

The 3Is strategy: Critical reading for international job hunting

These materials have been designed to complement **Unit 1** of *Teaching Communication, Skills and Competencies for the International Workplace*, [Routledge](#).

In the previous worksheet, you focused on the initial skills and competencies for job hunting in the international job market.

Another key skill important for international job hunting is being able to read job ads critically. For this, you can use the **3Is strategy** (**I**dentifying key information, **I**solating requirements and skills, and **I**ntegrating all the elements) to help you practise and develop the critical reading skills for job ads.

Use the following job ad for a marketing executive advertised by a company based in Italy to help you do the tasks below.

Marketing Executive, Milan-Italy

Job Description: The Marketing Executive will be a key team member, coordinating marketing initiatives across all our brands. The successful candidate will be responsible for coordinating brand materials, managing our websites, event calendars, and tradeshow appearances.

Key Responsibilities: * Ensure brand consistency across all platforms and oversee brand development and coordination. * Develop and manage websites in conjunction with our developer teams. * Manage translations of website and brand materials as needed. * Coordinate and prepare for tradeshow, including stand development and setup. * Coordinate brand materials with sales teams and offices worldwide. * Manage company event calendar and mailings.

Required Competencies: * Must be completely fluent in written and spoken business English, Italian and French are a plus. * Ability to work in an international environment and manage translations when required. * Proficient in ensuring brand consistency and driving brand development across diverse platforms. * Excellent interpersonal and communication skills to liaise with senior management and other teams. * Ability to create engaging and informative content for different purposes. * Experience with website development and management, photo and video shoot management.

There are 3 steps in this strategy for reading job ads critically:

- **Identifying** key information in the ad you are interested in to do the job?)
- **Isolating** the requirements and skills and competencies required to do the job, and
- **Integrating** all the elements.

Identifying key information in the ad you are interested in. For this, you can start by underlining the content words (nouns, verbs and adjectives) which give the most important information in a sentence. For instance, in the sentence “The successful (A) candidate (N) will be responsible for (A) coordinating (V) brand materials (N).” the underlined content words show you not only one of the key responsibilities (be responsible for) but also one of the core skills the successful candidate should have (be able to coordinate key responsibilities).

Once you have identified the key information in the ad, you can then think of questions such as:

- What will the successful candidate actually do in the job?
- What is the company advertising the job expecting of the successful candidate?

Isolating the essential and desirable requirements and the skills and competencies needed for the job. Once you have identified the key words in the job ad, you need to make a list of what you would be required to do (requirements) if you were offered the job, and what you would need (skills and competencies) to do it successfully. You could ask yourself questions like:

- What are the essential requirements for the job?
- What are the desirable requirements?
- What essential skills and competencies does the job require?
- Any desirable skills and competencies?

Integrating all the elements: Information, requirements and skills. Now you are in a good position to integrate all the information you have been analysing critically. Use the following table to put together the key information you identified in the ad, the requirements for the job, and the skills and competencies that will allow you to do the job successfully. This will help you to decide whether you are ready to apply for the job.

Key information	Requirements	Skills and competencies
Manage our websites	Responsible for managing our websites and their translation in English	website development and management; good knowledge of written English as well as local language