

## Defining a job description from an advert

Your goal is to define the types of attribute required by the recruiter:

The **essential** requirements: These are the things that are described as "*must have*", "*will be*", "*essential*" or "*required*" in the advert;

The **preferred** requirements: These are the attributes that will be described as "*preferred*", "*likely to have*";

The **non-specified** requirements: These attributes are not described explicitly, however they may still form part of the job specification. For example, when a company describes the job has having "*demanding sales target*", it can be inferred that they will require candidates with proven tenacity and persistence.

Example job advert:

The job-specification taken from this advert:

**ADVERTISING SALES**

XYZ Co Ltd, with 14 offices in China, Taiwan and Hong Kong, is a division of XYZ Co. AG, Germany's largest media group. We are looking for a top caliber advertising account manager to handle advertising sales for 4 of our range of 12 trade and business titles that focus on the booming China Market.

The account manager will also handle sales for leading US and European trade magazines. Based in Hong Kong you will ideally have at least 3 years of direct advertising sales experience, ideally in trade magazine field. You will have Excellent English and ideally Chinese communication skills, be well organised and highly motivated by results.

**Required:**

- Excellent English
- Organised
- Motivated by results

**Preferred:**

- Chinese Communication skills
- 3 years of advertising sales experience
- Trade magazine experience

**We can also guess they need:**

- Understanding of China Market
- Experience with European Trade Magazines
- Experience with large company and westernized culture.
- Proof of top sales performance