

Unique Offer

Job

Description

Employee benefits

Career

Unique apply reasons

Employer

Beliefs

Company benefits

Culture

Candidate Persona

Disc personality: d i s c



Name

Age

Location

Education

Motivations

Current situation

Orientation

Goals

Frustrations

Candidate Journey

See

Unaware

Content:

Channels:

Actions:

Think

Consider job switch

Content:

Channels:

Actions:

Do

Willing to apply

Content:

Channels:

Actions:

Care

Spread the word

Content:

Channels:

Actions:

Goals & Resources

Leads

Applicants

Interviews

Hires

When must employees start

What is the time to hire

When should we start sourcing

Budget per hire

Meeting rhythm

Requiment team