CANDIDATE PERSONAS FOR WORK & PLAY

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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?
Personas are more than just demographic information.

- Grew up in rural area
- Used to the idea of farming and small town life
- Education
- “Get back to the farm”
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?
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.
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...
Figure out what makes them tick, use the info gleaned from people like them to gauge whether they listen to Spotify or Pandora, value work-life balance over money or are due for a move in the next 6 months.
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
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

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
PROTEIN CO
EX-MILITARY/VETERAN PERSONA

- 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
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
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.
SAN DIEGO

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
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

45-55 to years old

FINANCE EXEC

BACKGROUND/JOB
Highly analytical
Manages time well
Evaluated on management skills and communication
Terrified of falling behind
Strong sense of URGENCY

Her barrier: TRUST

FINANCE EXEC
TRAITS/STRESSORS
NOW WHAT?
Quick Tip: Identifying Power Words

What do people search for?
- SEMRush
- Google
From Buzzfeed to your company blog, job ads to downloads, you can use your power words ANYWHERE.

Top 10 Tips on Surviving Nightshift

by Deanne Chiu

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)
DUH. GIVE PERSONAS TO THE RECRUITMENT TEAM

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!
Let’s take everyone’s FAVORITE Generation, Gen Y
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?
CONTENT MARKETING SALE STAGES

Awareness

Consideration

Decision
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
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)
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
CREATE CONTENT THAT NOT ONLY ATTRACTS

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 places 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 around 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 it when we get it,” you’re a textbook under-packer. You might be able 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 (even when on the plane) 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 iconic “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 to cut up precious space in your bag.

- Rain jacket
- Jeans/Sweatpants
- Weather boots
- Hat
- Sunglasses
- Scarf
- Watch
- Empty To-Go coffee mug

TAKING THE NEXT STEP TO A BRIGHTER FUTURE

TO 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

1. Mentorship from an experienced leader
2. First-hand industry exposure
3. Networking opportunities with senior management

Visit www.JBSAA.com/careers to make your mark.
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.
Your editorial calendar for hiring is **NOTHING** without events underpinning it.
OKAY, GOT ALL THAT?

Now let’s talk structure.
<table>
<thead>
<tr>
<th>Resource List</th>
<th>Industry Spotlight</th>
<th>Quote Based</th>
</tr>
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<tbody>
<tr>
<td>Ratings</td>
<td>Now and Then</td>
<td>GIF Post</td>
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<tr>
<td>Hidden Thought</td>
<td>Shopping List</td>
<td>Quora</td>
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<td>Research</td>
<td>Opinion</td>
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<td>Focused</td>
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<td>Trend Pieces</td>
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<td>Series</td>
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<td>Product</td>
<td>Podcast Post</td>
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<tr>
<td>Spotlight</td>
<td>Video Post</td>
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<tr>
<td>Mini Case Study</td>
<td>Stats Piece/Brief</td>
<td></td>
</tr>
</tbody>
</table>
CONTENT INCLUDES

- Newsjacking
- Pop Culture Tie In
- How To *(at least 3 steps)*
- 10x *(long as HEEEELL)*
- 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
| Tear sheets | Cartoons | Webinars |
| Listicles | Screenshots | Presentations |
| Diaries | GIFs | Photo Galleries |
| Infographics | Illustrations | FAQs |
| One Graphic | Handwritten things | Recaps |
| Diagram | Polls | (events/twitter chat) |
| Meme | Surveys | Placed articles |
| Posters | Quizzes | Press releases |
| Comics | Video | |
| Cartoons | | |
SOME TIPS
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?!

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