



READING JOB ADVERTS

UNDERSTAND WHAT EMPLOYERS ARE
LOOKING FOR AND FIND THE RIGHT ROLE
FOR YOU.

Job adverts contain important information.
Knowing what to look for helps you decide if the
role is right for you and how to tailor your application. ❤️

KEY PARTS OF A JOB ADVERT

- JOB TITLE**
The name of the role.
- COMPANY OVERVIEW**
Information about the organisation.
- JOB SUMMARY / PURPOSE**
A brief overview of the role and its main purpose.
- KEY RESPONSIBILITIES**
The main tasks and duties you will be expected to do.
- PERSON SPECIFICATION**
The skills, experience, knowledge and qualifications needed or desirable.
- BENEFITS**
Pay, hours, holiday, pension, training and other perks.
- HOW TO APPLY**
Details of how to apply and any deadlines.

KEY THINGS TO LOOK FOR

- ✔ **Does it match your skills?**
Check your skills and experience against the person specification.
- ✔ **Do you meet the essential requirements?**
Focus on the essential criteria first – not the desirable.
- ✔ **What are the main tasks?**
Make sure you understand what you will be doing day to day.
- ✔ **What type of contract is it?**
Permanent, fixed term, part-time, full-time, temporary?
- ✔ **Where is it based?**
Check location, travel requirements and flexibility.
- ✔ **What is the salary?**
Is the salary range or benefits suitable for you?
- ✔ **What are the working hours?**
Check shift patterns, weekend work or evening work.
- ✔ **What is the company culture?**
Look for clues about values and the work environment.
- ✔ **What is the deadline?**
Make a note of the closing date and plan ahead.
- ✔ **Do you need any documents?**
CV, cover letter, supporting statement, portfolio?

DECODING COMMON TERMS

- ➔ **Essential:** You must have this to be considered.
- ➔ **Desirable:** Nice to have, but not essential.
- ➔ **Experience:** The type and amount of experience needed.
- ➔ **Skills:** Specific abilities or knowledge required.
- ➔ **Qualifications:** Academic or professional qualifications.
- ➔ **Competencies:** Behaviours and abilities needed for the role.
- ➔ **Full-time / Part-time:** The number of hours per week.
- ➔ **Permanent / Fixed term:** How long the role will last.



POTENTIAL RED FLAGS

- ⚠ Vague job descriptions with little detail.
- ⚠ Unrealistic requirements for the salary offered.
- ⚠ No company information or poor online presence.
- ⚠ High staff turnover mentioned in reviews.
- ⚠ Pressure to apply immediately.
- ⚠ Requests for personal information too early.
- ⚠ Generic email addresses (e.g. Gmail, Yahoo).



★ TOP TIPS

- Take your time**
Read the advert carefully from start to finish.
- Highlight key points**
Make notes of the skills, tasks and requirements.
- Think long term**
Consider how the role fits your goals and development.
- Research the company**
Look at their website, social media and reviews.
- Ask if unsure**
If you have questions, contact the employer for clarity.
- Tailor your application**
Use the advert to match your skills and experience.

❤️ The better you understand the job advert, the better your chances of success. ❤️