

# How to Read Job Advertisements



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# Welcome

Take a minute! Answer one or more of the questions in the chat. Wait to share! This way we will have a “waterfall” of ideas.

Questions:

- What’s the first thing you look for when you open a job ad?
- What’s the most challenging part of job ads for you—decoding jargon, understanding expectations, or something else?
- What’s one question you always have when you read a job posting?

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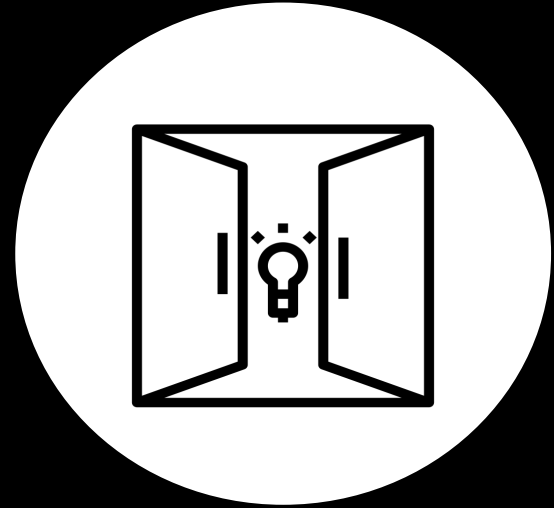
Welcome

Outcomes

Overview

Activities and worksheet

Q&A



# Some housekeeping



**Chat**



**Worksheet**



**Session link**

**Please use the three dots to add your speciality after your name.**



## Learning outcomes

Pinpoint job needs

Tailor applications

Anticipate interview questions

Craft follow-up plan



# Overview

# What you'll find in an ad

- **Overview:** Title and overview of role and responsibilities. Conveys the big picture of the position and organization. Showcases the mission, values, and key accomplishments of the company.
- **Explanation of role:** Outlines how you spend your time at work. Sometimes divvied up by category of task (i. e., administrative, research, etc.) and percentage of time you'll spend doing each.
- **Qualifications:** Usually appears in list form, and may include things like hard skills, soft skills, personality traits, and educational qualifications. Sometimes there are separate categories for required qualifications and additional desired qualifications.
- **How to apply:** Application requirements and contact information.



# What to look for in a job ad

- Determine what the organization needs and wants in an applicant
- Develop a list of keywords, phrases, and information related to the position

Individual practice

Note: What are the keywords in this job description?

"Looking for a highly-motivated, customer-oriented individual with excellent communication skills and multi-tasking ability to write public relations material."

# Key words



- Highly motivated
- Customer-oriented (customer service)
- Communication,
- Multi-tasker
- Public relations material

“Looking for a highly-motivated, customer-oriented individual with excellent communication skills and multi-tasking ability to write public relations material.”

# Alternative keywords & phrases

- **Highly motivated**-driven, ambitious, self-motivated, goal-oriented
- **Customer-oriented (customer service)**- client-focused, customer-centric, service-minded, customer-focused, client-driven
- **Communication:** Interpersonal skills, oral and written communication, communicative abilities
- **Multitasking:** Able to handle multiple responsibilities, efficient in task juggling, skilled in managing multiple tasks
- **Public relations material**-PR content, media communications, publicity materials, brand messaging, press materials

# Decoding your job ad (15 minutes)

Review your job advertisement  
(or select a job ad to practice  
with)

Copy or download the  
worksheet

Complete worksheet:

Section 1, Activity 1

Section 2, Activity 3

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# Breakout room activity:

Briefly introduce yourselves!

Work in small groups to:

Project job ad on screen.

Highlight and discuss 1-2 key requirements in the posting you brought or choose.

Switch who is talking.

Share example of how your skills and experience meet these needs.

Switch who is talking.

# Tailoring cover letter introduction

- Highly motivated
- Customer-oriented (customer service)
- Communication,
- Multi-tasker
- Public relations material

As a highly motivated professional with a strong focus on customer satisfaction, I excel at delivering exceptional service while managing multiple tasks efficiently. My effective communication skills allow me to build strong relationships with clients, and my experience in creating impactful public relations materials has consistently contributed to positive brand visibility. I am eager to bring my drive, customer-centric approach, and multitasking abilities to your team.

# Tailoring cover letter introduction

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# Tailoring your application (5 minutes)

Review your job advertisement  
(or select a job ad to practice  
with)

Customize your cover letter  
introduction

Complete worksheet:  
Section 5, Activity 7

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# Predicting interview questions

1. Can you give an example of a time when you successfully managed multiple tasks while maintaining high customer satisfaction?
  - Assess your multitasking abilities and customer-oriented approach, looking for evidence of how you balance priorities while keeping clients happy
2. How do you ensure that the public relations materials you create effectively communicate the brand's message while engaging the target audience?
  - Evaluates your communication skills and experience in producing public relations content, focusing on your ability to align materials with the company's goals

# **Predict interview questions (5 minutes)**

Identify 1-2 questions you might be asked in an interview.

Complete worksheet:  
Section 6, Activity 9

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# Breakout room activity:

Briefly introduce yourselves!

Work in small groups to:

Role play concisely answering 1 question. Draw on your notes in the worksheet.

Switch who is talking.

Role play answering the second question.

# Craft follow-up plan (3 minutes)

Identify how you will follow-up  
after an interview.

Complete worksheet:  
Section 7, Activity 11

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# Final reflection

Share in the chat!

What's one new thing you learned today that you'll use in your job search?

What's one action you'll take in the next week to move forward in your job search?

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Questions?  
Please post in the  
chat.

# Thank you!

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# Next steps



Review ad

Customize  
resume and  
cover letter

Practice  
interview  
skills



# Career planning

- Look for commonalities between 5–10 similar jobs to understand what an employer might be seeking for that type of job in that industry.
- Reflect on what aspects of these jobs appeal and don't appeal to you to narrow down your search to jobs that align with your workplace and workstyle preferences, interests, strengths, and values.
- Identify skill or knowledge gaps (including industry lingo) you might be looking to fill before applying.

# Writing resources

- Bloom's Taxonomy  
<https://cft.vanderbilt.edu/guides-sub-pages/blooms-taxonomy/>
- Action verbs for Bloom's taxonomy  
<https://www.teachthought.com/critical-thinking/blooms-taxonomy-verbs-2/>