

# ANALYZING JOB ADVERTISEMENTS TO IDENTIFY QUALIFICATIONS NEEDED IN DIFFERENT POSITIONS

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## ABSTRACT

Professions serve as the cornerstone of society, influencing various facets of our lives and economy. In today's job market, emphasis is placed on individuals' actual abilities and self-competence, necessitating a clear understanding of job prerequisites and competencies. Efficient work, driven by effective time management and teamwork, is crucial for enhancing productivity, while continuous learning ensures employees remain competent in the face of organizational changes and emerging technologies. This study aims to analyze desirable qualities across different fields and contribute to a clearer understanding of market needs. Data were collected from job advertisements in four distinct fields: Marketing, Sales, Customer Service, and Cabin Crew, with 100 advertisements examined for each field, a total of 400 job ads. Through the analysis of job advertisements from online platforms, including LinkedIn and Indeed, this research identifies qualifications and skills required for these positions. Key findings highlight the significance of tailored job applications and profession-specific requirements in the evolving job market. Despite limitations in data collection and contextual information, this study underscores the importance of understanding varied qualifications across professions for effective career development and organizational growth.

**Keywords:** Job ads, Job requirements, Qualification

## INTRODUCTION

Professions are the foundation of our society, shaping our lives, economy, and interactions. Companies now prioritize individuals' actual abilities, emphasizing self-competence. However, typical issues in job applications stem from a lack of understanding of prerequisites and competencies. Efficient work, driven by effective time management and teamwork, plays a crucial role in increasing productivity. Continuous learning is essential in adapting to organizational changes and emerging technologies, ensuring employees remain competent [5]. In the competitive job market, showcasing relevant qualifications and skills through a well-prepared resume is crucial for success [6]. Applying for a job is a pivotal step in shaping our future careers, requiring careful preparation to align with the specific needs of the desired position.

This study focuses on knowledge development, specifically in understanding and adding insights into desirable qualities across diverse fields. The aim is to contribute to a clearer understanding of market needs and areas lacking comprehensive information. The primary goal is to fortify the knowledge base and align with qualifications required in respective professions. Developing desired characteristics in Thai graduates is crucial for societal and national progress. This involves emphasizing quality education, practical problem-solving, and providing necessary technological support. In the context of business occupations, desired employee characteristics are identified, including a strong sense of responsibility, continuous

learning, and effective communication. These qualities are crucial for supporting business growth [7].

Understanding and meeting the qualifications required by different career fields are essential for job applicants. Matching personal qualifications with organizational needs is emphasized during job applications [2]. The study also delves into the significance of career growth, highlighting its role in skill and knowledge development. Career growth not only benefits individuals in terms of personal satisfaction and reduced stress but also contributes to the organization's overall capabilities and growth [3].

In conclusion, the study underscores the importance of career growth in fostering job skills, organizational knowledge, and overall job satisfaction. It emphasizes the reciprocal relationship between individual and organizational development [6].

## **OBJECTIVE**

To compare qualifications required in four different positions: Marketing, Sales, Customer Service, and Cabin Crew.

## **METHODOLOGY**

### **1. Data Collection**

We gathered 100 job advertisements for four roles: Marketing Associate, Sales Specialist, Customer Service, and Cabin Crew, sourced from LinkedIn, Indeed, and various company websites, a total of 400 job ads. These ads were compiled between July and August of 2024.

### **2. Data Analysis**

2.1 Extract job qualification information from the job ads collected, converting it into individual text files compatible with AntConc.

2.2 Use AntConc to identify most frequently occurring words to understand common qualifications and to identify nouns and adjectives from top 100 words with their co-occurrence words.

2.3 Interpret findings to draw conclusions on qualifications, skills, and requirements for each job category and calculate the percentage of the total amount and compare differences between occupations.

## **RESULTS**

In this study, we examine the qualifications specified across four distinct job positions: Marketing Associate, Sales Specialist, Customer Service, and Cabin Crew. Table 1 reveals significant diversity in qualifications and requirements. Age seems to be notably a factor across all roles as it is usually specified in the job ads whereas gender is not explicitly stated in job announcements, suggesting that it is not a primary selection criterion. Education tends to be crucial for four job positions, as it is normally specified in job ads. A notable finding is the requirement of a TOEIC test score exclusively for Sales Specialists (650 is minimum score) and Cabin Crew (600 is minimum score), highlighting the importance of English proficiency in these roles. Work experience is most valued in the Sales Specialist position. Unique to the Cabin Crew role are specific physical requirements and skills, including the ability to swim, arm reach standards of 212 cm, and the necessity to work as a shift, the unpredictable work schedule and potential emergency situations.

In our analysis of job advertisements across four roles, we found distinct preferences for skills (see Table 2). Table 2 reveals that communication skills are highly sought across all

roles, with the highest demand in Marketing Associates (63). Customer Service roles prioritize customer service skills (93). Resilience and adaptability skills, including the ability to work in high-pressure environments and independently, show varied importance, with Cabin Crew positions requiring a notable ability to manage pressure. Organizational and management skills are primarily sought in Marketing and Sales roles. Problem-solving skills are crucial for Customer Service positions. Technical and digital proficiency is essential for Sales Specialists, underscoring the importance of technical skills and Microsoft proficiency. Leadership skills, though less frequently mentioned, are noted within Customer Service roles.

**Table 1** Qualifications Specified in Job Ads across Four Positions

| <b>Qualifications</b> | <b>Marketing Associate</b> | <b>Sale Specialist</b> | <b>Customer Service</b> | <b>Cabin Crew</b> |
|-----------------------|----------------------------|------------------------|-------------------------|-------------------|
| Age                   | 70                         | 63                     | 72                      | 78                |
| Educations            | 67                         | 62                     | 55                      | 65                |
| TOEIC test score      | 0                          | 42                     | 0                       | 70                |
| Work experience       | 42                         | 83                     | 58                      | 0                 |
| Work as a shift       | 0                          | 0                      | 0                       | 90                |
| Able to swim          | 0                          | 0                      | 0                       | 80                |
| Arm reach             | 0                          | 0                      | 0                       | 65                |

**Table 2** Skills Specified in Job Ads across Four Positions

| <b>Types of Skills</b>               | <b>Skills Specified</b>     | <b>Marketing associate</b> | <b>Sale specialist</b> | <b>Customer service</b> | <b>Cabin crew</b> |
|--------------------------------------|-----------------------------|----------------------------|------------------------|-------------------------|-------------------|
| Soft Skills                          | Communication skills        | 63                         | 53                     | 48                      | 32                |
|                                      | Interpersonal skills        | 12                         | 19                     | 18                      | 0                 |
|                                      | Positive attitude           | 11                         | 11                     | 22                      | 0                 |
|                                      | Self-motivation             | 0                          | 15                     | 0                       | 0                 |
|                                      | Teamwork                    | 0                          | 0                      | 31                      | 0                 |
| Customer Services                    | Customer service            | 13                         | 36                     | 93                      | 0                 |
| Resilience and Adaptability          | High-pressure environment   | 20                         | 6                      | 23                      | 24                |
|                                      | Ability to work independent | 7                          | 0                      | 0                       | 8                 |
| Organizational and Management Skills | Organization skills         | 15                         | 6                      | 0                       | 0                 |
|                                      | Business management         | 12                         | 0                      | 0                       | 0                 |
|                                      | Project management          | 6                          | 5                      | 0                       | 0                 |
|                                      | Time management             | 6                          | 7                      | 0                       | 0                 |
|                                      | Planning skills             | 0                          | 2                      | 0                       | 0                 |

| Types of Skills                       | Skills Specified       | Marketing associate | Sale specialist | Customer service | Cabin crew |
|---------------------------------------|------------------------|---------------------|-----------------|------------------|------------|
|                                       | Good relationship      | 0                   | 0               | 3                | 12         |
| Problem-Solving and Analytical Skills | Problem-solving skills | 0                   | 13              | 57               | 0          |
|                                       | Strong knowledge       | 0                   | 29              | 0                | 0          |
| Technical and Digital Proficiency     | Technical skills       | 0                   | 30              | 0                | 0          |
|                                       | Microsoft skills       | 0                   | 16              | 0                | 0          |
|                                       | Computer skills        | 0                   | 0               | 50               | 0          |
| Presentation and Persuasion Skills    | Negotiation skills     | 0                   | 5               | 0                | 0          |
|                                       | Presentation skills    | 0                   | 13              | 0                | 0          |
| Leadership Skills                     | Leadership             | 0                   | 0               | 2                | 0          |

## DISCUSSION AND CONCLUSION

The findings offer insightful perspectives into the evolving landscape of job qualifications and skills across various roles. The qualifications listed encompass a range of factors, including age, education, language proficiency, work experience, and specific job-related abilities [4]. Our findings indicate that gender appears to be a less significant factor in job consideration today, contrasting with Rynes, Bretz, and Gerhart's 1991 study [8], which found gender and GPA could influence applicant perceptions. This shift suggests an evolution towards a more equitable society where gender is not a pivotal employment criterion, reflecting progress in workplace equality.

The emphasis on soft skills, particularly in communication, across all positions, underscores the universal importance of interpersonal dynamics in the workplace [1]. The distinction in technical and organizational skill requirements among roles highlights the specialized nature of each job. Notably, the unique demands for Cabin Crew, such as swimming and arm reach, illustrate the specificity of skills tied to certain professions. This diversity in skill requirements reflects the multifaceted nature of job roles today, suggesting a need for candidates to possess a blend of soft, technical, and job-specific skills to meet the dynamic needs of the modern workforce. Customer service, communication, teamwork, problem-solving, and computer skills emerge as the most sought-after generic skills in job ads, aligning with [10], who identified communication, self-management, teamwork, creativity and innovation, and problem-solving as top requisites. This consistency emphasizes the ongoing demand for a mix of interpersonal, technical, and innovative capabilities in the job market, highlighting the importance of versatile skill sets for employment competitiveness.

In conclusion, the qualifications required for each job position reflect the specific demands and expectations associated with the role [9]. Understanding these differences is crucial for both job seekers and employers to ensure a good fit between candidates and roles.

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