

Evaluating Advertisements

Most job adverts are placed by employment agencies on behalf of their clients. Beware of companies that withhold their identity. This is an indication that the company may have something to hide. You should be able to conduct research on the organization to which you are applying. Research is important! Most organizations have some publication on who they are and what they do. Other sources of information are the Stock Exchange Investors Guide or the internet.

- Learn to be critical in your evaluation of job advertisements
- Search for *relevant* information within advertised position
- Check the qualification required to enter the respective advertised careers



Activity 1 (in small groups)

Take a newspaper that has a lot of Job advertisements (Sunday or Wednesday edition).
Choose an example of an advert that is:

1. Vague with little info
2. Clear and concise

Explain why advertisement 1 is considered vague and why advertisement 2 is considered clear and concise.

Activity 2 (in small groups)

Select two advertisements from the newspaper. Complete the table below by ticking the boxes where information is provided for advert 1 and 2:

Information given	Advert 1	Advert 2
What is the position?		
Which company?		
What is the Industry?		
What qualifications are required?		
Where can you study for these qualifications?		
What Subjects are required for entry into these careers?		
What are the main duties and responsibilities?		
Where will you be working?		
Is experience required?		

What remuneration is offered?		
What other benefits are offered, i.e. leave, etc?		
Does the advertisement have a closing date?		
Where your CV should be forwarded to?		

Activity 3 (group discussion)

1. Were any things not included in the checklist that could be important?
2. What are the essential points covered in the adverts?
3. What other places besides newspapers can we find job advertisements?
4. Think about the next steps in the job application process. What things have been left out of the advertisement that you would like to ask in the interview?

