

# UNIT 1

## Reading Job Advertisement



(source: [http://fortuneaskannie.files.wordpress.com/2012/02/job\\_ad\\_buzzwords.jpg](http://fortuneaskannie.files.wordpress.com/2012/02/job_ad_buzzwords.jpg))

### Learning Outcomes:

- Students identify their strengths and weaknesses.
- Students understand what parts of the job ads.
- Students are able to read job ads.

Reading a job advertisement or job ads is an important step for a job seeker to get a desired job. If the job seeker does not carefully read the ads, it may lead to misunderstanding or even disappointment. Usually, from the job ads, the job seekers will learn much information about the job and its description and requirements as well as that about the company. That information will help the job seekers evaluate themselves whether their skills and qualifications fit the job requirements or not; or whether the conditions and values of the company interests them or not. Evaluating job seekers' strengths and weaknesses should be done before looking for a job because it helps to identify the skills, qualifications, experience, knowledge, and personal characteristics that employers are expecting.

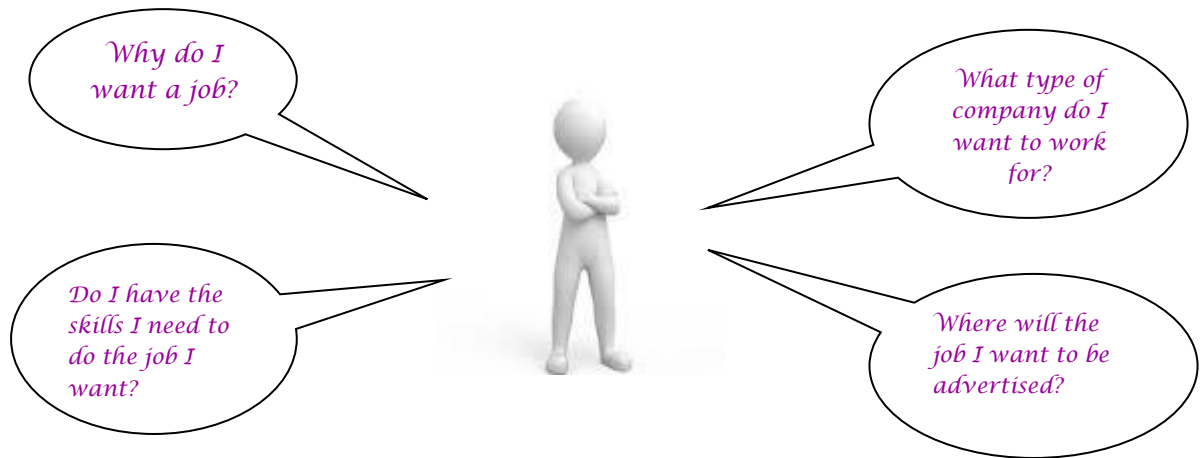
### A. Assessing Yourself

Evaluating your strengths and weaknesses comprises two things:

1. Your personal characteristics.
2. Your qualifications: academic qualifications, skills, and experiences.

One way to identify them is by drawing a mind map.

First, ask about these following questions:



Then, where to find a job advertisement?

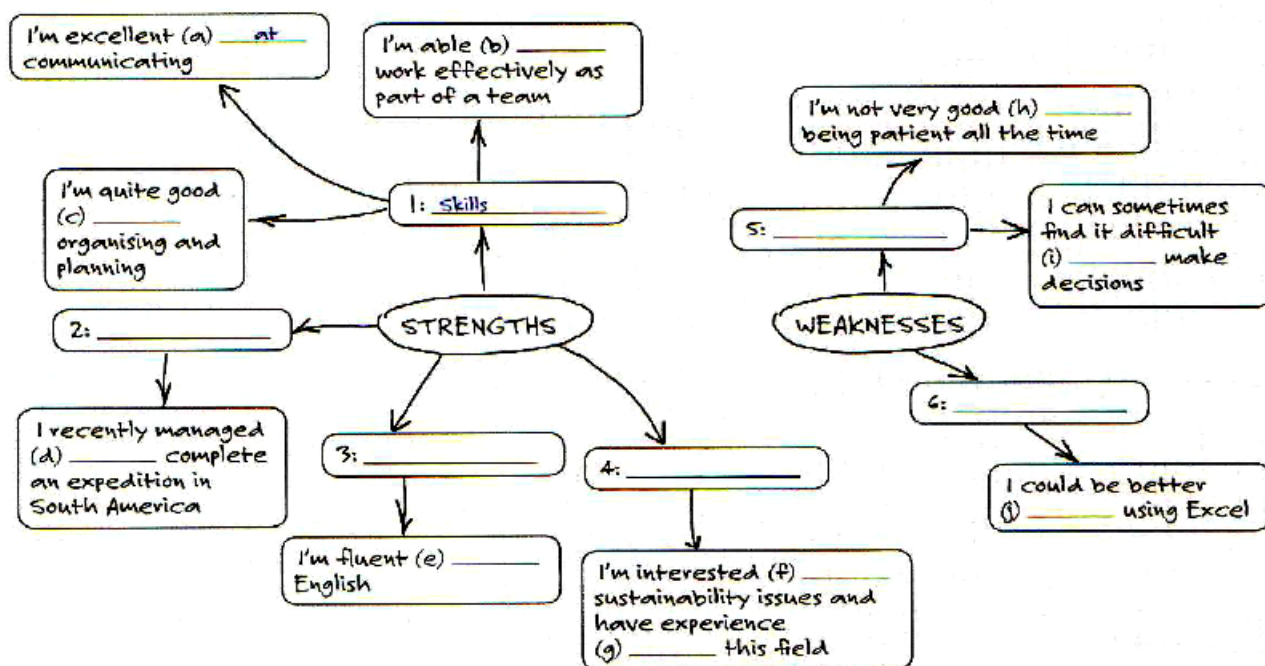
1. Internet
2. Local Newspaper
3. Job Fair
4. Agencies
5. Networking
6. Speculative search

**Exercise 1:** Complete the headings (1-6) on the mind map using the words in the box.

Achievements  
Languages

Experience  
Personal Characteristics

Knowledge  
Skills



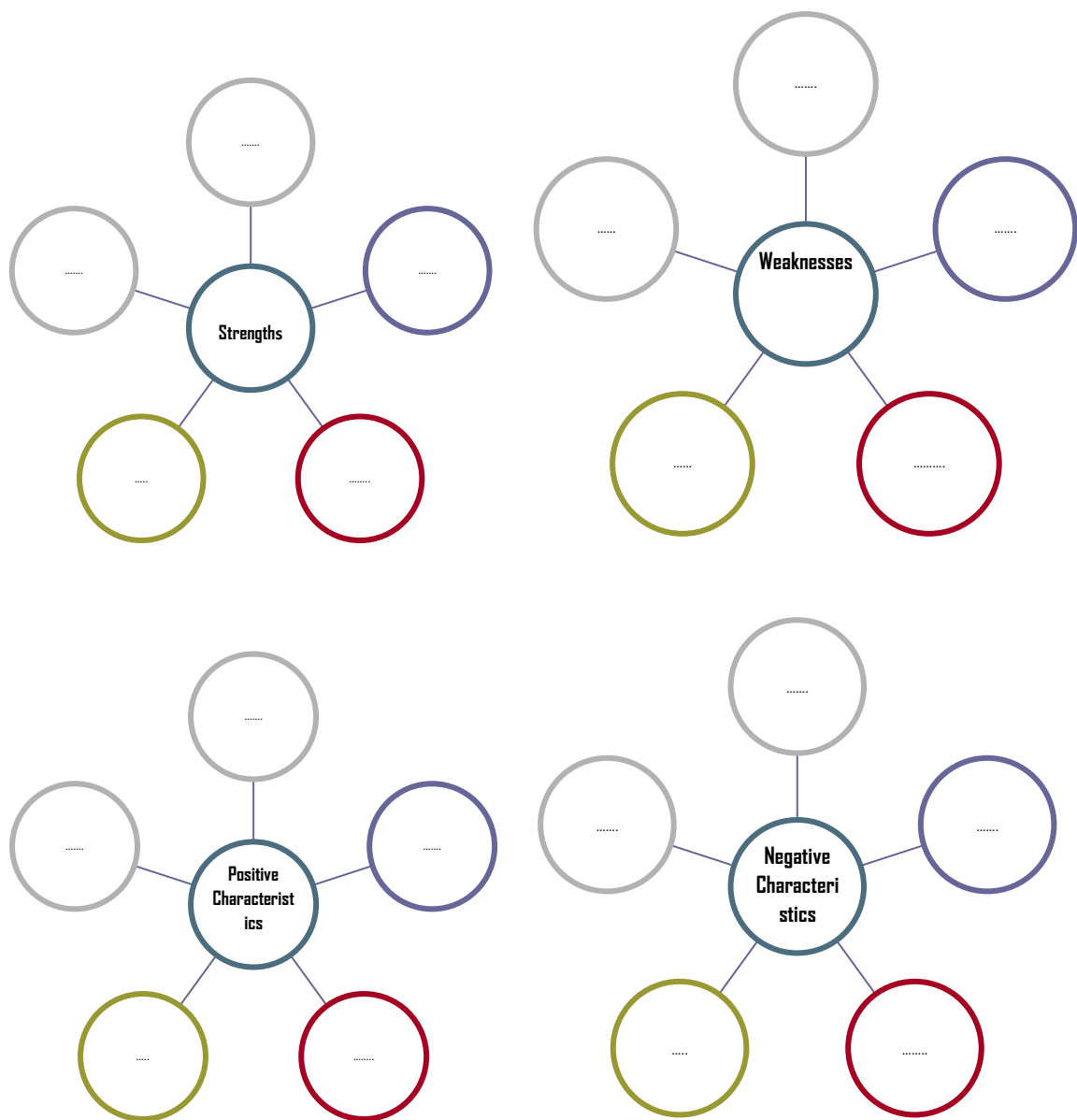
**Exercise 2:** Match the personal characteristics (1-6) to the questions (a-f).

- |               |  |
|---------------|--|
| 1. Creative   | a. Do you always do what you say you'll do?                |
| 2. Decisive   | b. Are you good at getting other people to agree with you? |
| 3. Flexible   | c. Are you good at making your mind up quickly?            |
| 4. Organized  | d. Are you able to plan ahead successfully?                |
| 5. Persuasive | e. Are you able to cope with last minute changes?          |
| 6. Reliable   | f. Are you good at coming up with imaginative solutions?   |

**Exercise 3:** Draw a mind map similar to that in exercise 1. Add as many bubbles as you like.

Try to use the following phrases.

Strengths	Weaknesses	Positive Characteristics	Negative Characteristics
I'm excellent at.... I'm able to.... I'm interested in... I recently managed to...	I'm not very good at... I could be better at... I'm reasonably good at.. I would like to be able to..	I am... I try to...	I can sometimes be.. Occasionally, I am.. I can be a little bit..



**Exercise 4:** Match each skill with its description. Look at the example below.

- |                         |    |  |
|-------------------------|----|--|
| 1. Analytical skills    | a. | - I have justified belief in my ability to do the job.<br>- I am able to express my opinion or provide advice when necessary.<br>- I am good at making decisions.  |
| 2. Creativity           | b. | - I actively seek feedback on my performance and carefully consider feedback.<br>- I demonstrate an interest in and understanding of my own and other cultures.<br>- I understand my own strengths and limitations.            |
| 3. Self-Confidence      | c. | - I am good at getting a good deal.<br>- I am good at developing and managing relationship with others.<br>- I am able to persuade, convince, and gain support from others.  |
| 4. Communication Skills | d. | - I am able to formulate new ideas to solve problems.<br>- I am able to think ahead to spot and create opportunities.<br>- I set aside thinking time to come up with alternative ways of getting things done more efficiently. |
| 5. Independence         | e. | - I can work with sustained energy and determination on my own.<br>- I can find ways to overcome obstacles to set myself achieve goals.<br>- I strive towards my own target and refuse to settle for second best.              |
| 6. Interpersonal Skills | f. | - I am good at data analysis.<br>- I am excellent at interpreting data to see cause and effect and able to use this information to make effective decisions.   |
| 7. Negotiation Skills   | g. | - I am able to express myself efficiently.<br>- I am able to make my opinions totally clear and rarely misunderstood.<br>- I produce clear, well-written reports that can be easily understood.                                |
| 8. Self- Awareness      | h. | - I am good at working cooperatively.<br>- I am good at working and communicating within a team to achieve goals.<br>- I am a good listener.   |

## B. Parts of a Job Advertisement

When you read a job ad, first thing first is find these essential parts of the ads:

1. Kind of jobs being offered/positions.
2. Job description: responsibilities
3. Company information such as its products/services, career development, working environment (formal, casual, flexible hour, team work)
4. Requirements: working experience, education, certification, soft skills (time management, organization skills, leadership, communications skills, willingness to travel, ...)
5. Procedures of how to apply: via email or post and subjected to whom (HRD/Director/Manager, ...)
6. Additional info about the company: mailing addresses (company address or email address), fax #, phone #, and website.

### C. Questions to Ask Yourself after Reading the Job Ads

After that begin questioning yourself about the ads by doing the following:

1. Identify the advertiser.

Is it the company doing the hiring? Have they outsourced to a recruitment firm?

2. Note the company.

Do you know the company? How big is it? Have you heard of it? What kind of reputation does it have?

3. Review the job title and its duties/responsibilities.

If it says “programmer”, do the job duties really fit with that? Are the duties clearly understood?

4. Determine what they’re looking for.

What qualifications do they seek? Please note that phrases like “you must have” or “you need” suggest that the requirement is definite. Whereas, words like “preferably”, “preferred”, “ideally” or “desired” suggest some flexibility.

5. Pay attention to special instructions, such as “No phone calls”, “Apply by email”, “Include a handwritten cover letter”, “Include three samples of your previous work – submit as PDFs”.

6. Look for payment and benefits information. Do they explain about how they pay? Make sure you know your worth before you apply. Does the job include benefits?

## D. Terms and Abbreviations Usually Found in Job Advertisement

**Exercise 5:** In pairs, read some terms used in a job advertisement below. What does each term mean? Discuss with your partner and explain it in front of the class.

Terms	Meaning	Terms	Meaning
Ads		Portfolio	
Applicants		Qualifier	
Client		Recommendation	
Desirable		Requirement	
Experience		Shift Work	
Full Time		Part Time	
Job Description		Wages	
Person specification		Candidate	

**Exercise 6:** Below are abbreviations usually found in a job advertisement. Discuss with the same partner each abbreviation. Look at the example.

advant	<i>advantage</i>	o/t	
asap		pt	
appt		pos	
avail		pref	
bkgd		qual	
comp lit		quals	
est		req/reqs/reqd	
exp/exp'd		ref/refs	
f/t, ft		sal	
lic		secy	
M-F		yr	
nec		wk	

**Exercise 7:** Read the following job advertisements carefully.

**teen WORLD JOBS classifieds**

**A Babysitter needed**

We need a babysitter to look after our two boys aged 5 and 7 after school from 4 p.m. – 6 p.m., Mon – Fri.  
£40 a week.

Call Mary on 678345211

**B Newspaper round before school**

We need young people to deliver newspapers on Mon, Wed and Fri mornings. The paper round takes 30 minutes in the village of Clanbrook. Papers must be delivered before 8 a.m. and you must have your own bike.

*Interested? Ask for more info at Clanbrook post office.*

**C Holiday job**

Do you want to earn some extra money this summer? Do you speak another language? We need **French, Spanish or German** speakers to work for us in the City Museum shop Tuesday – Saturday.

Send your CV to [citymuseum@shopjob.lkj](mailto:citymuseum@shopjob.lkj)



**D Munchies Café**

**PART-TIME WORK**

We are looking for breakfast and lunchtime staff to work in our café on Saturdays.

Come in (8 a.m. – 4 p.m.) or call Bella on 612398745 (after 4 p.m.)

Match the adverts with the job descriptions and write a–d next to the number 1–4.

- |             |                                   |
|-------------|-----------------------------------|
| 1. Advert A | A. Delivering newspapers.         |
| 2. Advert B | B. Looking after children.        |
| 3. Advert C | C. Working in a shop              |
| 4. Advert D | D. Working in a small restaurant. |

**Exercise 8:** Which is the best job advert for these questions?

1. In which job do you have to work after school?
2. In which job do you have to start work before 8 a.m.?
3. In which job do you only need to work on Saturdays?
4. In which job do you need a bicycle?
5. In which job do you need to speak a foreign language?
6. In which job do you only work during the summer holidays?
7. In which job do you have to work for 2 hours every day after school?
8. In which job do you need to work from Tuesday to Saturday?



**Exercise 9:** Indicate whether these following sentences are True or False.

1. In advert A, the babysitter can get more than £40 a week.
2. In advert D, you don't need to work in the evenings.
3. In advert B, the paper round should take about half an hour.
4. In advert C, you have to work five days a week.
5. In advert D, you should call Bella in the morning.
6. In advert B, you should contact the newspaper delivery boy for more information.
7. In advert D, you need to work full-time.
8. In advert C, you need to contact the museum by telephone.

**Exercise 10:** Match the vocabulary with the correct definition and write a–f next to the numbers 1–6.

**JOBS**

**A Support Worker**  
*Do you have the ability to care for others? Can you understand how older people feel? Are you a good communicator? Do you have good listening skills? Can you work weekends?*  
 If you have answered **YES** to the above, we would like to hear from you:  
 - Starting rate of £8.56 per hour  
 - Free Uniform  
 - Excellent Training  
**Golden care**  
[careers@golden-care.com](mailto:careers@golden-care.com)

**B Trainee hairdresser**  
 Full Time - 40 hours per week  
 Permanent  
 Brighton City Centre  
*Learn from some of the best hairdressers in the world!*  
 You will work 40 hours a week Monday to Saturday. Your responsibilities will include: welcoming clients, washing hair, bringing coffee and tea to customers, and keeping the salon clean and tidy at all times.  
 No previous experience is necessary. Please apply NOW!  
[cathy@cut-above.brighton.com](mailto:cathy@cut-above.brighton.com)

**C WOWEE MAGAZINE Writers wanted!**  
 Wowee Magazine is looking for writers for its website. Pay is based on the number of people who read your articles. You may also receive free tickets to events and free products to test. This is a great opportunity to get valuable work experience.  
 We want people who are:  
 Chatty Interesting  
 Passionate Skilled  
 Contact us at [info@wowee.com](mailto:info@wowee.com)

**D CALLING ALL MODELS**  
 Think you could be a model? If so, we'd like to meet you!  
 Working as a successful fashion model isn't easy but it is very exciting and could be a great opportunity.  
 Girls should be **over 16** with a minimum height of 172 cm and boys should have a minimum height of 182 cm. If you are under 16 and do not yet have the required height, we would still be interested in meeting you, but you must bring a parent.  
[info@top-model-agency.uk](mailto:info@top-model-agency.uk)

**E WORK FOR COFFEE BEANS**  
 Join Britain's number one café at **COFFEE BEANS** where every café has the same aims: to create family-like teams and to give excellent customer service.  
 Many different kinds of people come and work with us so start your career at **COFFEE BEANS** today:  
 - choose the hours you work  
 - get management experience  
 - share your love of coffee  
 Join us as a **Team Member, Assistant Manager** or **Café Manager**, depending on your skills and experience.  
 Email us at [jobs@coffeebeans.co.uk](mailto:jobs@coffeebeans.co.uk)

- |             |   |
|-------------|---|
| 1. cash     | A. talkative.                                 |
| 2. trainee  | B. having a special ability or training.      |
| 3. chatty   | C. an informal word for money.                |
| 4. valuable | D. very useful or important.                  |
| 5. career   | E. a person who is being trained to do a job. |
| 6. skilled  | F. a person's chosen job and life's work      |

**Exercise 11:** Complete the recommendations with a job from the box.

support worker  
model

trainee hairdresser  
coffee beans café worker

"Wowee" magazine writer

### Recommended job

- Nina is studying English and has her own blog. She is very sociable person, and is interested in music and fashion.
- Dave has just finished school and is looking for a full-time job. He is sociable, likes working with his hands and cares about his appearance.
- Blake enjoys helping people. He wants to make a difference to other people's lives. He is looking for opportunities to learn new things that will help him in his career.
- Nadia is a student and she is looking for flexible, part-time work. She does not want to work in a restaurant or shop. She is tall, beautiful, and has her own unique look.
- Sam is friendly and sociable. He has experience working in a restaurant and wants a job with more responsibility. He is studying part time so he needs flexible working hours.

**Exercise 12:** Study these job requirements. Then try to match the requirements to the list of the jobs which follows.

- A. Visual Basic Developer
- B. IT Engineer (Network and Database)
- C. Web Developer
- D. Network Support
- E. E-commerce Consultant
- F. Team Leader

- At least 5 years (2 at senior level) in Oracle and Windows OS, Terminal Server, TCP/IP, Internet
- Strong project management
- Willingness to travel abroad

①

- Able to manage, lead, and develop a team
- Knowledge of C, C++, Delphi
- Experience of Object-oriented design within a commercial environment
- Ability to deliver software projects against agreed schedules and within agreed estimates.

②

- Proven track record in the delivery of e-solutions in banking environment
- Knowledge of Unix, Windows, and Oracle
- Willingness to travel abroad

③

- Minimum 4 years lifecycle development experience
- Demonstrable skills using VVB, SQL, RDBMS
- Able to develop core s/w
- Excellent communication skills

④

- Minimum of 18 months commercial experience of web development
- Knowledge of HTML, Java, ASP
- Full portfolio of URLs as examples

⑤

- Experience of Windows OS, Exchange, Monitoring Software, SQL Server, Verta, TCP/IP
- Solid Gasp of Networking
- 2 to 5 years experience in a network environment

⑥

**Exercise 13:** Find any job ads at the newspaper or websites (write also the source where you get them such as the name of the newspaper and the website address). Exchange your Job's ads with your peer, and place a tick (✓) in the box for each statement which appears in the advertisement.

Job Description Terms	Job Advertisements (Ads)		
	Ads 1 Title:	Ads 2 Title:	Ads 3 Title:
Full time			
Part Time			
Permanent			
Contract			
Fixed Work Hours			
Shift work			
Experience required			
Qualification required			
No Experience required			
Interview			
Apply in Writing: Letter			
Apply in Writing: Application form			
Contact by phone for an appointment			
Contact employer directly			
Work as part of a team			
Work independently			
Work with supervision			
Work with little supervision			
Opportunity for promotion			
Others benefit available			
etc			

**Exercise 14:** Among those Ads you found, choose one that suits you and fill in the information below:

<b>Source of the ads</b>	
<b>Kind of job being offered</b>	
<b>Job description</b>	
<b>Requirements</b>	
<b>Procedures of how to apply</b>	
<b>Company information</b>	
<b>Additional info about the company</b>	

**Exercise 15:** After that think the reasons you would fit the requirements and qualifications of the job. Write your reasons on the following space.

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