

HOW TO CRAFT A POSITION PROFILE TO ATTRACT EXCEPTIONAL EXECUTIVES

Lost time. Lost money. Lost confidence in leadership. A hit to morale. Those are just a few costs of a bad hire. And the higher in the organization the position, the greater the impact. That's why, when searching for talent at the executive level, it's paramount to create a position profile that intrigues the ideal candidate, encourages thoughtful self-assessment and inspires action. So include the following features to ensure your next executive hire delivers on all functional requirements and personifies the spirit and values of company culture:

EXECUTIVE SUMMARY OF THE OPPORTUNITY

In three to four sentences, outline the purpose of the role and organization, and set up the content of the longer position profile. Imagine the Summary as an elevator pitch – you have less than a minute to captivate your audience, dynamically sell the opportunity, and entice them to learn more.

ROLE & RESPONSIBILITY DETAILS

Use this section to particularize the job. Call out the major objectives. Spell out the success metrics. Meticulously outline the essential day to day duties. Describe the personality, leadership and character traits sought in the ideal candidate. Be honest about the challenges of the role. Consider a format that includes a paragraph description along with an itemized list of specific deliverables, essential skills, required experience, and other mandatory qualifications.

COMPANY BUSINESS DESCRIPTION

Describe the sector in which the company fits today and in the future. Share the company's mission statement. Provide company demographics, top-line financial data, and a brief history. Identify the products or brands the company owns. Are there key mergers and acquisitions to highlight, or other notable strategies? The goal here is to provide a snapshot for the candidate to understand where the company's been, where it's headed, and how the role fits into the big picture.

KEY COMPANY PERSONNEL BIOS

Provide a list of the company leadership with brief descriptions of where and how they fit in the organization, and how the candidate may interact with them in fulfilling their role. Include a description of the team the executive will be leading and how it's currently structured.

COMPANY CULTURE

It's not enough for the candidate to be able to fulfill a list of functional requirements. Smoothly snapping into place culturally is crucial – especially when it comes to those joining the leadership team in embodying what the company stands for to its employees and the public. Use this section to outline the company's mission and values. Provide a code of conduct and ethics. Describe the company work style, work pace/work load expectations, and attitude toward employee work/life balance. Share characteristics of successful employees. Describe the social atmosphere or anything else that makes the workplace unique.

GEOGRAPHIC LOCATION DETAILS/COUNTRY CULTURE

Provide the candidate with a comprehensive sketch of where the job is located. Point out both practical and cultural considerations of the country and city. Share resources and links that might be useful in assessing life in the location.

COMPENSATION, BENEFITS & PERKS

Provide the salary range for the role. Remember, ambiguity around compensation can be interpreted as a reflection of company transparency - an increasingly important cultural consideration among job candidates. Specify all the hard and soft benefits, and any other perks that could be offered as part of the job. Sometimes companies that cannot compete on salary can win over a candidate with creative soft benefits and quality-of-life perks.

24 Seven's Global Executive Search can custom-create an actionable talent recruitment plan that starts with an effective position profile and ends with a candidate perfectly matched and on-boarded to your executive role. As a strategic resource, 24 Seven Global Search helps creatively-driven brands identify and recruit game-changing leaders worldwide.

Our innovative approach combines global reach, industry expertise and market intelligence to place top executive and creative leaders. We are the go-to talent source for the world's top teams in luxury, fashion, retail, beauty and digital - serving global and local brands in over 25 countries