Ideal Candidate Profile Guide & Template

An **Ideal Candidate Profile** is a guide for any hiring manager to identify their ideal candidate for the job.

The Ideal Candidate Profile is used as a tool throughout the hiring process to evaluate candidates. The Profile acts as a checklist as you learn about a potential candidate, helping you ask better questions and probe deeper to ensure you can clearly answer if the candidate is the best person for the job.

Remember: there is no perfect candidate. The right hire won't necessarily check all the boxes outlined in the Ideal Candidate Profile. The tool is intended to clarify what's most important and what's non-negotiable.

Components of an Ideal Candidate Profile:

Specifics for the Role:
Skills: What expertise and experience is needed for this position?

Talents: What inborn abilities and natural characteristics would help someone be successful in this position?

Behaviors: How should someone act in this role? What behaviors and choices will the right person exhibit?

Core Values/Culture Drivers:

Consider your own company's core values. How do these translate into employee behaviors? Are there key traits your current team shares that you want all new employees to have as well? Spend time articulating these culture fit requirements to help guide your evaluating during the interview stages.

At CareerPlug we've identified four characteristics or driving behaviors that we ensure every hire exemplifies. These traits are the bedrock of our company culture and non-negotiables when making a hire:

- Scrapper: Passion & Perseverance
- Initiator: Leads with Action
- Learner: Growth Mindset
- Giver: Generous & Unselfish

How I'll Know:

This section helps you design your hiring process by thinking through how you will evaluate the skills, talents, and behaviors you've identified as ideal for this role.

For example, if specific skills are needed you may know by a certification they hold, a skills test during the interview process, or maybe by speaking with references from past jobs.

Job Description:

The final piece of our Ideal Candidate Profile is the job description. We keep it pretty simple:

Key Objectives: What are the 1-3 priorities or goals for this position?

Measurable Outcomes: What are the metrics you'll use to evaluate this position's success?

Responsibilities Breakdown: What are the daily/weekly/monthly responsibilities for this role? This is the place for the details.

Guiding Questions

As you build your Ideal Candidate Profile, here are some questions to ask yourself as a starting point to gain clarity on the role:

Responsibility Questions:
- What's the reason this job exists?
- What are the main functions of the job? What % of time does each function make up?
- If this person could do one thing for you, what would it be?
- What are the non-negotiable job duties?
- What is the most challenging part of the job?
- What are the mental/physical demands required?
- What kind of independent judgments and decisions are needed?
- When they make a decision in the job, who does it affect?
- Who will this person work closely with? Will they be managing others?

Experience Questions:
- What do they need to know before they start the job?
- What formal education, training, or certifications are required?
- How many years of experience are needed?
- What job(s) are considered good training for this one?

Behavior Questions:
- What behaviors should this person exhibit?
- What does it mean for this role to exemplify company values?
- What has made past people successful in the job? Unsuccessful?
- What knowledge or skill gaps are there on your current team?
- What is the biggest obstacle to success in this role?

Culture Questions:
- What character traits do your current top performers share?
- How would you describe your company culture?
- What does it look like when an employee is living your values?

Example Ideal Candidate Profile
Sales Representative

Manager: Sally Widget   **Team:** Sales Team   **Job Classification:** Full-Time

Key Objectives:

- Build relationships to increase prospect pipeline
- Sell widgets to our target market

Measurable Outcomes:

- Meet & over attain monthly sales quota
- Company revenue-attainment

What I'm Looking For:

Skills

- 2 years in a sales or customer service role
- Track record of previous quota attainment
- Understanding of widget industry
- Excellent verbal and written communicator

Talents

- Goal-Oriented
- Detail-Oriented
- Tenacious

Behaviors

- Demonstrates leadership
- High self-confidence
- Team Player

Culture Drivers

- Scrapper
- Initiator
- Learner
- Giver

How I'll Know:

- Skills - Resume Review, Sales Roleplay Exercise, Interviews, References
- Talents - Assessments, Interviews, Sales Roleplay Exercise, References
- Behaviors - Assessments, Interviews, Sales Roleplay Exercise, References

Responsibilities Breakdown

Daily/Weekly Responsibilities	● Perform outreach to targeted prospects ● Conduct widget demos ● Track all data and notes in CRM ● Collaborate with the sales team to refine outreach process ● Prepare for and attend the weekly team meeting
Monthly Responsibilities	● Achieve monthly quota ● Stay up to date on Widget product training
Quarterly Responsibilities	● Achieve quarterly quota ● Conduct and report on quarterly analysis of outreach efforts
Projects	● Mentor junior sales associates

Example Ideal Candidate Profile
Template

Manager: **Team:**   **Job Classification:**

Key Objective(s):

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-

Measurable Outcomes:

-
-

What I'm Looking For:

Skills
-
-
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Behaviors
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Talents
-
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Culture Drivers:
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How I'll Know:

-
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Responsibilities Breakdown	
Daily/Weekly Responsibilities	
Monthly Responsibilities	
Quarterly Responsibilities	
Projects	