

Job/Internship Ad Analysis

Employment Project: Step One

Make sure the ad provides you with **sufficient information about the ideal candidate** for the company or organization. *A primary objective of this assignment is to tailor your employment materials to the specific needs of the employer.* If your ad does not give you sufficient information about your potential employer's needs, it will make your work on this project more difficult. If you are uncertain whether or not your job/internship ad is appropriate, ask me. Don't select a job or internship that does not have enough details for you to complete your analysis.

For this assignment, you must understand **what your potential employer needs in an applicant**, and you must create a **professional identity through the employment documents** that proves you can fulfill and exceed these expectations.

Note: Gig work (Lyft, Door Dash), freelance work (Upwork, Fivrr) or jobs posted by hiring agencies are not permitted for this assignment.

Directions: Download this form, then enter your answers to the questions below in this document.

Job/Internship Ad

Insert a copy of the job/internship ad here, along with a link to where you found it (if applicable). If you found this from a print source, list the details of that source here. You may also copy/paste the complete job description here. **ANY ANALYSIS MISSING THIS KEY INFORMATION WILL BE AUTOMATICALLY RETURNED FOR REVISION WITHOUT APPROVAL FOR THE ASSIGNMENT:**

Background information

Please write a few sentences to answer each of the following questions:

1. Why did you choose this job/internship ad? Do you feel that you are qualified for the position? Briefly explain why you are qualified.
2. How long has the ad been posted? If it has been posted for a long period of time, are you sure that the position is still available? How do you know this? (Hint: you may have to call or email the organization to confirm.)

3. Does the ad request that applicants submit a cover letter? List any other application materials, including resume; List any other conditions, such as a required test (proofreading test, for example), or if you must submit your transcript:

Analysis

1. Based on the ad, summarize the skills is your prospective employer is seeking, from most to least important:

2. What exceptional skills do you have that prove you would be invaluable to this company or organization?

3. For the below table, in column on the left, list the skills, professional experience, personality traits, etc., the job ad is asking for, and list in the column on the right list your corresponding skills and *experience*. Don't just copy verbatim from the ad for Your Abilities, Skills - explain how you gained the skills, or how many years' of experience you have with the particular skill listed in the ad (refer to the Job Skills Checklist from the Purdue OWL that you completed earlier as needed):

Your prospective employer's needs as listed in the ad	Your abilities, skills

Company / Organization Research

It is essential for you to learn as much about the organization as possible; you can use such knowledge for your resume, cover letter, and (hopefully) the interview.

1. Does the company/org have a website? What is the url? Here we are looking for a link to the *company's main webpage*, NOT THE JOB AD. Locate the main phone number for the company and list it here. Do some additional research and see if you can find a direct email, phone number or extension of the person in charge of hiring for this job. **Note: If the ad does not list the company name, it is not appropriate for this assignment, and you will need to find another internship / job.**
2. What is the mission statement of the company? If you cannot locate a mission statement, what can you find out about their core values, principles, etc. (Hint: most company webpages have an “about” section, and these are good places to start.)
3. What are keywords on the website that you can use in your application materials and interview?
4. Write a few sentences about the history of the company. Indicate where you found this information; **if you copy/paste directly from a website, be sure to indicate this by quotation marks and other citation conventions.**
5. Based on your research, what is your personal sense about the company? What do you think the company values in terms of employees?

6. Use Google or similar web browser to find out more information on the company. What do any news stories about the company, reviews from customers, or web sites like Glass Door tell you about the company and its reputation?

7. What sort of social media presence does the company have? List their accounts (Facebook, Instagram, TikTok, etc.) What does their social media activity reflect on the company? Do they post using a humorous or a serious tone, for example.

8. Do you have any personal connections to this company? Do you know anyone who works there? Does anyone in your family or friends of your family work there?

9. Reflection: What is your overall impression of the company based on your research? What do you need to include in your application materials to best align with the company?