



# CANDIDATE PERSONAS FOR WORK & PLAY

@marenhogan



# Maren Hogan

Red Branch Media CEO & Founder  
15+ years as a seasoned marketer and  
community builder in the HR and  
Recruiting industry.



Building a candidate persona for recruitment is just like building a buyer persona in marketing

A candidate persona is a “fictional representation of your ideal hire for a specific role.



**Based on real info...**







# WHO ARE YOU **WRITING FOR?**

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Grew up in rural area

Used to the idea of farming and small town life

Education

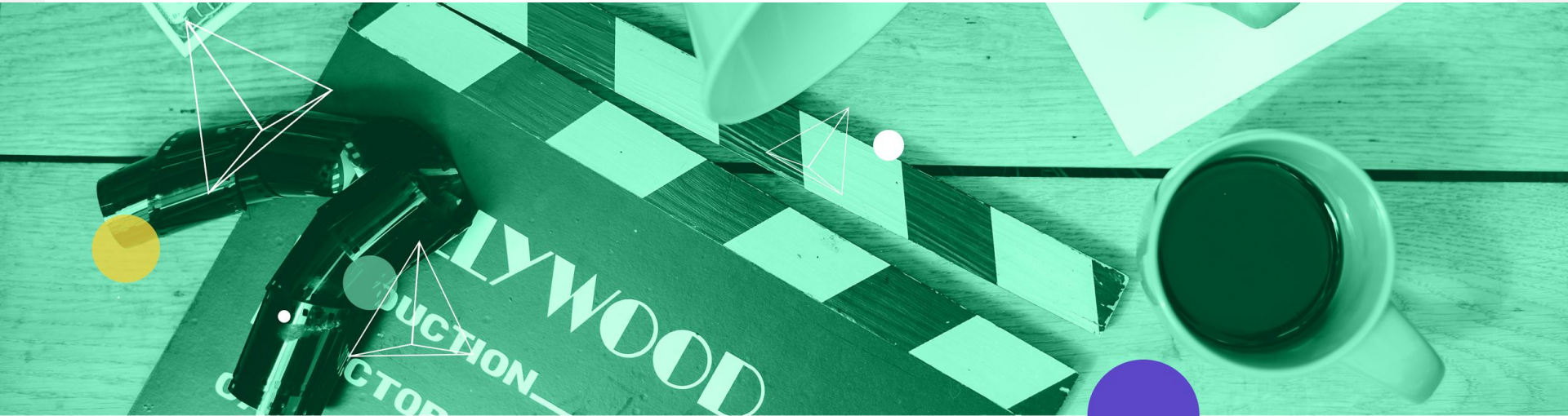
“Get back to the farm”



# Personas

are more than just demographic information

# CASTING CALL



Picture your new hire as if they were in a movie.





- What motivates your candidate?
- What are they looking for in an employer?
- What are their hobbies and interests?
- What kind of work/life balance benefits them the best?
- What challenges stem from their upbringing?
- What are their long term professional and personal goals?
- What objections may they have to working in your industry or company?
- What life-stage are they currently in? What milestones have they met or what milestones do they expect in their future?

# FORENSIC EVIDENCE



Once you have created a sketch of your persona, go through LinkedIn profiles to what their colleagues do, read, how long they have been in a certain position and groups they're in.



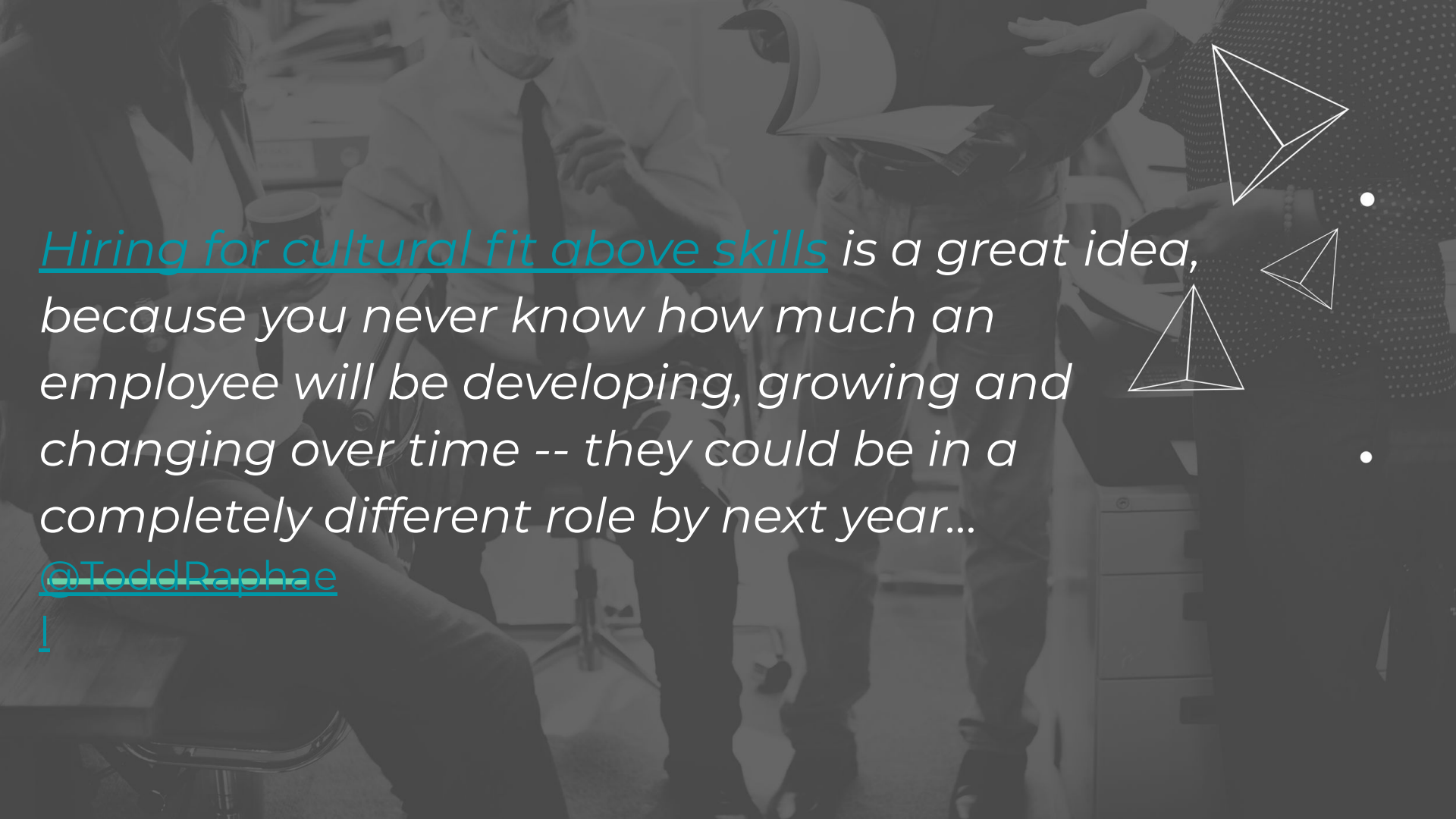
- Survey Monkey
- QZZR
- Facebook
- LinkedIn
- Professional Hubs
- Quora
- Reddit
- ...ASK!

Look for common answers and develop a way to organize trends for each category.

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*Hiring for cultural fit above skills is a great idea, because you never know how much an employee will be developing, growing and changing over time -- they could be in a completely different role by next year...*

*@ToddRaphae*

!





# Candidate Persona Title

- **Personal**

- Lifestage
- Background/ Upbringing - Morals
- Background/ Upbringing - Challenges
- Work/Life Balance Needs
- Personal Goals

- **Professional**

- Workforce Expectations
- Workplace Expectations
- Professional Goals





MAKE THE CANDIDATE  
THE FOUNDATION OF  
YOUR DECISION

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# JOB FAMILIES

Management positions as the main persona, but the different departments where the management roles are housed would be your sub-candidate persona.

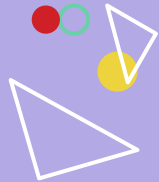


# CANDIDATE PERSONA EXAMPLES

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Managers who have the desire to own their own business, but haven't followed through

Power words: personal development, career development, career growth, autonomy



Grew up in rural area

Is getting his  
business degree, but  
doesn't know what  
to do after school

Doesn't mind  
relocating

Has the desire to  
make money fast



# PROTEIN CO

## BUSINESS MAJOR

Doesn't want  
a desk job

Craves fast paced  
environments

Used to working  
in crisis situations

Adapts well to  
working odd hours  
and/or changing  
work schedules



# PROTEIN CO

## EX-MILITARY/VETERAN PERSONA

Hardworking and  
disciplined

Knowledge of heavy  
equipment and safety  
skills for operating  
heavy equipment

Desire to relocate  
and move out of  
rural area

Conservative values,  
passionate about beliefs,  
set in their ways



**PROTEIN CO**  
RURAL PERSONA



Experience in a corporate or lab environment

Seeks structure and stability before other work rewards

Enjoys teamwork and is not individualistic in nature

Is attracted not by compensation as much as by benefits and family "feel".



# MIDWEST PHARMA

Education is very important to them and status drives them

Seeks status and is likely an introvert by nature

Highly focussed on a specific goal and wants to contribute to a larger body of work

Experienced working in other “innovation labs” in Boston



# CAMBRIDGE PHARMA

Post-doctoral

Might want to  
continue education  
in the form of  
conferences and  
classes

Experienced career  
scientist

Crave prestige as a  
motivator and the  
ability to have flexible  
work hours



# SAN DIEGO PHARMA

45-55 to years old

Financial  
administration and  
oversight of funds  
and reports to CFO

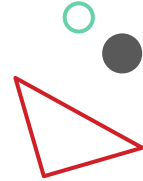
Well-versed in the B2B  
environment, specifically  
around finance

Oversees operations  
related to the funds



# FINANCE EXEC

## BACKGROUND/JOB



Highly analytical



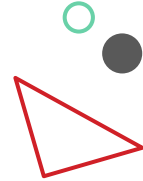
Manages time well

Evaluated on management skills and communication

Terrified of falling behind

# FINANCE EXEC

## TRAITS/STRESSORS





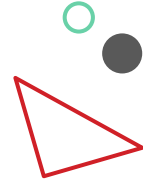
Strong sense of URGENCY

Her barrier: TRUST



# FINANCE EXEC

## TRAITS/STRESSORS





NOW WHAT?

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*Quick Tip: Identifying Power Words*

## What do people search for?

- SEMRush
- Google

# COPY

## Top 10 Tips on Surviving Nightshift

by Deanne Chiu

[Tweet](#) [Share 1.8K](#) [G+1](#) [40](#) [Pocket](#) [113](#) [submit](#)

I've been asked by a lot of people how to manage night shift and its little friend, sleep disturbance, so I thought I'd write down a few of the tips that I have gathered over the years. Would love to hear your coping strategies and tips in the comments section...

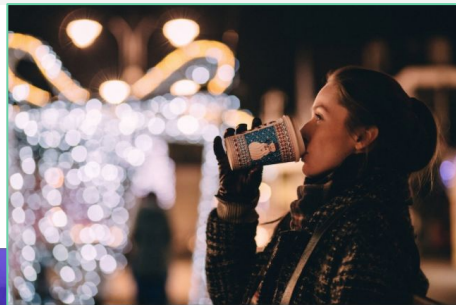
### Going onto nightshift

1. Try to do something physical "the day before the day before". Physical activity is good for your general wellbeing anyway, and it will set you up for a decent "pre-nightshift" sleep. I would go swimming, running, boxing or have a mega-housework blitz. Then get a decent amount of sleep prior to starting nights:

- **Method 1:** Stay up really late (at least 3am – 6am) the night before (calling/Skyping mates in different timezones or a TV marathon can help) then sleep for the majority of the day before your first nightshift.
- **Method 2:** Go to bed as usual the night before, sleep in until late morning, have a big feed for lunch then go back to sleep for an afternoon/evening nap.

### On nightshifts

2. Drink water and eat food (bring real food, not just junk, and a big water bottle that you can reach for when you are writing notes). Drinking enough water is my absolute number one piece of advice. It's hard to be high functioning when you are symptomatically dehydrated. (Same goes for a BSL of 1.8)



21  
Dec

## 6 TRICKS FOR JUMPING FROM DAY-SHIFT...

If you are making the transfer from the night shift to the sought after day shift it's time to...

READ MORE

From Buzzfeed to your company blog, job ads to downloads, you can use your power words ANYWHERE.

# DUH. GIVE PERSONAS TO THE RECRUITMENT TEAM

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reduce that applicant-to-interview ratio so later on down the road the candidate-to-hire ratio is one you can be proud of!



**MAKE THE  
CANDIDATE THE STAR  
OF THE AD!**

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Let's take everyone's  
**FAVORITE** Generation, **Gen**  
**Y**

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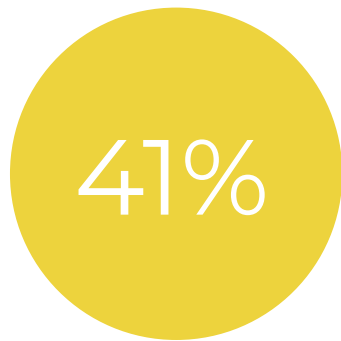
# TARGETING GEN Y JOB SEEKERS:

1. Fire up Google and research issues and trends influencing your targeted candidate audience
2. Set search parameters to be timely, within the past month or past year, and relevant
3. Gather as much statistical information as you can and compile a brief trend report that highlights key identifiers of your targeted group

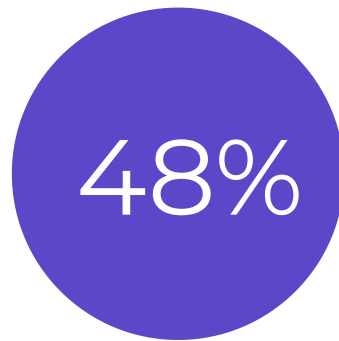




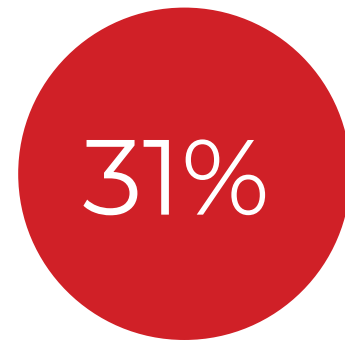
**57% of Gen Y job seekers** value meaningful work and job security.



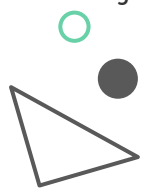
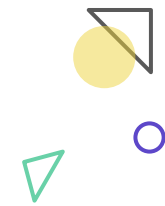
Gen Y job seekers **value workplace flexibility (30%)** and higher salary **(41%) more** than Gen X and Baby Boomers.



Almost half **(48%) of Gen Y** has considered going back to school instead of continuing their job search.



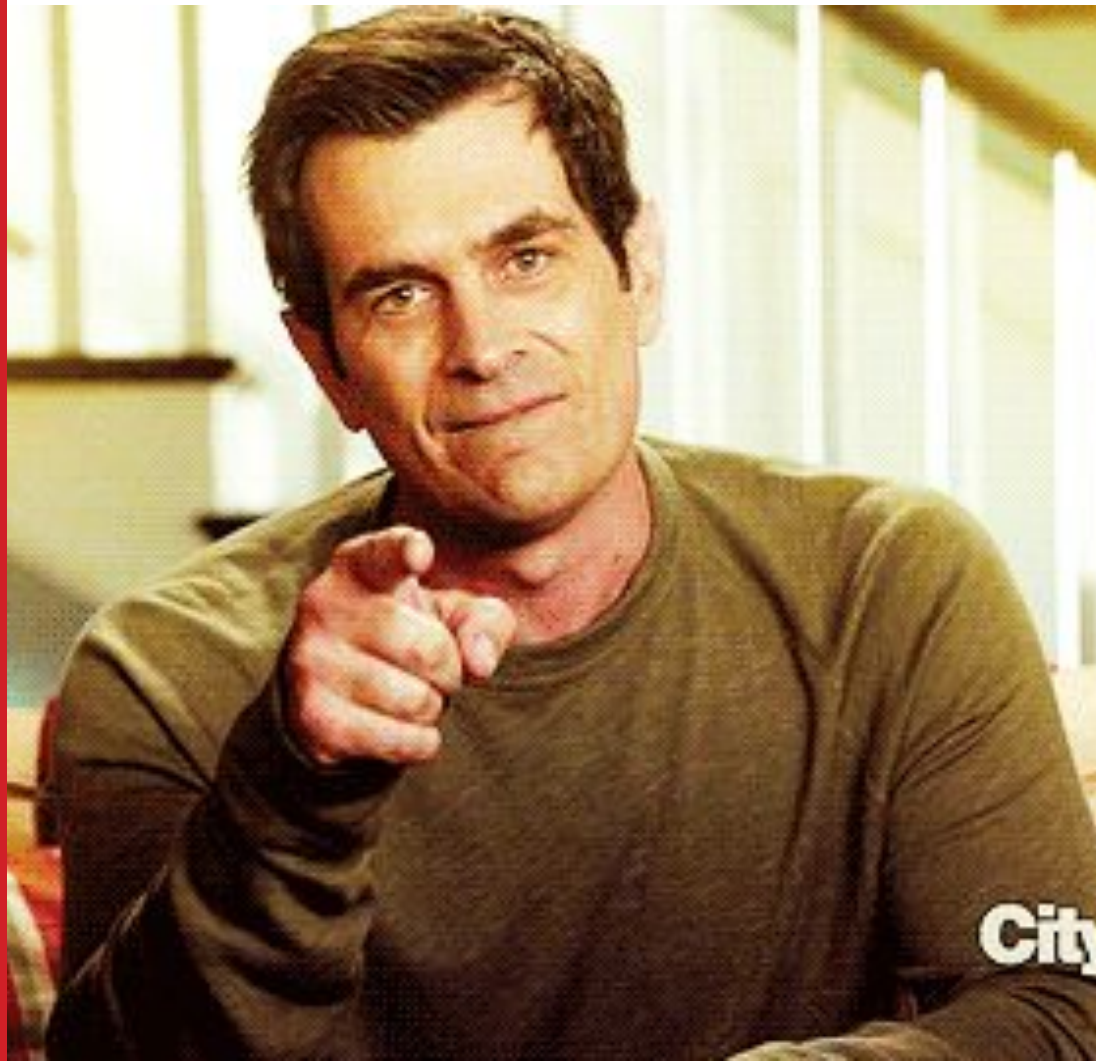
**31% of Gen Y job seekers** have considered starting their own business instead of continuing their job search.





# DESIRE:

- Job Security
- Meaningful work
- Workplace flexibility
- Higher salary



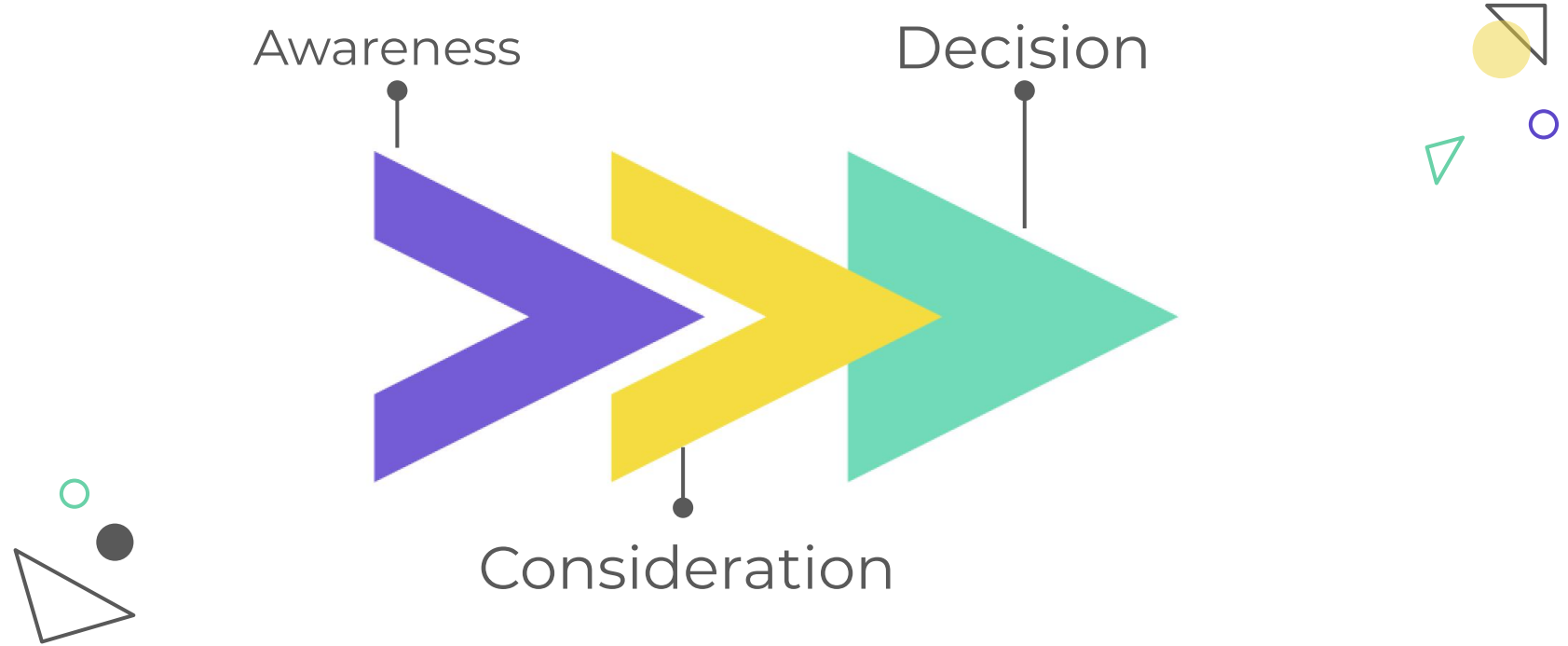




HOW DOES YOUR  
COMPANY SUPPLY  
THESE NEEDS?

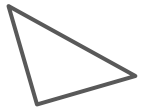
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# CONTENT MARKETING SALE STAGES





**Awareness**  
of the company  
and open role



**Consideration**  
to apply for  
the role



**Decision**  
to move forward with  
the interview process

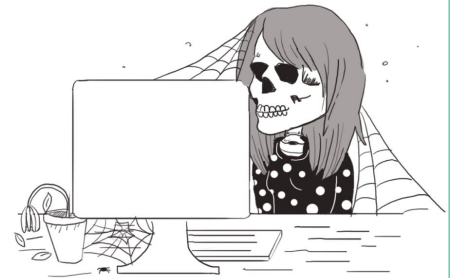
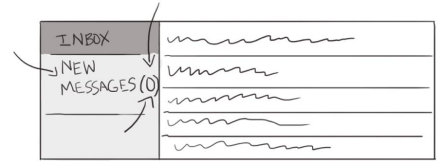
# AWARENESS

## USE:

- GIF/list posts posts (think BuzzFeed style)
- Short videos (funny and informational)
- Quora/answering questions
- Reddit/posting in relevant groups
- Memes
- Comics
- Quizzes



waiting for an editor's response be like...



# CONSIDERATION

## USE:

- Infographics showing your makeup (*diversity, depts they may not know about*)
- Blog articles about great work or fun projects
- Quote Posts
- Employee Testimonials/Showcases
- Q & As
- Personal Employee Stories
- FAQs
- Behind the scenes peek (*employees, the HR department, company parties*)



**Phil Vaughan**

December 30, 2016 at 9:13am

Having Worked with Triage for over 5yrs now, I have to say they do a Great Job of taking care of me and assuring that everything goes smoothly at my assignments. They do a wonderful job of making sure I have everything I need so I can focus on doing my job at the hospital without distractions. Ray, my recruiter is always looking out and ahead for me. Keeping one eye on my current status, and the other looking ahead for the next assignment. Having worked with multiple companies over my 17yrs of Traveling, I can truly say, I feel appreciated for what I do, working with Ray and Triage.

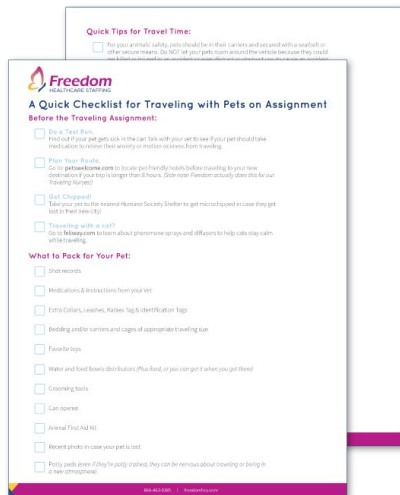
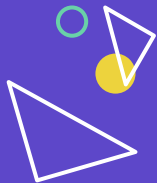
Like · Comment



# DECISION

## USE:

- How To (*at least 3 steps*)
- Comparison/versus (*Why we're better than the other guys*)
- Guides (*How to be a successful FILL IN THE BLANK*)
- Worksheets
- Templates
- Checklists
- Diagrams
- Reviews



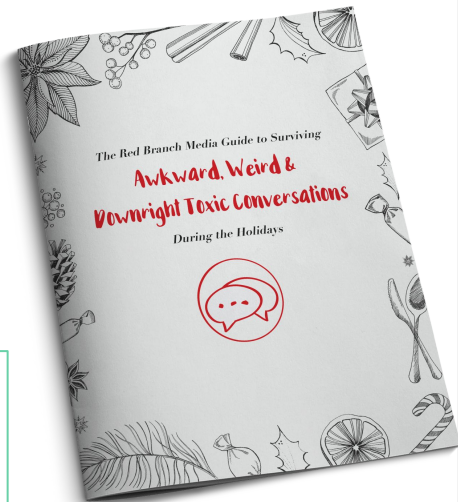
### 1. Bring variety to the space.

Variety in an office is the best way to engage and satisfy a wide range of workers. Often the more focused or introverted employees require the ability to disengage from chatter and high traffic areas in order to do their best work, while extroverts will feel disconnected and unmotivated if they aren't near their teammates.

*If the office is your canvas:* Create levels in more ways than one. Introduce sit-stand desks so employees can spend the day changing their body's position for better posture and focus. Also bring in levels of solitude by having areas where teams can meet and brainstorm or break away from noise and work alone.

 *Bring levels & variety to your office to make your range of employees feel engaged and inspired:*

*If the office has guidelines:* Use communal areas to your advantage. Invite teams to hold morning meetings in the lounge or on the patio. Schedule a 5 minute gab session once or twice a week, where everyone stands up and talks over their walls. Even opening up the one empty cubicle as the place to stash sweet treats can make for impromptu run-ins that stir conversations and remind everyone who sits only a wall away.





# CREATE CONTENT THAT NOT ONLY ATTRACTS

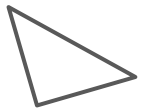
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Think of your perfect buyer  
personas



## Retention

Keep em' in  
the process



## Renewal

Beat your  
competition to the  
off and onboarding



## Sales Enablement

Give your managers  
the tools they need  
to seal the deal

# EXAMPLES



## A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leaving home and setting up shop somewhere new means something different for every person. Don't let all the prep get in the way of understanding what needs to be packed to continue enjoying the comforts of home. Use this categorized checklist as a guide to understand what you should wear during your travels, what you should pack and what you can buy when you land.

If you're the type of person who runs every possible situation through your head and packs an item for each of those possible outcomes, you're an over-packer by nature. If you're the type of person who thinks, "We'll get to it when we get to it," you're a textbook under-packer. You might be liable to assume you can "pick it up at the store when I get there."

If you're the type of person who packs the night before a huge move (every person on the planet) this checklist is your life.

### WHAT TO WEAR

No matter the season or state, a jacket and pants are always staples you want to bring along for one of those freaky "Murphy's Law" situations. They also take up lots of room. These are items you should consider wearing during your travels or stuffing in your carry-on not to eat up precious space in your bags.

- |   |   |
|---|---|
| <input type="checkbox"/> Rain jacket      | <input type="checkbox"/> Sunglasses             |
| <input type="checkbox"/> Jeans/Sweatpants | <input type="checkbox"/> Scarf                  |
| <input type="checkbox"/> Weather boots    | <input type="checkbox"/> Watch                  |
| <input type="checkbox"/> Hat              | <input type="checkbox"/> Empty To-Go coffee mug |

Triage

1

**JBS**  
INTERNSHIP PROGRAM  
MAKE YOUR MARK

## TAKE THE NEXT STEP TO A BRIGHTER FUTURE

### About The Program

This 10-week summer internship challenges you through hands-on learning experiences in our business. You will work on meaningful projects that make a mark on our business, while providing personal education growth and valuable workplace experience. Our internships allow you to earn a paycheck, class credit, and give you an introduction to a potential career for your future. If you want to be a leader within JBS, start here.

### Do You Qualify?

- In pursuit of your Bachelor's or Master's degree?
- Strong educational standing?
- Strong critical thinker that can solve real problems?
- Thrive in high-pressure and fast-paced environments?
- Exceptional communicator?

### This World-Class Internship Gives You

- Mentorship from an experienced leader
- First-hand industry exposure
- Networking opportunities with senior management

Take the first step to build a career with the Industry Leader: JBS!  
Visit [www.JBSSA.com/careers](http://www.JBSSA.com/careers) to make your mark.

**JBS** **pilgrims** **FIVE RIVERS**  
CITY OF HOPE

**Looksharp**  
powering talent@work™

## Personal Development Workbook

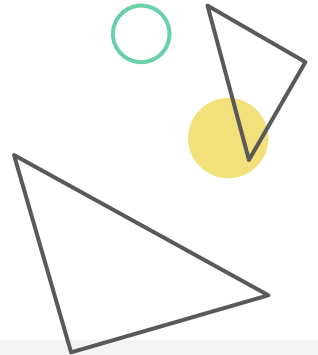
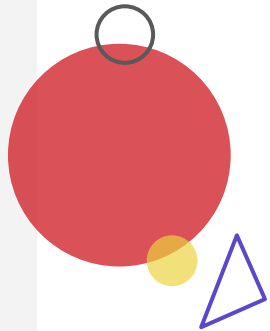
# ALIGNMENT IN INDUSTRY



If you are recruiting in a specific field or industry, it may make sense for you to grab the editorial calendars of those professional associations.

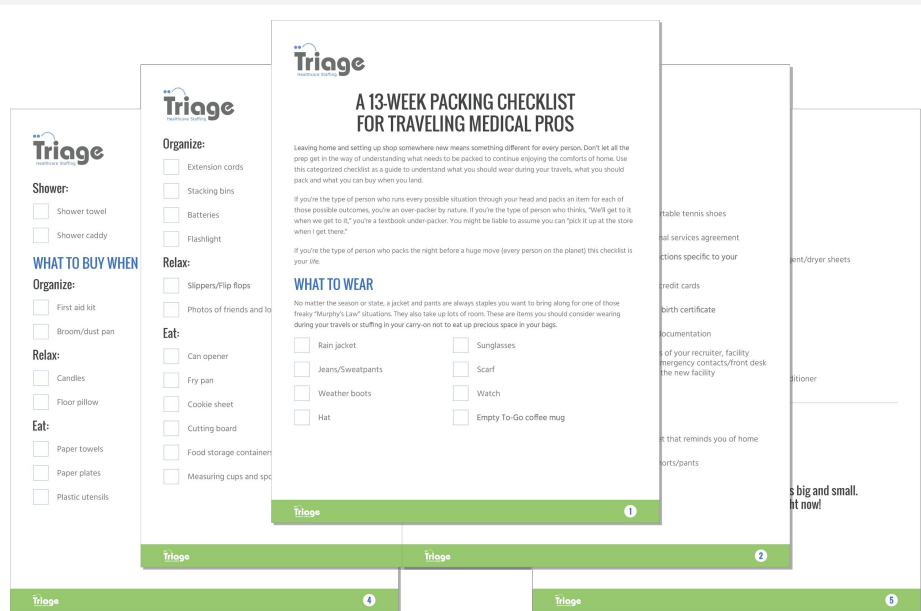
# COMPETITIVE INTEL & RESEARCH

First, there is nothing your competitor is doing that you cannot do better.



# MEDICAL RECRUITING

They work their butts off shining a light on their candidates and recruiting them with videos, contests, social media.

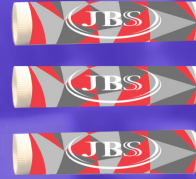






This is what they want to  
**READ/WATCH**  
**/CONSUME**

# EVENTS



Your editorial calendar for hiring is **NOTHING** without events underpinning it.



# OKAY, GOT ALL THAT?

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Now let's talk structure.

# CONTENT INCLUDES

- Resource List
- Ratings
- Hidden Thought
- Research
- Focused
- Series
- Product
- Spotlight
- Mini Case Study
- Industry Spotlight
- Now and Then
- Shopping List
- Opinion
- Reasons
- Infographic
- Podcast Post
- Video Post
- Stats Piece/Brief
- Quote Based
- GIF Post
- Quora
- Reddit
- Trend Pieces

# CONTENT INCLUDES

- Newsjacking
- Pop Culture Tie In
- How To (*at least 3 steps*)
- 10x (long as HEEEEELL)
- Example (*at least 3*)
- Fight Club
- Q+A (*can be faked*)
- Why
- Comparison/versus
- Roundup
- Metaphor
- Personal Story
- Predictions
- Fails!
- Guides
- Worksheets
- Templates
- Checklists
- Podcast

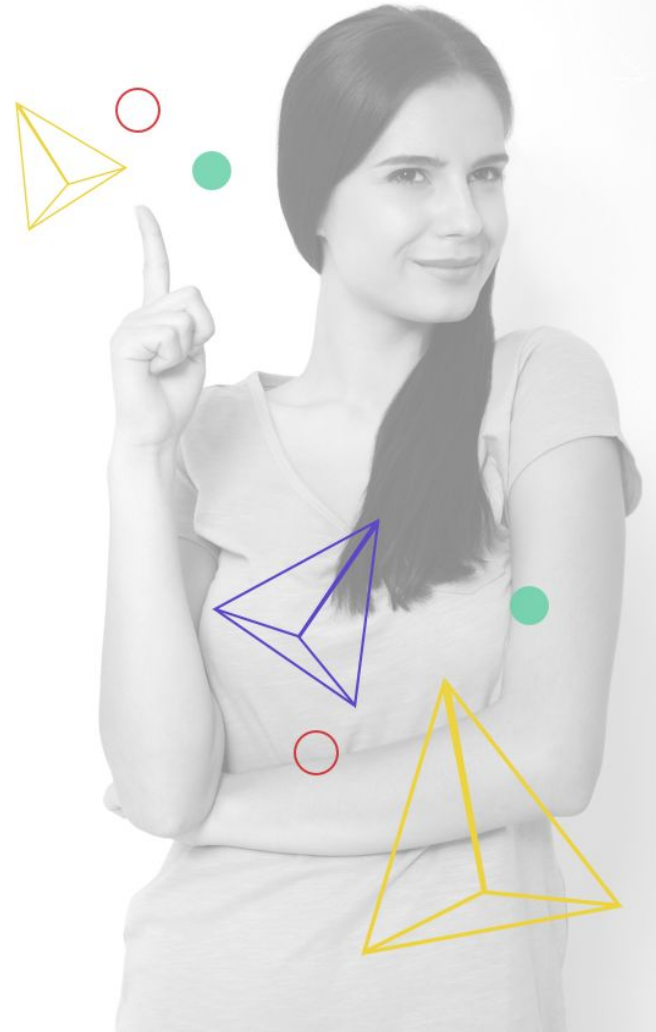
# CONTENT INCLUDES

- Tear sheets
- Listicles
- Diaries
- Infographics
- One Graphic
- Diagram
- Meme
- Posters
- Comics
- Cartoons
- Cartoons
- Screenshots
- GIFs
- Illustrations
- Handwritten things
- Polls
- Surveys
- Quizzes
- Video
- Webinars
- Presentations
- Photo Galleries
- FAQs
- Recaps  
*(events/twitter chat)*
- Placed articles
- Press releases



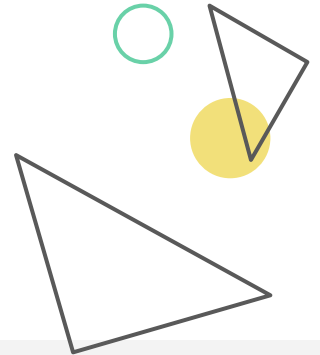
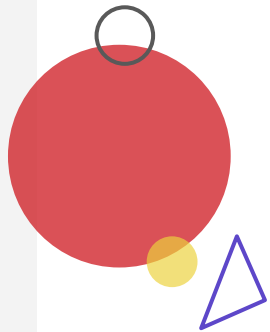
# SOME TIPS

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# REPURPOSE IT!

Now once you get on a roll of creating lots of content, you can go back and repurpose it all to create even better more engaging content.





# WAIT, WHAT?!

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This entire presentation was created from content myself or my team had already made!

