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| **FOCUS AREA** | **JOB ADVERT ANALYSIS & ORGANISATION RESEARCH** |
| **Activity** | **Analyse job advert and research organisation** |
| **Duration** | 30 minutes |
| **Learning outcomes** | *Topic Coordinator to map to learning outcomes* |
| **Resources needed** | * [Student worksheet](#StudentWorksheet) * [Example job advertisements](https://staff.flinders.edu.au/content/dam/staff/learning-teaching/employabilty-toolkit/example-advertisements.pdf) (or supply your own) |
| **Associated toolkit task** | This activity has also been prepared as a task with optional assessment rubric:  [table mapping skills/knowledge/experience to evidence](https://staff.flinders.edu.au/learning-teaching/employability-toolkit) |

## Activity description

Students will be introduced to how they can build the connection in job applications between their skills, knowledge, experience, interests and values with those of potential employers. They will deconstruct job advertisements to identify the skills, knowledge and experience being sought by the employer and learn to thoroughly research the organisation/employer.

## PART A Job advert analysis and reflection [15 minutes]

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| **Format** | **Steps** | **Prompts** | **Resources** |
| Facilitator-led | 1. Introduce students to   **2-3 example job advertisements**, briefly introducing the purpose of a job advertisement and their typical components. | Purpose:   * To attract applicants with the skills, knowledge and qualities that best fit the organisation’s culture and role.   Typical components:   * Role description * Organisation profile * Key responsibilities * Required skills and knowledge * Eligibility * Application instructions and deadline | [Example job advertisements](https://staff.flinders.edu.au/content/dam/staff/learning-teaching/employabilty-toolkit/example-advertisements.pdf) or source 2-3 that are relevant to your cohort – the Careers team can help |
| Partner exercise | 1. Ask students to deconstruct of the **example job advertisements** to identify the skills, knowledge and experience required for the role, recording what they find in **student worksheet (PART A).** | * Job advertisements and position descriptions provide a ‘wish list’ for the ideal candidate – the fit won’t always be perfect. | [Student worksheet (PART A)](#PartA)  *1x example job advertisement* |
| 1. Ask students to note real examples where they have demonstrated/developed these skills/knowledge/experience. | * Employers need to see evidence of skills development. * Employees like a ‘well rounded’ candidate – draw from a range of academic, study, volunteering and community experiences when you consider how your own skills, knowledge and experience match up. |
| Facilitator-led discussion | 1. Lead a discussion asking what students learned from the activity. | * What did you learn? * How well do you feel like you met the skills, knowledge and experience required for the role? * Could you come up with examples from across your work, study and life experiences? |  |

## PART B Organisational research [15 minutes]

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| **Format** | **Steps** | **Prompts** | **Resources** |
| Facilitator-led | 1. Introduce the next activity by stressing the importance of researching an employer. | * Your role in preparing your application is to draw a connection between ‘you’ and the ‘employer’. * Graduate employers have reported that candidates often submit applications or attend interviews which demonstrate a failure to research the hiring organisation (AAGE Survey 2020). * Your applications (and interviews) should demonstrate that you have done some research on the employer. |  |
| Partner exercise | 1. Ask students to use their devices to research the employers and record what they find in **student worksheet (PART B).** | Consider:   * a range of research channels – social media, website, news items, job advertisement. * your interests, particularly if they are a large organisation. * any connections you may have with the organisation. | [Student worksheet (PART B)](#PartB) |
| Facilitator-led discussion | 1. Lead a discussion asking what students learned from the activity. | * Was any of the information difficult to find? What channels did you use to source it? Were some more useful than others? * How did you ‘connect’ with the information you learned? Did anything surprise you? * Did any of you have actual connections with the organisation? e.g. placements, know someone who works there, attended an employer event, used their product/service. * If it was a large organisation what could you find out specifically about your area of interest? [e.g. human resources, marketing, accounting] |  |

## Key messages to convey to students

**Facilitator:** Ensure that you have reinforced these key messages during the activity or reinforce them at the end.

* Organisational research isn’t about parroting back everything you uncovered in your job applications and at interviews – it’s about finding and capitalising on your authentic connections with a prospective organisation/employer.
* Thoughtful use of this research is essential to customising and increasing the impact of your resume, cover letter and selection criteria and enhancing your performance at interviews.
* Position descriptions and advertisements don't all look exactly the same but generally they will provide insight into the qualifications, experience, skills, knowledge and personal attributes that the desired candidate will ideally possess to enable them to perform in the role.

## Tips for teaching staff

* Not all job advertisements come with a detailed position description.
* If you are selecting your own job advertisements and they come with a detailed position description introduce students to the Essential and Desirable criteria for [the](#PartA) PART A activity – these will ultimately be the criteria against which a candidate is scored.
* This activity is a useful extension to the [Audit your skills](https://staff.flinders.edu.au/learning-teaching/employability-toolkit) activity and precursor to [Resume](https://staff.flinders.edu.au/learning-teaching/employability-toolkit), [Cover Letter](https://staff.flinders.edu.au/learning-teaching/employability-toolkit), [Selection Criteria](https://staff.flinders.edu.au/learning-teaching/employability-toolkit) and [Interview](https://staff.flinders.edu.au/learning-teaching/employability-toolkit) activities/tasks.

**Reference**: AAGE (2020). *2021 AAGE Employer Survey*, Australian Association of Graduate Employers Ltd., Camberwell, Victoria.

## PART A Job advert analysis and reflection

* Deconstruct the advertisement to identify the skills, knowledge and experience required for the role.
* Record the information in the table.
* Make a note of real examples where you have demonstrated/developed these skills/knowledge/experience. Draw from a variety of work, study and life experiences.

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| **Required skill/knowledge/experience** | **Include the statement that mentioned this in the advertisement** | **Provide your own example of how you have demonstrated this skill or acquired this knowledge/experience** |
| e.g. communication | *You will also need demonstrated teamwork and communication skills coupled with a desire to grow and learn.* | *I have two years experience working part-time on the register at my local Coles supermarket. This position has enabled me to develop strong skills in customer service as well as the ability to communicate effectively with people of all ages and backgrounds.* |
| e.g teamwork | *You will also need demonstrated teamwork and communication skills coupled with a desire to grow and learn.* | *I led a team of four volunteers during a 2 week field trip to Fraser Island to monitor water quality. This experience grew my ability to organise and coordinate a team and I was commended by the Project Coordinator for my leadership and ability to effectively manage and build relationships to achieve project outcomes – and lasting friendships!* |
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**Well done. These are the examples that you would draw from when preparing your cover letter and selection criteria and/or for an interview.**

## PART B Organisation research

* Now research the organisation – consult the job advertisement; check their website; look at their social media channels (e.g. for news items).
* For large organisations, research your interest area as well – e.g. if your interest is in marketing and communications make note of their social media channels, media releases, publications and other marketing collateral as well as their communications and marketing team leadership and structure.
* What connections can you personally make (if any) to this information that might be useful to impart during an application or interview process? For example, do you align with their values or mission? Do you have familiarity with one of their projects? Is there some recent news that resonates with you? Did you do a placement or site visit or attend an information event?

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| **Organisation /employer name** | **Organisational  characteristics** (size, location(s), customers / partners / investors etc) | **Vision and/or Mission Statement** | **Values** | **Current news** | **Key projects /specialities** | **Connections?** |
| e.g. Deloitte  One of ‘Big 4’ accountancy firms | **Global:** 150 countries, first office opened in London in 1845    **Australia:** 12 locations (c. 1980): Canberra, Sydney (x2), Darwin, Brisbane, Adelaide (x2 Fullarton and City), Tasmania, Vic, WA, Papua New Guinea  **Australian leadership team**: CEO, COO, Managing Partners and other Chief Officers  **Supporting clients across a huge range of industries** – financial, government, health, retail, transportation, ICT | Driven to create an impact that matters | 1. Lead the way 2. Serve with integrity 3. Take care of each other 4. Foster inclusion 5. Collaborate for measurable impact   **Workplace culture:** ‘The Deloitte Experience’ – flexible working arrangements: wellbeingFlex, TimeFlex, CulturalFlex, CommunityFlex  **Special shared values program**  Deloitte Australia: Inspiring Woman | * 12 opportunities to help Australian industry meet 2030 emission targets * $2.5bn 2021/22 Deloitte revenue announced, 19% rebound on previous year * New expertise in AI and machine learning joining Deloitte | **Major services**: Economics, Consulting, Audit & Assurance, Tax, Risk Advisory, Legal, Financial Advisory, International Specialist Services, Private  **Recent awards**   * ABA100 award for 20-year partnership with Oxfam Australia, upskilling disadvantaged communities and fundraising * Pro bono work e.g. The Invictus Games Sydney | e.g.  - did internship  - know XX who works there  attended Flinders  - employer event and met XX  - used their product/service or know someone who has |
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**Great! Show the employer you have done your homework and considered your connections to the organisation by injecting a little\* of this knowledge into key parts of your cover letter and during interviews.** *\*the information you most connect with*