

Human Resources Tips...

Catering Job Postings for Different Talent Personas

Hiring the right talent requires understanding the diverse motivations and aspirations of different talent personas.

Here's a summary of how to tailor job postings to attract each of the five personas:

The Traditionalists:

Focus: Highlight stability, work-life balance, and traditional company values.

Rewards: Emphasize competitive compensation, perks, titles, status, and clear career paths.

Language: Use professional and established terminology to match their career-oriented mindset.

Advancement: Clearly showcase opportunities for career growth within a reputable company.

The Do-It-Yourselfers:

Flexibility: Spotlight workplace flexibility, autonomy, and diverse project opportunities.

Impact: Emphasize meaningful work and the chance to make a tangible impact.

Remote Options: Mention remote work possibilities and the freedom to set their own hours.

Innovation: Describe the company's innovative culture and willingness to embrace new ideas.

The Caregivers and Others:

Work-Life Balance: Highlight flexible work arrangements, support for health & well-being, and family-friendly policies.

Part-Time/Flex Roles: Mention part-time options, four-day workweeks, or flexible hours.

Community: Showcase a supportive and inclusive community.

Development: Offer opportunities for career growth and advancement within flexible roles.

The Idealists:

Purpose: Focus on meaningful work, contributing to a greater purpose, and being part of a supportive community.

Development: Highlight investment in personal and professional development.

Inclusivity: Emphasize diversity and inclusivity in the workplace.

Culture: Showcase a positive organizational culture that values collaboration and support.

The Relaxers:

Meaningful Work: Emphasize opportunities for retirees to engage in meaningful work post-retirement.

Flexibility: Offer flexible contracts, allowing retirees to balance work and leisure.

Tailored Approach: Reach out to retirees with positive past experiences, exploring ways to entice them back.

By aligning job postings with the unique values and preferences of each talent persona, companies can attract a diverse pool of candidates and secure the right talent for their needs.