

Opportunity Blueprint Template

A strategic alternative to traditional job descriptions.

Use this to clarify the value, mission, and opportunity behind each role.

Role Snapshot

Title of Role:

Reports To:

Team/Department:

Type: (Full-time, Part-time, Contract, etc.)

Work Location: (Remote, Hybrid, In-Person)

Why This Role Exists

What is the purpose of this role in the organization?

What key problem does it solve or outcome does it create?

Prompt: Imagine explaining this job to someone who has never worked in your industry. What impact would you emphasize?

The Opportunity Ahead

What can this person grow into?

What does success look like in 6 months? 12 months?

What will they be proud to say they built, led, or improved?



Tip: Help candidates see this not just as a job, but as a platform for purpose and progress.

Culture Add + Values Alignment

What are the core values they should align with?

What behaviors matter most on your team?

Prompt: Think beyond "culture fit" and define the fresh perspective or strength this role should

Impact Metrics

What will this person be measured by?

How will they know they're winning in the role?

What feedback loops or check-ins will support them?

Sourcing Channels & Audience Notes

Who is the ideal candidate (not just by experience, but potential)?

Where do they currently spend their time (online, offline)?

What barriers might they face to entry?

How will you remove friction and increase access?

Prompt: Include insight from your Inclusive Sourcing Strategy here.

Final Framing

What makes this role matter?

Why now?

What kind of leader or teammate will they work best with?