



Job Description Analysis



A careful review of the job description will tell you a lot about what the company is looking for -- and what questions you are likely to be asked in the interview.

Read through the job description and highlight all of the skills, experience, and competencies mentioned.

Most thorough job descriptions will include a list of responsibilities and a list of qualifications/requirements. These are usually listed in **order of importance**.

When you go back to review the highlighted information, pay particular attention to any words that come up **more than once**. These are likely important. You will definitely be asked about your experience in these areas.

Here's an example job description. If you were interviewing for this job, what topics would you prepare to discuss in detail?

Sample Job Description:

Vice President of Marketing, Professional Sports Franchise

The Vice President of Marketing will play a central role in developing and marketing all ticket promotion programs.

Responsibilities:

- Lead in implementing creative cross-departmental marketing initiatives to drive ticket sales
- Manage and track the marketing budget
- Serve as the key day-to-day contact with other departments
- Create and present daily reports on ticket sales to senior management.
- Oversee outreach to team operations

Qualifications:

- Bachelor's degree in Marketing or Advertising (MBA is a plus)
- Minimum of seven years experience in sports or entertainment marketing
- Demonstrated experience in maximizing ticket sales through creative promotion programs
- Knowledge of budget management, creative development, and event planning
- Must be motivated, committed and highly efficient at multitasking

Sample Job Description Analysis:

Well, first things first, you should be prepared to **talk about** your marketing experience, especially as it relates to sports and entertainment and driving ticket sales.

If you lack strong experience in these areas, you must be prepared to talk about why the experience that you do have is **transferable**. What has prepared you to succeed in this particular job?

Beyond that, take a look at the Responsibilities section. What tasks and skills are emphasized? In this case, it's clear that **people skills** will be very important in this job.

You must be able to coordinate efforts across departments, serve as the point person on projects, present to the top brass and communicate effectively with the team operations group.

You can expect to be asked about your experiences working on a team, your ability to manage people, your comfort interacting with senior managers, and your written and verbal communications skills.

You'll also notice that **budget management** is the second bullet point. Be prepared to talk about your ability to manage a budget and provide examples.

Next, let's review the *Qualifications* listed. You will likely be asked to **provide detail and examples** to demonstrate how you meet each qualification listed.

If you lack any of these requirements, you must be ready to address why you feel you are qualified to excel in this job despite the missing component.

This section will also help you understand which of your strengths to emphasize. In this case, a story about **your ability to multitask** is likely to make more of an impression than a discussion of your tech savvy or kind nature.

Think about **what makes you a great fit** for this specific position.

What previous projects most effectively demonstrate your ability to succeed in this role?

What qualities make you stand out as a candidate? Do you have a combination of skills that is hard to find?

Every job is a little bit different. You'll see variations even between positions with the same title in the same industry.

Don't assume that you know what the job is all about. Analyze the job description carefully and you will avoid unpleasant surprises and maximize your chances of interview success.