

Analyse jobs and work out matching

For applications, it is important that it matches and that readers recognise this. Think about it like this: you take the profile described in the job advertisement and place your individual profile next to it. The greater the intersection between the two, the better you fit and the more arguments you have in favour.

In order for you to find the common ground, it is important that you know what exactly you are applying for and what exactly enables you for it. The basis for a targeted, custom-fit and individual application is therefore the examination of the job, the employer and oneself. Look closely and take in details on both sides – professional as well as interdisciplinary. It is time well spent – even if you decide against applying afterwards.



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1. Understanding the job advert – know your target

It takes a lot of work to formulate a meaningful job advertisement. The description of tasks and requirements is well thought out, but all other information is also deliberately placed. It is important to grasp and understand the advert in its entirety.

Save the job posts as soon as you think they might be of interest. Publications are often associated with costs for employers and are limited in time. However, the content may become important for you again for several reasons, e.g. to prepare for a job interview.

Take a close look

Roughly summarised, job advertisements provide information about vacant positions, the associated activities and the requirements for jobholders. The structure, scope, detail and language can vary greatly.

Read carefully and try to get a picture of the job. You can overlook tasks or underlying conditions quickly. Do not guess the meaning of technical terms and make sure who the right contact person is. For example, do you understand what you would do as a jobholder, where you would be assigned or who you would be working with? Research anything you don't know about. Pay attention to the order of tasks and requirements. This is not random, but follows the importance for or the share in the post.

Find out more about the employer, topics or activities beyond the advertisement. For example, look at the company website and social media channels as well as the press. Read critically and be sceptical if an advert promises big money as well as a fast career path, but reveals little about the employer or your tasks.

Pay attention to this information

Employers use this content to inform you about vacancies:

- **Description of employer:**
 - Name, if applicable with legal form and affiliation to a group of companies / association etc.
 - Business model / mission / purpose / portfolio
 - Size / market position, e.g. number of employees, turnover, locations
 - Objectives / strategy / vision / culture
- Description or **name of the sector** / division / business unit / company unit / area of operation / operational unit / department / team
- **Name of post / job title / position name**
- **Task profile** of the job / internship / thesis / project / traineeship / work placement:
 - Individual tasks and activities, if applicable, with responsibilities / authority, objectives / work results / products / instruments / work equipment / methods / technologies / systems / interfaces
- **Requirement profile** of suitable applicants:
 - Qualification (e.g. studies, training, educational qualification)
 - Specialisation or interests
 - Experience (e.g. “Initial practical experience in ...“)
 - Knowledge of working methods, systems, languages, etc.
 - Additional qualifications (e.g. continuing education/further training)
 - Soft skills and personality (e.g. communication skills, analytical thinking etc.)
- **Underlying conditions and services for employees:**
 - Number of hours, start date and duration of employment, if applicable
 - Place of work and, if applicable, proportion of travel
 - Civil service: Collective agreement classification (salary)
 - Other services for the jobholder, if applicable: Development prospects, additional benefits, e.g. company car, health promotion, bonuses, etc.
- If application, information on the **application procedure:**
 - Desired documents (e.g. complete application, short application, CV)
 - Required information (e.g. salary, starting date)
 - Information on the application procedure (e.g. deadline for submission, method of dispatch)
 - Contact person for technical questions
 - Contact person for questions on the application procedure

Advert without indication of the company?

Do not be irritated if the companies commissioning the work are not clearly named in the advertisements of recruitment consultancies or headhunting agencies. There are employers who wish to remain anonymous in the first stage of the advertisement. As soon as you come into contact with the recruitment consultancy, you will be told who they are looking for.

Identify the keywords

Job advertisements are full of keywords. They are important for you to get an impression of the job and the company. They are important for employers to be able to assess applications and select candidates. The formula is simple: The more keywords you find from the advertisement in your own profile, the better you are likely to fit. If these keywords can be found in your application, it will be obvious – even if people from outside the field or technical systems analyse it.

Pay attention to subject-specific and subject-independent terms as well as to the (substantivised) verbs in the task profile, which were deliberately chosen. Should you, for example, “participate”, “support”, “assist” or “be responsible”, “control”, “coordinate”? The words chosen allow conclusions to be drawn about specific activities, but also about the amount of responsibility, the role or the degree of cooperation with others.

Assess the requirements

There is rarely a 100% match between job and applicant. Normally, it is sufficient if you fulfil about 70% of the requirements, whereby the order and choice of words play a role. The most important requirements are usually mentioned first. Mandatory requirements can be recognised by words such as “absolutely necessary”, “indispensable”, “is required”, “essential”. Optional requirements are combined with e.g. “desirable”, “ideally”, “advantageous”, “helpful”. Expressions like “excellence” are a matter of interpretation: In addition to achievements in studies, achievements in voluntary work, projects or internships can also be meant.

2. Work out the match - show that you fit

Now it's a matter of gathering all the important information that speaks for your fit. For example, use a table with two columns to assign aspects of your profile to the information in the job profile. In the first step, mark and write down the keywords from the job advertisement and, if necessary, other research. In the second step, assign data, facts, but also very concrete examples of your profile and career.

Discover your profile

Ideally, you have already compiled all the details of your individual profile in preparation for the application phase (see manuals on your professional profile), so that you can now refer to them. If not, consider catching up. Applying becomes easier when you have collected data, facts as well as examples and are aware of your strengths, interests and values.

Use various sources

Remember the following points and look at the related documents:

- Stages of your educational path, studies, training, school if applicable
- Degree contents and points of focus, modules, projects, coursework and theses
- Professional stations and activities, (part-time) jobs, internships, practical projects, volunteering, etc.
- Completed or ongoing training, PLUSPUNKT, (online) courses
- Prizes, awards, scholarships, prizes
- Time spent abroad, volunteer year / service, other stations in your past
- Leisure and extracurricular activities
- Personal experience and decisions
- Recommendations, references or feedback that you have received

Take time to reflect

These questions may help:

- Which relevant **knowledge** do I have? How have I achieved it?
- To what extent have I already dealt with relevant **topics**? What exactly have I done?
- Which useful **experiences** have I gathered? Where have I taken on similar **tasks** and **activities**? And which examples demonstrate this?
- Where have I worked with the **methods** or **systems** or built up know-how about them?
- How could I demonstrate relevant **soft skills**? How can others recognise that I have them?
- Which of my **strengths, talents, interests, values, goals** fit the job? Which examples demonstrate them?
- What **challenges** have I already overcome and how did I do it?

Collect data, facts and specific examples

Be specific and write down more than single or general words. With examples you make the matching individual and authentic and stand out from others who have done no or only a superficial matching. Think of tasks you have taken on, situations you have experienced, results you have achieved or challenges you have mastered. First collect - you can sort out or summarise in the next step.

Also think about any deficits

If you find important requirements that, you do not (yet) meet: Already during the matching process, consider whether and how you can change this. Especially, if it's something you need for many positions in your dream job, look for suitable learning or training opportunities. You are already further along and, for example, already enrolled in a course? Then you could mention it in your application to underline your motivation.

3. An example - how it might look

Analysis of a job description

Marking example: Position-specific keywords, job-related keywords (verbs), general qualifications, general conditions and application procedure

Consultant m/f* environment – energy – consumer protection (full-time starting 01.10.2020)

Your tasks:

- Individual processing of enquiries from member companies
- Implementation of legal requirements in the companies
- Supervision of, among others, immission control licensing procedures, chemicals law (REACH)
- Carrying out training courses at member companies
- Contributing to process optimisation in resource consumption, energy efficiency
- Preparation of position papers, guidelines and lectures
- External representation towards committees, authorities and the public

Your profile:

- Completed university studies in ecotrophology or natural sciences
- Special knowledge or ideally work experience in the fields of environment, energy or consumer protection
- Professional experience in related fields, e.g. at company, association or institute level
- Communicative, convincing personality with diplomatic flair (e.g. in dealing with authorities)
- Didactic skills, editorial competence and the desire to familiarise oneself with new subject areas
- Fluent English in spoken and written word

Please address technical questions to Mr Müller (Tel. 0123/456-78), and questions regarding the application process to Ms Maier (Tel. 0123/456-89). Please send your detailed application documents, quoting the reference number 123-456ST, to bewerbung@musterbild.com.

Creating a matching table

Job profile: Tasks	My profile: Notes
Individual enquiry processing	Part-time job as a working student at the consumer advice centre in Rheine: Dealing with various enquiries from private households on sustainable household management by e-mail and telephone
Member companies	-
Implementation of legal requirements in companies	Knowledge of environmental protection laws and their implementation built up through the bachelor thesis: "Comparative study of exemptions from the Drinking Water Protection Ordinance 2001 of the Federal Environment Agency"; various examples of how requirements were implemented selected and analysed
Supervision of approval procedures, chemicals law	Theoretical foundation through bachelor thesis; law/ legal regulations were parts of the study (e.g. food law)
Carrying out training sessions	Student on placement in the chemical analysis laboratory ABC AG 2019: Accompanied and supported training courses for food hygiene for a major client; e.g. researched current data and compiled working materials, supervised participants Tutor in summer semester 2018 at the department OEF: 2 SWS "Fundamentals of Nutritional Sciences" Online course: "Designing and delivering webinars" (LinkedIn Learning)
Participate in process optimisation, resource consumption, energy efficiency	Student research project written in the winter semester 2018/19 with links to the consumer advice centre in Rheine: "Implementation and evaluation of a consumer survey on cleaning agent consumption in private households"
Produce position papers, guidelines, lectures	- Presentations prepared and held during studies - Participation in the presentation seminar 2018 (PLUSPUNKT)
External representation	-
Job profile: Requirements	My profile: Notes
Professional qualification: Ecotrophology studies	Relevant Bachelor degree, 09/2020 (grade 2.0)
Consolidation, specialisation, expertise: Knowledge in the areas of environment, energy or consumer protection	Optional compulsory module on consumers; topics: e.g. consumer work, criteria for qualified consumer information, socio-political dimension of consumer protection, consumer policy
Practical experience: Consumer protection	Working student at the consumer advice centre Rheine with 10 hrs/week: Counselling of advice seekers by e-mail and telephone, participation in team meetings on professional issues
Practical experience at company, association or institute level	Passive only: Consumer advice centre Rheine (part of the NRW State Association) Active: Department tutor

Communication skills, persuasiveness and diplomacy	Shown in practical experience and in work as a tutor; dealing with/approaching different types of people, student initiative “How to save real cash when cleaning” with information stand in the pedestrian zone, winter semester 2017/18, actively addressing other people; open personality, likes to approach others and discuss or deal with critical questions
Dealing with authorities	-
Didactic skills	Involvement as a tutor, enjoy teaching content and interacting with others, feedback: “Able to explain well”
Editorial expertise	Checking training documents at ABC AG Proofreading texts for the consumer advice centre
Familiarisation with new topics	Proven in the study programme and in the various practical stations
Fluent English	5 months in England (school time)
Interest(s): -	Great interest in the topics of sustainability and environmental protection, as well as consumer protection -> choice of study and involvement in the student initiative; but also trying out/ implementing/ researching in your own everyday life (sustainable household management, foodsharing, blogs and magazines...)

Underlying conditions & application process:

Scope of tasks: Full-time	ok
Start: 01.10.2020	ok
Code / reference number	Code PN 123-456ST
Application channel	bewerbung@musterbild.com
Contact with employer	- no contact yet