

## Analysis of a job advert

I went on the internet to find a job advert on [www.monster.co.uk](http://www.monster.co.uk)

The screenshot shows a job advertisement for a Product Developer. The job title is 'Product Developer' and the location is 'UK-WA-Porthmadog'. The job description includes an overview of the role and the requirements for the candidate. The 'Additional Information' section provides details on location, status, career level, reference code, job category, salary, relevant work experience, and education level. The 'Contact Information' section lists the contact person, company name, email, and phone number. The advertisement also includes links to see all opportunities, email the job to a friend, print the job, and a feedback link. The Monster logo is visible at the bottom.

**Job Title (Job description)** points to the job title and location.

**Job Description (Duties and responsibilities)** points to the main body of text describing the role.

**Person Specification (Personal qualities and skills)** points to the requirements section.

**Job Description Details e.g. Location** points to the 'Additional Information' section.

**Contact Information** points to the contact details section.

Additional Information	
<b>Location:</b>	Porthmadog, WA LL499NX
<b>Status:</b>	Full Time, Permanent
<b>Career Level:</b>	Student (Higher education/Graduate)
<b>Reference Code:</b>	Product Developer
<b>Job Category:</b>	Creative/Design
<b>Salary:</b>	16,000.00 - 20,000.00 GBP per year relocation package may be available for the right candidate
<b>Relevant Work Experience:</b>	Less than 1 Year
<b>Education Level:</b>	Bachelor's Degree

### Analysis

I think this is a good advert, It clearly explains the type of person the job requires. The description of the job location, status, salary etc. is very clear.

The only problem with this advert is that there is very little about what the job includes e.g. what you will do with in this job, what hours would you work would you have to travel a lot.

The way the advert has been laid out is clear but not very attractive, they could use a bit more colour

To improve this advert I would add some colour along with what the job includes as I have mentioned above, otherwise this advert is acceptable.