



Frank Bold

Job analysis (in recruitment)
& job advertising

Michala Chatrná
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1. Context, background
2. Stories
3. Job analysis – “theory” and practice
4. Job analysis – Q&A
5. Advertising – notes, tips
6. Conclusion, reflection

Who is Frank Bold?



open

daring

straightforward

thick (type/lettering)

brave

candid

courageous

FRANK BOLD

[direct and daring]

direct

confident

resolute

honest

fearless

adventurous



Frank Bold

private limited company



**Frank
Bold**
Society

non-profit
organization, former
Environmental Law
Service



**Frank
Bold**
Fundacja

non-profit
organization, Poland



**Frank
Bold**
Kids

non-profit
organization



**Frank
Bold**
Advokáti

law firm, private limited
company



**Frank
Bold**
Advisory

private limited
company



**Frank
Bold**
Energy

private limited
company



Frank Bold changes the world.
Legally. The future needs a free
society and responsible companies.

Who are we?

We are a purpose-driven law firm using the power of business and non-profit approaches to solve social and environmental problems.

↓ [See what we are working on](#)

Who is Frank Bold?

Everything we do is based on two principles — being *frank* about your reasons and being *bold* about your actions. Does it sound like a name to you? Meet **Frank Bold**.



Examples

What can we learn about job analysis from my examples?



Job analysis

Job analysis (work analysis)

'Job analysis is the systematic process of discovery of the nature of a job by dividing it into smaller units, where the process results in one or more written products with the goal of describing what is done on the job or what capabilities are needed to effectively perform the job.' (Brannick, Levine and Morgeson, 2007, p. 8.)

Tasks and responsibilities, knowledge, skills, abilities, required behavioural characteristics, ...

→ Job description

→ Person specification

Competency modelling

- Some criticism of “traditional” job analysis
- Focused more on the worker (than on the job/work)? (similar to person specification)
- To accompany a job analysis or as an alternative

ments (Sanchez and Levine, 2001; Lievens and Sanchez, 2007). A **competency** can be defined as the **cluster of specific characteristics and behaviour patterns a job holder is required to demonstrate in order to perform the relevant job tasks with competence**. Many organisations now use competency analysis to identify the required **knowledge, skills and behaviours** that are essential to perform a specific job role. The main aim of competency analysis is to derive a **competency model** for the target role. A competency model comprises a comprehensive list of all the relevant competencies associated with a given job role. For more detailed discussions see Sparrow and Hodgkinson (2002) and Schippman *et al.* (2000).

Competency modelling

- Behavioural indicators = observable behaviour
- Positive, negative
- (common language to describe the desired as well as undesirable behaviours)
- Directly informs the design of assessment criteria in the selection process

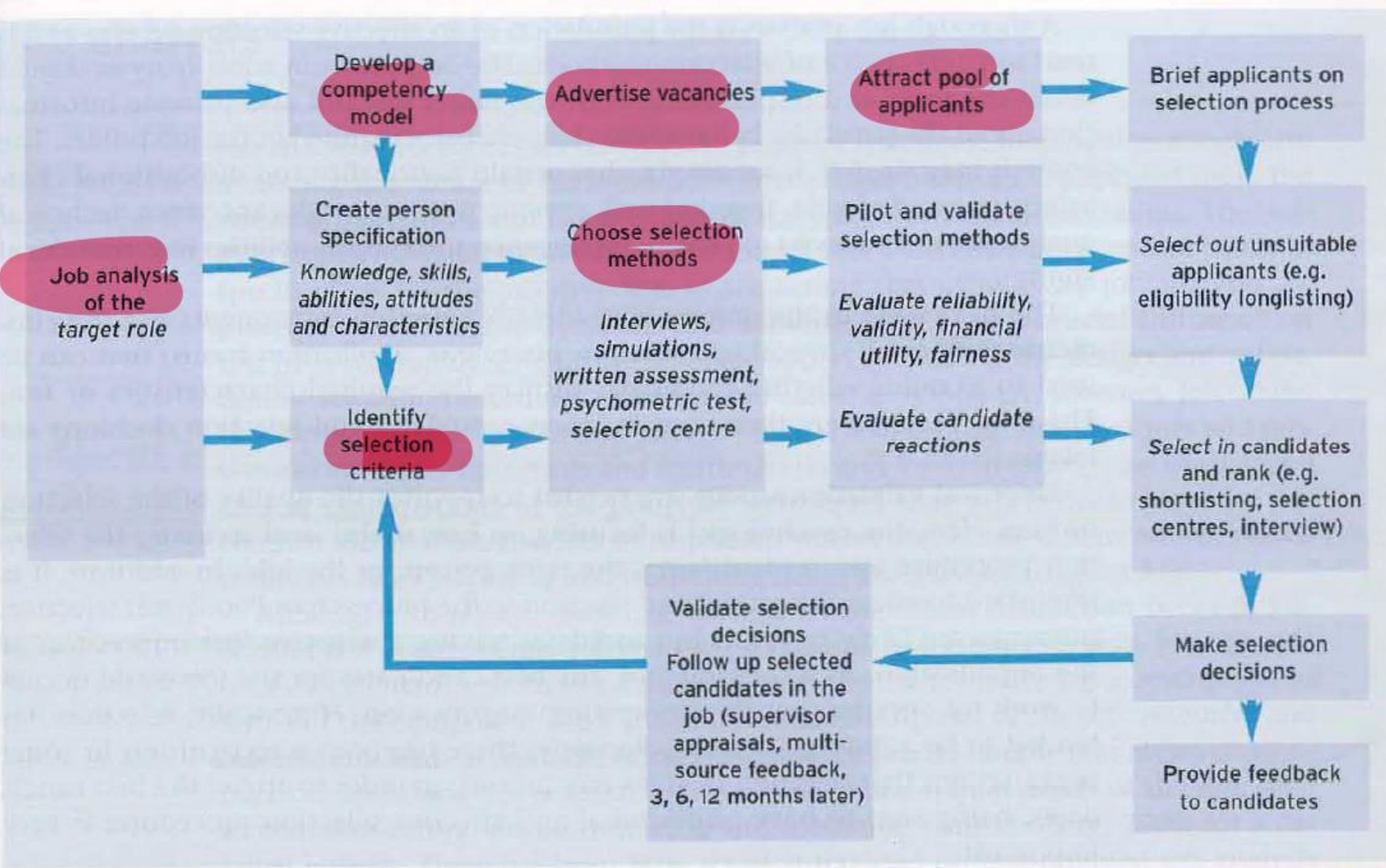
- Competency model = list of relevant competencies, “profile”

- Tailor-made vs. generic competency model (competency framework)

TABLE 2.2 Differences between job analysis and competency modeling

<i>Job analysis</i>	<i>Competency modeling</i>
Focus on <ul style="list-style-type: none">a. work and tasksb. technical skillsc. differences between jobsd. short-term job match	Focus on <ul style="list-style-type: none">a. workerb. personal values, personalityc. core competencies, common for several jobsd. long-term organizational fit
Advantage: Psychometrically sound	Advantage: Link to business goals and strategies

Source: Schippmann et al. (2000).



Methods

Interviews

Questionnaires

Observation

Work diaries/logs

Other existing data

HR applications of job analysis

(purpose, goal)

Recruitment and selection

(advertising, selection methods and decisions...)

Training and development

Performance targets, evaluating performance

...

Personnel selection & assessment

Based on 2 principles:

1. **Individual differences** between people
 - people are not equally suited to jobs
 - matching people and jobs
2. Future behaviour, and **future job performance**, is **predictable** and can be estimated

Exercise

Communication skills

Level of English

Catching up...

Job analysis (work analysis)

Job description, person specification

Work vs./and worker

Competences, competency modelling, “profile”

Link to organization’s goals, long-term fit

Behavioural indicators

Methods of collecting information, sources

HR applications



Job analysis at Frank Bold





Candidate's experience
(journey)

'Hiring for future' –
future-oriented job analysis,
strategic job analysis

Same competency – different teams/contexts/jobs,
different behavioural indicators

Different weighting of different selection criteria

Job-related and culture-related competences & criteria

Ongoing process – reviewed, design and redesign

Not an intuitive guess or a gut feeling! 😊





Job advertising at Frank Bold

<https://frankbold.org/nabidka-prace>



Pro média

O nás

Nabídka práce

Kontakt

Studenti

hledat

O co nám jde

Naše témata

Poradna

Zpravodaj

Podpořte nás

Nabídka práce

[Volná místa](#)

Právě se nacházíte [Úvodní stránka](#) > Nabídka práce

Sdílet

Tisknout

Dejte nový smysl svému právnímu či jinému vzdělání. Pojdte jej používat ve prospěch lidí a společnosti. Připojte se k silné a rychle se rozvíjející organizaci, která s vámi bude vždycky jednat jako s osobností a zapojí vás do řízení.

[Jak se u nás pracuje? →](#)

Žádná vhodná pozice?

[Přihlaste se k odběru našeho newsletteru](#) a my vás budeme informovat o volných pracovních pozicích.

Účetní

Chceš se podílet na práci organizace, pro kterou je na prvním místě smysl toho, co dělá? Klimatická změna, protikorupční opatření, férové řízení firem – i ty můžeš svou práci přispět k tomu, aby se věci kolem nás pozitivně měnily. Přijď svoje účetní znalosti a zkušenosti využít do

Co děláme?

Největší hodnotou jsou pro nás lidé a tým, který tvoří. Bez nadšených a inovativních spolupracovníků

Writing a job advert

Based on job analysis! (useful for us + candidate)

Company culture and values (impact), tone/style

Summary (opening paragraph), social media posts

Tasks and responsibilities (*what, how, what conditions*)

What we are looking for, the “right” person, “profile”

Technical, organizational information

Application form

Advertising

Our website(s)

Other websites, job posting sites (general, job-specific)

University channels

Social media

Newsletter

Personal recommendations/sharing

Headhunting agencies

Collecting and evaluating data!



Almost
there...



What is job analysis, what are its outcomes, and why is it important?

What (other) new information are you leaving with?