

## ANALYSING VACANCIES

### Job titles

Vacancy advertisements can be a minefield... for a start, it's almost impossible to rely on the job title alone, with different companies calling the same job by something different, and perhaps even more mystifying, the same job title can mean a variety of different roles! Always read the text underneath the job title to get a feel for what the role will entail.

### Terminology

Often, terminology used is common parlance for the industry/discipline concerned, and will be meaningful for the right candidates. (It's like a job advertisement requiring fluency in French; the chances are that's the language in which it will be written!) On the other hand, a quick check on Wikipedia or similar should be able to tell you if you understand the role. If not, don't waste any more time and move on.

### Matching

When you think you've found something, ask yourself these questions:

- Is it what I'm looking for?
- Can I do it?
- Can I prove I can do it?

If you've answered "yes" to all three questions, you know it's worth spending time and effort applying. However, read on ...

Are there certain words repeated a number of times on the job specification? If there are, make a note of them for use in your application. How many of the "Essential" and "Desirable" skills, qualifications and experience do you have? If you don't have them at work, do you have them from education, voluntary work or family/hobbies?