Content Analysis of Job Advertisements

Stephen Borst

Old Dominion University

IDS 493

Dr. Kat LaFever

September 30, 2023

As I prepare for transitioning into the workplace, I have determined that I could successfully enter the business world in one of two disciplines: marketing or finance. My skill set leans towards marketing, with writing, rhetoric, and communication being my strengths. This paper explores four potential job opportunities, each for a marketing professional. With several reputable online job placement applications, Harper's idea of ads being "easily accessible" bears truth. (Harper, 2012, p.30). I analyzed the four different ads to determine which is most promising for me. Conceptual content analysis of these four job advertisements using inductive coding ultimately provides a road map for narrowing down which one is most appropriate for my particular skill set. By using coding, my content analysis includes the presence of a hierarchy of expressions. Additionally, a common theme that can be derived from the data is explored and defined. The data set that I extracted from the advertisements and my subsequent analysis of this data are shown in the next several sections.

Since a career in marketing will capitalize on the three skills in which I feel I am most proficient, this is the type of job that I am currently researching. The job titles of Director of Marketing, Development, Underwriting, and Brand Management are all under the Marketing umbrella and all would require my skill set, although each is unique to the others. The positions are all full-time and pay a comfortable yearly salary. Although Burry warns that some companies "tend to be coy when it comes to salaried positions", I did not find this to be the case. (Burry, 2022, p.3). Though all of the positions are under the marketing name they all have unique aspects to their respective positions. For example, for the Underwriting Manager position (#4) one would be in charge of leading a team of insurance underwriters. You are expected to provide support, monitor, and act as a liaison between the underwriting team and other departments. This would require good communication skills, one of my proficiencies. For the Brand Manager job (#2), one would be responsible for client management and team support. This would involve good leadership skills, assisting in strategic marketing ventures, and maximizing intradepartmental communications, which would be another good fit for me. I have performed client management, had input into strategic marketing ideas and utilized intradepartmental communications in my few years in the workplace environment. With my limited experience for these positions, I have been attempting to take up more leadership positions and marketing positions amongst some clubs to which I belong. I do not think that I fit the criteria for a job that requires a lot of travel, preferring to stick close to home. Thus, I have made sure that none of my positions have extensive travel requirements. All of these positions require a bachelor's degree, which is very typical for that job field. With the other necessary skills and experience that I possess, I am almost there.

Two of the words that I found most in the job advertisements were leadership and communication. For managing and marketing positions this is fairly standard. Keeping in mind my ePortfolio during this exercise, I think about Reynolds and Davis reminding us that "portfolio keepers have different strengths and interests, and their portfolios should reflect and celebrate these differences." (Reynolds/Davis,2013, p.6). Through this assignment, I have concluded that for the e-portfolio artifacts, one thing that would be very relevant and needed to highlight my skills for the job market is rhetoric. Although this skill set is not specifically stated in any of the advertisements, the art of persuasion is essentially the definition of marketing. To be able to show your employer that you are able to persuade in an essay would help give you an advantage over other candidates, especially if you do not have as much experience in the real world.

The benefits of these jobs are all relatively the same. Several types of retirement plans and insurance are

standard. Parental leave, tuition reimbursement, and employee assistance are less so. In my research, I consider the benefits to have been extremely enticing and competitive. This is because the job market is in a deficit of workers so employers are more willing to offer more benefit packages as well as better compensation. Two of the jobs are labeled as Hybrid

Remote, Development Director (#1) and Director of Marketing (#3). The other two (#2 and #4) are labeled as fully remote, and neither specifies the headquarters' address. Being a fully remote position, perhaps that information is not pertinent. There are some advantages to remote work but there are also a lot of drawbacks. I believe that working as a manager you have to be present for your team and also to get an accurate feel for how the team communicates and operates. There is inconsistency with the reporting of days of the week that will be involved. In this type of white-collar position, one would not expect to have to work weekends. However, #1 indicates "weekends as needed" and #3 states "weekends as needed" and also "no weekends", which is very unclear. Job advertisement #2 clearly states "Monday to Friday" and #4 is silent on the days required. This would immediately eliminate numbers one and three, as I do not want to work weekends at all.

In my content analysis, I was able to find some similar buzzwords that led me to not only choose the jobs for the project but also review them as possible jobs to send an application towards. According to Harper, "manual coding is the preferred method of coding job advertisements." (Harper, 2012, p.42). Using this methodology, the most frequent word I found under competencies required was *support*. The second most frequent was *manage/lead* and the third was *communication*. The term "support" can mean many things, but I think it speaks to a team-oriented company culture in most cases. Effective management and leading are always dependent on excellent writing and communication skills. And with any marketing-type position, having a creative and persuasive mind is expected. Dr. LaFever suggested that although "you'll likely notice themes", "thematic analysis…is different from coding." (LaFever, 2023, p.14). The theme of these job advertisements was clearly determined. As I examined the ads, I found that although these jobs

were different, they were really petitioning the same kind of person. Though the positions are different, the qualifications and personality types needed for a career at any of these

companies are interchangeable.

Using my conceptual concept analysis, it is clear which job is the best fit for me. Fully remote, Monday to Friday, with a key value of honest communication, Brand Manager (#2) is my first choice. They use the word "conversation" in addition to communication, which gives me a window into the company culture. As Burry states, some phrases in a job advertisement are "intended as clues", (Burry, 2022, p4). I feel I am aptly educated and experienced to effectively perform the duties as outlined. I also feel that although my three top qualifications are pertinent to all of the four jobs advertised, I do not have the experience required for Underwriting Manager (#4), I am unwilling to travel as required for the Director of Marketing position (#3) and I do not have any interest in Development or fundraising as necessary for the Development Director position (#1). This analysis exercise has been invaluable in examining four jobs that at first glance seemed perfect for me to pursue.

Job Application #1

Development Director

Food Connects

Brattleboro, VT

Hybrid remote

\$60,000 a year - Full-time

Apply on company site

Job details

Pay

\$60,000 a year

Job Type

Full-time

Shift and Schedule

Weekends as needed

Monday to Friday

Benefits

Pulled from the full job description

- Dental insurance
- Disability insurance
- Employee discount
- Life insurance
- Paid time off
 Vision insuran
- Vision insurance

Position Title: Development Director

Supervisor: Executive Director

Employee Status: Exempt

We value diversity in all of its forms and strive to have our employment practices reflect that. As such, we are an equal opportunity workplace and will not discriminate on the basis of disability or other legally protected categories. If an employee has a disability that makes it difficult to perform their job duties, they are encouraged to notify us to engage in a discussion about reasonable accommodations.

Position Summary

The Development Director's primary responsibility is to coordinate all fundraising efforts and create and execute the organization's Annual Development Plan. This position leads the Development Team in the implementations in all Food Connects' fundraising campaigns, appeals, and other fundraising initiatives and communications.

The individual works in close partnership with the Executive Director and is an active member of the Development Team. They have an integral role in supporting our organization's mission to create healthy families, thriving farms, and connected communities.

Core Competencies

Managing Performance: The ability to take responsibility for one's own or one's employees' performance, by setting clear goals and expectations, tracking progress against the goals, ensuring feedback, and addressing performance problems and issues promptly.

Attention to Communication: The ability to ensure that information is passed on to others who should be kept informed.

Building Collaborative Relationships: The ability to develop, maintain, and strengthen partnerships with others inside or outside the organization who can provide information, assistance, and support.

Strategic Thinking: The ability to analyze the organization's competitive position by considering market and industry trends, existing and potential customers (internal and external), and strengths and weaknesses as compared to competitors.

Results Orientation: The ability to focus on the desired result of one's own or one's unit's work, setting challenging goals, focusing effort on the goals, and meeting or exceeding them.

Flexibility: Openness to different and new ways of doing things; willingness to modify one's preferred way of doing things.

Primary Duties and Responsibilities

Development Infrastructure

- Lead and support the Development Team.
- With the Development Team, nurture Food Connects culture of philanthropy, serving as ambassador to external stakeholders and educating staff and board about the importance of charitable support.
- Lead development and implementation of the annual fund development plan with attainable goals and strategies to support operating needs, finance new initiatives, and help ensure long-term organizational sustainability.
- Support the Community and Donor Relations position in the maintenance of the donor database, including gift entry and acknowledgment; manage quarterly and annual reporting to ED and Board; facilitate regular revenue reconciliation process with finance.
- Along with the board Development Committee, track and measure fundraising data and compile reports to the board.
- Along with the Marketing Manager, provide graphic design updates to any infrastructure design templates related to fundraising or donor stewardship.

Fundraising

- Support the Community and Donor Relations position in leading the Board Development Committee and other support given to the Board of Directors for their engagement in development efforts.
- With the Development Team, steward major donors through the development and implementation of the Leadership Giving Program and planned giving initiatives.
- Support Community and Donor Relations position in the maintenance of the Corporate Sponsorship Program.

Grants

- Coordinate the development of high quality grant applications and reports to foundations, corporations and government agencies.
- Manage calendar of grant opportunities, application deadlines, and reporting requirements in coordination with ED and program staff; record grant revenue and foundation relationships in a database.
- Support program leaders with grants; identifying, planning for, writing, and submitting grants.

Capital Campaign

- Develop strategy, identify and secure prospects, and execute plans for all Capital Campaigns, including a campaign feasibility study.
- Design and implement a long term strategy to meet capital project needs and organizational sustainability through a capital campaign and other tools.
- Along with Marketing Manager, design and execute campaign materials, including communications mailing for appeals and donor recognition.

Additional Responsibilities

- Maintain professional and technical knowledge by attending educational workshops and reviewing professional publications.
- Create and maintain a work plan and solicit feedback from the Development Team at regular meetings.

Skills and Qualifications

Required Qualifications

- 5 or more years of experience in Development, preferably in a management and strategy development role.
- Strong technical skills with computers, spreadsheets, emails, and digital business management tools such as: G-suite, Excel, Slack, Asana.
- Proficient with development-related software programs.
- Knowledge of social media promotion and best practices
- Effective communication skills and adaptable communication style for interacting with team members
- Time management and organization skills in order to plan and execute both large and small projects and initiatives
- Leadership skills to motivate team members
- Analytical and problem-solving skills for coming up with ideas to increase demand for programs and services
- 3 professional references.

Preferred Qualifications

- A bachelor's or higher degree in a related field.
- Prior event management experience
- Existing relationships with/knowledge of food producers in VT, NH, MA and the NE region.
- General knowledge of the sustainable food and agriculture sector.

Working Conditions & Physical Demands

Food Connects aims to make reasonable accommodations to enable individuals of all abilities to perform the essential functions of their role.

Schedule: This position is expected to work 40 hours per week, and be available to work between 8am and 5pm Monday through Friday.

Work Conditions: The position is based in the Food Connects office in Brattleboro, although Food Connects promotes a flexible working schedule that allows for a hybrid remote model. The right candidate will balance remote work with the importance of being in person, in order to experience what it's like to live out our mission on a day-to-day basis. Evening and weekends may be required on occasion, but will have plenty of notice for planning.

Physical Demands: This position entails extensive use of a desktop or laptop computer, sitting or standing at a desk workstation.

Compensation and Benefits

- This is a full-time, exempt, salaried position.
- Pay is \$60,000 annually, negotiable depending on the applicant's prior experience.
- Benefits:
 - Paid time off: vacation, sick, personal, and holiday leave
 - Short-term disability insurance
 - Life insurance
 - Access to vision and dental insurance
 - $\circ~15\%$ employee discount on food purchases.
 - 2% retirement contribution, no employee contribution required.

Job Application #2

Brand Manager

Channel Key

6 reviews

Remote

\$60,000 - \$80,000 a year - Full-time

Apply now

Job details

Pay

\$60,000 - \$80,000 a year

Job Type

Full-time

Shift and Schedule

8 hour shift

Monday to Friday

Benefits

Pulled from the full job description

- ◆ 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Health savings account

Show more

Position: Brand Manager

Location: Fully Remote

Company Overview: Channel Key is a fast-growing Las Vegas tech enabled eCommerce Agency that helps brands and manufacturers maximize their revenue, profit, and brand control on Amazon. We are fully remote! We are looking for talented individuals that are growth-minded and want to work in a fast-paced remote work environment serving amazing consumer brands.

We are seeking dedicated team members that can embody our passion for delivering top-level service. For this role, the individual must possess the candor to have effective conversations; have excellent analytic and organizational skills; be motivated, detail-oriented, and a great multi-tasker; and have the ability to work independently in a demanding and ever-changing environment. This is the nature of eCommerce!

Channel Key has built a culture upon 6 KEY values:

Own EverythingPositivity Is a Choice Passion For Growth Root The Problem Adapt Daily Honest Communication

We embody these values every day, not only in our service, but in everything we do. We only seek team members who care about people, culture, and want to work for a company that mandates a fun and a

positive work environment.

Job Location: Fully RemoteJob Type: Full-time Schedule: 8 hours - Monday to Friday

Essential Duties and Responsibilities:

- Execute day-to-day Client management responsibilities and maintain client relationships
- Support the Strategic Brand Manager in development and execution of client strategies
- Assist Strategic Brand Managers in developing, presenting, and executing Client Strategic Business Plans
- Lead, manage, and hold accountable the junior client execution team, including the Junior/Mid Marketing Coordinator, and Brand Operations Coordinator
- Lead and develop Content Coordinator and Graphics team.
- Maximize interdepartmental communication for operational efficiency and effectiveness
- Have a deep understanding of all the tools and services CK offers and how the Amazon platform works
- Knowledge of retail and/or e-commerce
- Develop advanced Amazon business knowledge
- Develop ad hoc and weekly/monthly/quarterly/yearly Client and department reporting
- Deliver on Client promises and help set/manage Client expectations
- Lead specific research projects related to the department as needed
- Suggest and make SOP changes within the department
- Responsible for owned book of department's overall Client retention goal

Requirements/Qualifications:

- 1-3+ years of Amazon Seller or Vendor Central experience
- Organizational and time management skills
- Bachelor's Degree or equivalent experience
- Excellent writing and verbal communication skills
- Proficient in Excel, PC operations and Microsoft Suite
- Strong business analysis and presentation skills
- Ability to quickly navigate online retail websites or third-party sites
- Quick and agile learning ability
- Ability to manage multiple projects and shift priorities
- Must pass a background check'

'Work Remotely

Yes

Job Type: Full-time

Pay: \$60,000.00 - \$80,000.00 per year

Benefits:

- ◆ 401(k)
- Dental insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Professional development assistance
- Referral program
- Retirement plan
- Tuition reimbursement
- Vision insurance

Schedule:

- 8 hour shift
- Monday to Friday

Supplemental pay types:

- Bonus opportunities
- Commission pay

Experience:

• Amazon Seller or Vendor Central: 2 years (Required)

Work Location: Remote

If you require alternative methods of application or screening, you must approach the employer directly to request this as Indeed is not responsible for the employer's application process.

https://www.indeed.com/m/viewjob? jk=ebd6c538de58eb9c&advn=9181679858804840&adid=419720097&ad=-

Job Application #3

Director of Marketing

Capital Square

10900 Nuckols Rd, Glen Allen, VA 23060

Hybrid remote

Up to \$120,000 a year - Full-time

Apply now

Job details

Pay

Up to \$120,000 a year

Job Type

Full-time

Shift and Schedule

8 hour shift

Weekends as needed

No weekends

No nights

Monday to Friday

Benefits

Pulled from the full job description

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Employee discount
- Flexible schedule
- Flexible spending account

Show more

Company Overview

Capital Square Living (CS Living) is a fully-integrated property management company based in Richmond, VA. CS Living was built on the strong foundation of the Capital Square brand—listed by Virginia Business on their "Best Places to Work in Virginia" report in 2019 and their "Fantastic 50" reports in 2019 and 2020 – Capital Square Living has a vision to develop and manage the future, one relationship at a time. Our property management company provides a highly competitive compensation package and employee-centric benefits.

Summary

At Capital Square Living we take a unique approach to role assignment and development. **This Director of Marketing role will be called " Digital Marketing Strategist."** We chose not to call it that, because there's truly an art of strategy required to successfully hold this position. The Digital Marketing Strategist designs, implements and manages marketing programs, initiatives, and strategies that support the ongoing operation of the multifamily assets within the CS Living portfolio. Accesses current and predictive market intelligence and prepares marketing and leasing statistics reports for Managers, Regional Managers, CSL Executive Leadership and Asset Management. Experience with new development lease-ups, including brand creation, brand campaign roll-out, oversight of consultants for web design, digital footprint, and marketing materials required. Engagement of customer-facing experience and implementation of property on-site platforms required.

Primary Responsibilities

- Directly impact and enhance operational propensity to achieve business objectives, KPIs, NOI and leasing goals through high touch marketing strategy and leadership
- Oversight of digital strategy and optimal marketing mix across channels to leverage the highest propensity for lease conversions
- Create and lead the management and execution of brand and marketing strategies for new development lease ups
- Requires collaboration with development and operations teams
- Drive consistency of the customer experience across all regions related to marketing support
- Lead the management and execution of marketing strategies and programs that support the achievement of the portfolio's performance goals by creating and implementing action plans around leasing and marketing
- Drive the management and implementation of cutting-edge and innovative communications, marketing, and advertising outlets and vehicles by utilizing the Internet, website, and other emerging technologies to create cost-effective tactics for increasing traffic and promoting leasing

- Maintain a benchmark system to track the performance of each marketing source including data from Yardi CRM, DA, Better Bot and advertiser's statistics
- Monitor the cost-effectiveness of marketing expenditures by analyzing advertising and cost-per-lead and lease for each community
- Provide feedback for customer facing experience on new development and stabilized communities
- Partner with the operations team and SVP of Shared Services to plan and coordinate advertising and promotional marketing campaigns, and execute marketing activities and programs to achieve revenue, sales, and business development goals
- Supervise the communication of each community marketing message through print, Internet, social media, review sites, signage, and other means of general advertising
- Have the knowledge and ability to train associates on geographically appropriate programs, leasing, marketing, and customer service including but not limited to Yardi CRM, Reputation.com, Yardi Reach and Yardi Vogager. Help in the development of these leasing and training efforts
- Assist in the development and implementation of marketing plans targeting prospective and existing customers. Closely monitor weekly trends in traffic, occupancy, availability, and leasing for all communities in each region
- Audit all marketing sources monthly for correct lead phone numbers, email addresses, pricing, photo tagging and brand messaging
- Assist in the completion of Monthly Marketing Audits for each asset
- Assist IT with specific marketing issues that are reported such as integration concerns, Yieldstar pricing feed, incorrect website information and other possible situations

Knowledge and Skills Requirements

- Bachelor's degree in related field or working equivalent
- Multifamily experience required
- Strong analytical and investigative skills
- Advanced skill set with Microsoft Office to include Word, Excel, and Outlook
- Yardi and RealPage budget software knowledge is a plus
- Canva or Adobe design programs are a plus
- Adherence to critical timelines and tracking progress to hit milestones
- Present ideas and information in a concise, well-organized way
- Manage time well; correctly prioritize tasks to meet deadlines
- Working at a faster than average pace for most of the workday
- Must be able to adapt/adjust to continual changes and variety

Work Hours

Monday through Friday 8:30 AM – 5:00 PM or as position requires.

Work Location

Hybrid role; office location Richmond, 1 remote work day weekly.

Travel: up to 25%

Job Type: Full-time

Pay: Up to \$120,000.00 per year

Benefits:

- ◆ 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Employee discount
- Flexible schedule
- Flexible spending account
- Health insurance
- Health savings accountLife insurance
- Life insurance
 Paid time off
- Parental leave
- Tuition reimbursement
- Vision insurance

Schedule:

- 8 hour shift
- Monday to Friday
- No nights
- No weekends
- Weekends as needed

Ability to commute/relocate:

• Glen Allen, VA 23060: Reliably commute or planning to relocate before starting work (Preferred)

Experience:

• Multifamily: 4 years (Required)

Work Location: Hybrid remote in Glen Allen, VA 23060

If you require alternative methods of application or screening, you must approach the employer directly to request this as Indeed is not responsible for the employer's application process.

https://www.indeed.com/m/viewjob? jk=4b9e7718cdfc9d4f&advn=4626866802277894&adid=418527701&ad=-6NYlb

Job Application #4

Underwriting Manager (Remote)

Pearl Insurance

Remote

\$65,000 - \$75,000 a year - Full-time

Apply now

Job details

Pay

\$65,000 - \$75,000 a year

Job Type

Full-time

Shift and Schedule

8 hour shift

Benefits

Pulled from the full job description

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Employee discount
- Flexible spending account
- Health insurance

Show more

The **Underwriting Manager** in this role is responsible for overseeing and coordinating Professional Liability underwriting activities within an assigned line of business to meet company goals and objectives, service level agreement standards, carrier requirements and overall book profitability.

This management role monitors productivity, measurement criteria and workflow and ensures quality work is being performed by the underwriting staff while following underwriting guidelines and departmental procedures.

Primary Duties and Responsibilities

- Manage a team of underwriters by directing workflow and daily operations; train and mentor staff.
- Answer questions and provide input and insight into how staff should handle a variety of situations and risks.
- Provide support to staff on complex applications, rating issues, larger firm reviews, etc.
- Monitor and report on staff productivity to ensure service standards and carrier requirements are met.
- Review and approve time off requests and approve bi-weekly timecards for assigned staff; write and deliver performance appraisals and corrective action documents to staff, as necessary.
- Act as a liaison between Underwriting and other departments as issues or more complex situations arise.
- In conjunction with the Sr. Vice President Business Operations, meet with other management team members to coordinate efforts to achieve corporate goals.
- Create, update, and maintain policy and procedures manual(s).
- Build and maintain positive working relationships with carrier partners including regular activity communication, meeting reviews and procedure/ policy discussions.
- Perform underwriting job functions as necessary to maintain established service standards.

Supervisory Responsibilities:

- Immediate management of a team of underwriters (including Underwriters, Senior Underwriters, and Senior Underwriting Specialists) with responsibility for results in terms of methods and personnel.
- Responsibility for results rests primarily with the next higher level of supervision.
- Moderate responsibility for planning, coordinating, and directing the activities of subordinates.

Requirements and Qualifications

- Bachelor's degree in business management and administration or a related field.
- 5+ years of previous experience within the insurance industry, preferably in an underwriting role.
- Previous supervisory or team lead experience also preferred.
- Strong interpersonal skills with a proven ability to interface effectively at all levels within an organization.
- Property & Casualty insurance license required.

Job Type: Full-time

Pay: \$65,000.00 - \$75,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Employee discount
- Flexible spending account
- Health insurance
- Health savings account
 Life insurance
- Life insurance
 Paid time off
- Paid time offParental leave
- Professional development assistance
- Referral program
- Tuition reimbursement
- Vision insurance

Physical setting:

• Office

Schedule:

• 8 hour shift

Supplemental pay types:

Bonus opportunities

Application Question(s):

• What total compensation range (salary + commission) are you targeting for your next full-time role?

Experience:

- Insurance Underwriting: 5 years (Preferred)
- supervision/management: 3 years (Preferred)

License/Certification:

• Property & Casualty License (Preferred)

Work Location: Remote

If you require alternative methods of application or screening, you must approach the employer directly to request this as Indeed is not responsible for the employer's application process.

https://www.indeed.com/m/viewjob? jk=7126b15a45fe09ab&advn=7490236825043236&adid=418597586&ad=-6NYlb

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