



Self-study material for students | © University of Helsinki Career Services

EXPLORE JOB ADVERTISEMENTS

Why?

Studying job advertisements will help you create a better understanding of what kinds of jobs are available and what they require. You will also learn keywords relevant to describing your skills as well as typical expressions used in job advertisements, which will be useful when you are looking for interesting job opportunities and preparing your own job search documents.

Reading job advertisements will also help you increase your understanding of different organisational cultures. This will help you compare organisations and reflect on what kind of an organisational culture speaks to you.

How?

You can look for open positions on job board websites or social media.

1. Visit at least three different job boards. For example, you can look at what is on offer on JobTeaser, the job and traineeship portal of the University of Helsinki, (helsinki.jobteaser.com), Job Market Finland, the platform offered by TE services (tyomarkkinatori.fi) or the Duunitori (duunitori.fi) and Jobly (jobly.fi) boards. Government vacancies are listed on the Valtiolle.fi website (valtiolle.fi) and municipal sector vacancies on the Kuntarekry.fi website (kuntarekry.fi). Some portals, such as Jobs in Helsinki (jobsinhelsinki.fi) and Jobs Portal (jobsportal.fi), mainly post job advertisements in English.
2. What kinds of jobs are currently available in your field? Write down job titles and skills requirements relevant to your career options. When you look at job openings from various perspectives, you can better assess if they would be a good fit for you.
3. In addition to job boards, explore also the job search opportunities offered by different social media platforms. Bear in mind especially the opportunities offered by LinkedIn ([LinkedIn.com](https://linkedin.com)), because it has a good search tool and most recruiters use it. You must have a LinkedIn profile to use the service. Organisations, their employees and recruitment companies often also share open positions on Instagram, Facebook and Twitter. You can search these platforms using hashtags such as #JobHunt, #Hiring, #Recruitment or #JobOpening (in Finnish also #rekry, #rekrytointi or #avoıntıöpaikka). What open positions can you find in your field?
4. Remember to try different search criteria to get a broad picture of open positions. You can filter job openings using ready categories or by typing in search terms of your choice in the search field. Try both ways to see which search criteria give you the most useful results.



5. Copy or take a screenshot of at least five interesting advertisements for jobs in your own field or in some other field that interests you.
6. For each advertisement, answer the following questions:
 - What does the language or content of the advertisement tell you about the organisation?
 - Search online to find as much background information about the organisation as possible. Does the additional information that you find support the image the job advertisement created?
 - Why are you interested in this position or organisation? Do you have any concerns about the position or the organisation? If yes, what are they?
 - Why would you be a good employee for this position and organisation? In addition to the open position, what kinds of other positions would you like to work in at the organisation?
 - What skills or qualities are required of applicants? What additional information about the open position would you like to get?

Tip: In addition to following open positions posted on job boards, we strongly encourage you to also make a list of organisations and positions that interest you and find out as much about them as possible. You can use this list to take steps forward in your job hunt at any time. As a reward, you might snatch your dream job in the hidden job market!