# **Candidate Persona Template**

**Instructions**Copy the structure of this template into your ATS or Word document to suit your needs.

***A well‑maintained persona can cut time‑to‑fill, raise quality‑of‑hire, and keep everyone aligned on what “great” looks like for a role.***

## **Section 1: Candidate Background**

| **Professional Background** *Previous work experience* |  |
| --- | --- |
| **Current Role/Occupation** *Include applicable job titles* |  |
| **Education**  *Degrees & certifications* |  |
| **Key Skills**  *Define hard/soft skills* |  |
| **Ideal Work Arrangement**  *Remote/Hybrid/On-site* |  |
| **Preferred Location**  *Used to determine commute* |  |

**Section 2: Candidate Preferences**

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| **Reasons to Change Current Job**  *List reasons they may want to leave their current role* |  |
| --- | --- |
| **Personality Traits**  *Describe attributes which would help them in their role* |  |
| **Career Goals** *Short & long term goals they would have as an employee* |  |
| **Key Motivators**  *Impact/benefits/bonuses etc.* |  |
| **Communication Style**  *Passive / Passive-Aggressive*  *Aggressive / Assertive* |  |
| **Work Style**  *Idea-oriented /Logical, Detail-oriented / Supportive / Agile* |  |
| **Culture Fit**  *Describe your company values, teamwork, work-life balance, etc.* |  |
| **Salary Expectations**  *Specify a range* |  |