**Analyze the job ad**

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| **Practicalities** |
| When is the deadline? |  |
| In which format do they want my application and how many documents can I send? |  |
| Where should I send my application to? |  |
| When do they want the vacancy filled? |  |
| **What is the position about?** |
| Which areas of responsibility do they describe? What are the 3 most important tasks? |  |
| Professional and academic competences: Which competences do I need to do the job? What are the 3-4 most important? |  |
| **What kind of organization is it, and where do I fit in?** |
| What is their vision? |  |
| How large is it? |  |
| How old is it? |  |
| What is the work culture like? |  |
| Personal competences: Who are they looking for? |  |
| Which competences do I have that match the job? Which examples can I come up with that are relevant to the job? |  |
| What is my key selling point? What will they get from hiring me?  |  |