How and when to use the candidate persona.

Once you've finalized your candidate persona, use it to inform everything from writing job descriptions to conducting interviews. As a reminder, the hiring team should use it as a point of reference when interviewing.
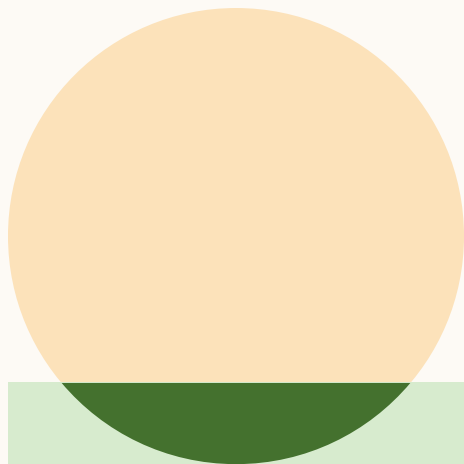
To help you get started, we've built a template for two different roles. Plus, we've included a downloadable blank template for use at a later date.

Keep in mind that these examples are representations of the right candidate you're trying to recruit based on your research and data collection.

📄 **Turn the next page for candidate persona examples and a blank template.**

Sophia
Software engineer

Who

Current occupation
- Mid-level engineer at small start-up

Professional experience
- 6–8 years

Location
- Within 20 miles of our office

Education
- BS in computer science
- Master's from a prestigious university

Competitors worked for
- Adobe

Culture

Core values
- Wants to work for a company that's contributing to social good
- Eco-friendly

Outside hobbies and interests
- Ideally these would be sports or activities that require strategic thinking

Work style
- Thrives in a fast-paced environment

Team player
- Works well as part of a big team

What

Key skills for the role
- C++, JavaScript
- Debugging and testing

Relevant professional traits
- Coding standards, code reviews, source control management, build processes, testing, and operations
- Able to resolve production breakages or emergencies while maintaining a cool head

Professional goals
- Next one to two years: be promoted to senior software engineer
- Deliver at least five projects of medium size or above during the year
- Write code that meets the quality objectives as measured by static analysis tools

Where

Preferred social networks
- Regular Twitter user
- Pinterest

Most frequented sites
- NY Times
- Quora

Trusted sources for industry info
- TechCrunch
- Recode
- Wired

Objections

Do they need to relocate?
- Ideally no, but negotiable for the right candidate

What's our strategy if the candidate isn't actively looking?
- Set up a coffee meeting to learn about what they're looking for

Is our hiring process too long?
- No, our average time to hire is below the industry standard at 19 business days

Salary requirements?
- Between $100,000 and $118,000

Why

What they love about your company
- Strong tech
- Work-life balance
- Building products used by millions of people

John
Marketing manager

Who

Current occupation
- Marketing manager at a global e-commerce company

Professional experience
- 2–4 years

Location
- Within 20 miles of our office

Education
- BS or BA in marketing or advertising
- Master's degree would be nice to have, but not a deal-breaker

Competitors worked for
- Amazon

Culture

Core values
- Passionate about bringing brand stories to life
- Is tired of working at a big company and wants to play a larger role on a smaller team

Outside hobbies and interests
- Hiking, road trips, dance

Work style
- Collaborative and data-driven

Team player
- Enjoys large teams but is craving a smaller, scrappier company

What

Key skills for the role
- Salesforce
- Managing a $1M budget

Relevant professional traits
- Has agency and creative production experience
- Deep insights on media landscape and developing local media strategies
- Adaptable and can wear many hats

Professional goals
- Next one to two years: gain valuable experience at a fast-moving start-up
- Get recognized for their contributions at work

Where

Preferred social networks
- Instagram

Most frequented sites
- Huffington Post

Trusted sources for industry info
- Optimizely
- Marketing Land

Objections

Do they need to relocate?
- Relocation not available for this role

What's our strategy if the candidate isn't actively looking?
- Find out if they want to be part of a fast-growing, venture-backed team

Is our hiring process too long?
- Slightly above industry average at 29 days

Salary requirements?
- Between $80,000 and $92,000

Why

What they love about your company
- Small team
- Working cross-functionally
- Getting in at the ground floor of a growing company

Culture

Core values

Outside hobbies and interests

Work style

Team player

Where

Preferred social networks

Most frequented sites

Trusted sources for industry info

Objections

Do they need to relocate?

What's our strategy if the candidate isn't actively looking?

Is our hiring process too long?

Do we meet their salary requirements?

?

Who
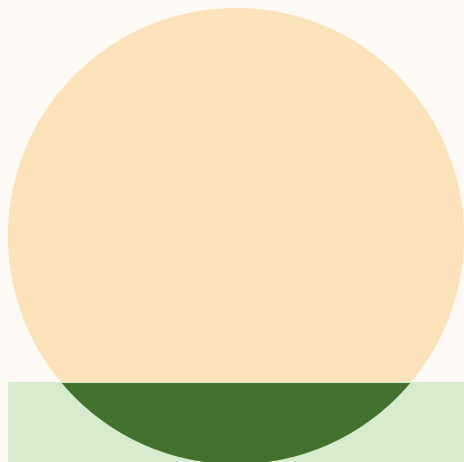
Current occupation

Professional experience

Education

Competitors worked for

What

Key skills for the role

Relevant professional traits

Professional goals

Why

What they love about your company

Why they love it

LinkedIn **Talent Solutions**

Find the right candidate with help from LinkedIn.

With your candidate persona created, start by looking for the right candidate within the LinkedIn network. Here are some of our most popular products to help get you started.

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