networking, recruiters, etc.

### COMPANY RESEARCH

Salary reviews, employer reviews, career websites, corporate channels, social media, etc.

### INFLUENCERS

Colleagues, ex-colleagues, friends, family, industry peers, recruiters, etc.

### GETTING THEIR NEXT ROLE

Referral, talking directly to the employer / recruiting manager / team, demonstrate skills, etc.

### PAIN POINTS

What makes it difficult to get in? Process, technology, not seeing salaries on jobs, understanding right fit, etc.

### OBJECTIONS TO YOUR COMPANY

Why might they not want to join? What might put them off?



# SECTION 2

# ANSWER SHEET

# TEMPLATE

---

The **second section** provides you with a template to record the answers from each of your interviews. You'll want one sheet per interviewee.

# TARGET AUDIENCE INTERVIEW ANSWERS

---

## AUDIENCE BACKGROUND

INTERVIEWEE NAME

---

---

TARGET AUDIENCE GROUP

---

---

EDUCATION & QUALIFICATIONS

---

---

EXPERIENCE / CAREER PATH

---

---

EMPLOYMENT STATUS

---

---

CURRENT JOB TITLE / ROLE

---

---

STAGE OF CANDIDATE LIFECYCLE

---

---

JOB / CAREER GOALS

---

---

LOCATION

---

---

PASSIONATE ABOUT

---

---

# TARGET AUDIENCE INTERVIEW ANSWERS

---

## AUDIENCE BEHAVIOURS

INTERVIEWEE NAME

---

---

TARGET AUDIENCE GROUP

---

---

MEDIA CONSUMPTION

---

---

OUTSIDE OF WORK

---

---

JOB SEARCH

---

---

INFLUENCERS

---

---

GETTING THEIR NEXT ROLE

---

---

PAIN POINTS

---

---

OBJECTIONS TO YOUR COMPANY

---

---



# SECTION 3

## PERSONA TEMPLATE

---

**The third section** provides you with a template to create your specific persona for this talent group.

Based on the aggregate answers from your interviews, create a persona using the common themes that emerge from each interview.

# PERSONA

---

## PERSONA BACKGROUND

PERSONA NAME

---

---

TARGET AUDIENCE GROUP

---

---

EDUCATION & QUALIFICATIONS

---

---

EXPERIENCE / CAREER PATH

---

---

EMPLOYMENT STATUS

---

---

CURRENT JOB TITLE / ROLE

---

---

STAGE OF CANDIDATE LIFECYCLE

---

---

JOB / CAREER GOALS

---

---

LOCATION

---

---

PASSIONATE ABOUT

---

---

# PERSONA

---

## PERSONA BEHAVIOURS

PERSONA NAME

---

---

TARGET AUDIENCE GROUP

---

---

MEDIA CONSUMPTION

---

---

OUTSIDE OF WORK

---

---

JOB SEARCH

---

---

COMPANY RESEARCH

---

---

INFLUENCERS

---

---

GETTING THEIR NEXT ROLE

---

---

PAIN POINTS

---

---

OBJECTIONS TO YOUR COMPANY

---

---

# HOW DO YOU FIND A BETTER WAY TO BUILD THE RIGHT TALENT

---

It begins with innovative technology. The kind that enhances your brand, empowers you to engage with your audience, and delivers a consistent voice across every connection point. Transform the way you search for candidates and exceed your global recruiting goals with AIA Worldwide.

## Learn more about...

Attraction &  
Engagement, Brand  
Activation and Tracking  
& Optimisation at  
[aia.co.uk](http://aia.co.uk)

Our TalentBrew  
Recruitment  
Marketing  
technology at  
[talentbrew.co.uk](http://talentbrew.co.uk)

The latest talent  
attraction trends,  
insights and thought  
leadership at  
[employerbrand.com](http://employerbrand.com)

