The Effectiveness of a Junior Information Security Analyst Job Advertisement

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Abstract

As college students near the end of their academic careers, it is crucial for there to be a smooth transition from academia into the workforce of their desired industry. There are multiple avenues through which this can happen, but the most common ones are job advertisements and applications. These are useful in building experience, and starting, and this goes especially for cybersecurity students. In this case, being a cybersecurity student, the advertisement that I found for this analysis paper was a "Junior Information Security Analyst" role from SeKON. While the lack of a salary and visual presentation were significant issues, it was still effective at catching my interest and made me want to apply. This paper will analyze all aspects of the advertisement to determine its effectiveness at not only catching my interest but also the potential interest of others. The analysis will also point out aspects of the ad that could be improved.

Introduction

Cybersecurity threats have become commonplace within many industries. As such, a new generation of upcoming cybersecurity professionals must be able to gain the necessary experience both within academia and the workforce to properly protect companies, industries, and the government. One of the most frequent ways to do this is through internships or applying for jobs through job advertisements. Like all industries, cybersecurity job advertisements are meant to pull in potential employees due to the need for help from qualified candidates who can do the job, including college students. Most importantly, some opportunities can line up perfectly with students who are nearing the end of their academic careers. For example, SeKON's "Junior Information Security Analyst" role. Through my initial review of the role, it seemed like an interesting job opportunity that had promise, but I wanted to further analyze it to holistically understand both the job and the associated company.

Thesis Statement

This job is an effective advertisement due to its descriptions presenting a theme of support and growth and has the potential to catch the interest of other people if changes were made with the lack of a salary and visual presentation.

Methodology

The methodology utilized for this analysis is a case study of a job advertisement for a Junior Information Security Analyst. A case study is a research process that is focused on a single event, group, or instance of an occurrence. In this case, the case study will be focused on a job advertisement. Utilizing Burry (2022) and Harper (2012) as frameworks, the aspects of the advertisement that will be analyzed include the job title, the description, the requirements with hard and soft skills, the preferred skills, the company's background statement, the salary, the presentation, the required experience level, and details from Company website and its culture. Each component will be analyzed for strengths and if noted omissions and areas of improvement.

Job Purpose, Responsibilities, and Company Summary

Based on the description, the purpose of this job is to help improve and secure the company's data infrastructure. With this being a "junior" role and further use of the word "assist," it is likely that while this is an important role, this is at the entry level and the hired candidate would likely be mentored. Some of the responsibilities include implementing security measures, mitigating risk as much as possible, making sure that the company is compliant with current security regulations, auditing, and collaborating with other departments to further secure data. Using the job description, SeKON can be described as a management and technology consulting firm that specializes in supplying large-scale health IT programs to multiple agencies

in the governmental sector such as the Centers for Disease Control (CDC), Centers for Medicare

and Medicaid (CMS), Defense Health Agency (DHA), and National Institutes of Health (NIH)

(*Junior Information Security Analyst*, 2025b).

Desired Job Skills and Qualifications

With this job being in the cybersecurity field, there is a written emphasis on technical

skills compared to soft skills. For example, some of the hard skills include understanding

software security tools, cybersecurity concepts, operating systems, capabilities in technical

writing, and preferences with both regulatory frameworks and cloud security. The written soft

skills include problem-solving, focusing on details, and good collaboration and communication

(*Junior Information Security Analyst*, 2025b).

However, some implications can be made based on the responsibilities and other text

within the ad. According to Burry (2022), the defined skills associated with responsibilities

within a job advertisement can have additional skills attached to them based on their wording.

For example, in "Collaborate with Teams" responsibilities, the focus is not only on working with

other departments but also on educating them. An implication from this can mean having

leadership skills, as well as the capability to convey cybersecurity information to people who

know nothing about it. Furthermore, with the number of responsibilities even for this entry-level

role, there may also be a desire for adaptability to different forms of work which can connect

with "Problem-solving skills" being the first soft skill (*Junior Information Security Analyst*,

2025b).

Due to the implications of conveying cybersecurity information in a translated form,

managing multiple different tasks, and having leadership skills, there is a likelihood that these

skills are of equal or greater importance to technical skills. Additionally, as part of the

description, it mentions that the best candidate for this "will have a passion for cybersecurity, a strong technical foundation, and a willingness to learn and grow in a dynamic environment"(*Junior Information Security Analyst*, 2025b). Text like this that delves into the importance of soft skills has become a more common occurrence. According to Harris and Clayton (2018), employers desire traits such as "personality, drive, and passion" and that technical skills can be fostered after recruitment. Seeing the implications of responsibilities within the ad, while technical skills are heavily desired, these soft skills are highlighted as being almost as significant for the job and the company as a whole.

Effectiveness of Representing the Company

Using the text can also provide insight into how the company behaves when it comes to providing information. By emphasizing the utility of the role with phrases like "critical role", "you will be part of a dynamic team", and "an excellent opportunity for someone to kickstart their cybersecurity career" it shows that this job will not only be important to the potential candidate but also for the company to improve (*Junior Information Security Analyst*, 2025b).

There are positives and negatives when it comes to how the ad represents the company. A positive in of the straightforward text. The text is up-front about the responsibilities that an employee would have to have in this role. For example, the different areas someone would be working in and how they would have to collaborate with other employees. Another positive aspect is that with SeKON's version of the ad compared to ZipRecruiter's there is the addition of "(hybrid)" meaning that there is more flexibility in how people want to work, which can bring in more candidates (*Junior Information Security Analyst*, 2025a).

A fault of the ad shows in its presentation which is up-front, but not providing other inviting factors other than the text. When looking at both ZipRecruiter, and SeKON's visual job

posting on their website, the few differences between them lie in SeKON's description having

some colored and stylized text, and more convenience in having the ability to contact the

company (*Junior Information Security Analyst*, 2025a). Other than that, there is little change

between the two. Another apparent issue is the lack of a salary in both versions of the ad. That

could be a significant factor in deterring people from wanting to apply due to having no

reference for how much they would get paid for their work (*Junior Information Security Analyst*,

2025a; *Junior Information Security Analyst*, 2025b).

Regarding the meaning behind the ad and the responsibilities, a word I would use to

describe both the role and the company is "supportive." This is due to how an employee would

need to function within this role, and the company's dedication to providing programs for federal

customers and innovating on their current processes to help more people (*Junior Information

Security Analyst*, 2025b). Looking further into the company on their website, some of their

values are similar to wanting to improve themselves, establish a place for growth, and give back

to others in the form of the Arlington Food Assistance Center (AFAC) and Wreaths Across

America (*Culture - SeKON*, 2020).

While the ad is effective at characterizing the company within the text, the visual aspect

of that is lacking in both versions of the ad that I've seen. From my perspective, I see this

company as inviting due to how they are willing to be supportive of employees, and their career

endeavors, as well as non-profit organizations out of kindness. Offering a variety of

responsibilities not only provides a significant challenge for people to improve their capabilities,

but the environment is meant to help the applicant every step of the way, and with that, I feel that

I would work well with this company and the role advertised.

Preparation Through Academic Growth

In the same way that SeKON is an avenue for growth, ODU has been the same for me when it comes to developing my capabilities. For example, my "Interdisciplinary Theory and Concepts" and "Cybersecurity Ethics" classes forced me to see cybersecurity from a more abstract perspective and at the same time convey my writing in a way that interweaves other subjects equally, making it easy to understand. "Cyber Techniques and Operations" and "Basic Cybersecurity and Programming" taught me about Linux and Python, which are fundamental applications in the cybersecurity industry. Finally, my "Cybersecurity Internship" and "Public Speaking" classes were effective in collaborating with teammates and shaking off the fear that comes with giving presentations and speeches.

With the experiences I've gained at ODU, I feel confident not only in wanting to work at SeKON as a Junior Information Security Analyst but also in my capability to do the job. Additionally, another reason that makes me feel this job is a good fit is the job has easier requirements compared to other entry-level cybersecurity positions. These kinds of reasons also have the capability of bringing in similar candidates who have experience but are still in the position of not having enough experience for most entry-level cybersecurity positions in companies.

However, a valuable consideration is the challenges that may come with the role. An initial challenge will be settling into a full-time position, as well as the number of responsibilities. Another difficulty may be utilizing the information gained from college and integrating it into required skills. Taking these challenges into consideration, I still feel that I would want to apply for a job like this due to the potential for advancement and improving my skills in cybersecurity.

Conclusion

In conclusion, SeKON's "Junior Information Security Analyst" role presents many capabilities for improving one's skills in cybersecurity and gaining more early experience. The title, description, and responsibilities provide insight into the structure of the job as well as the goals of the company to be a place for development. The hard, soft, and preferred skills convey the kind of candidate that's being looked for and can be used for gauging how qualified a candidate is. The ad on SeKON's site compared to ZipRecruiter has more inviting qualities like a general style and shows that the role is hybrid which can pull people in. But the lack of a salary and significant visual presentation can also push people away from applying. The desired experience and culture of the company convey to me personally that this is an opportunity that I can consider and that others with similar backgrounds can do the same.

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