

Sample Job Ad That Needs Improvement

Marketing Position for Creative and Experienced Professionals

ACD Marketing Group
Manila

Job Description

- Supervisory tasks
 - Conducting research and data analysis
 - Coordinating with different departments
 - People management
 - Preparing and presenting marketing reports
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- Bachelor's Degree in Marketing, Advertising, Media, Communication or equivalent or in any related field
 - At least 8 years of work experience in a junior executive role
 - Strong verbal and written communication skills, adaptable to changes, strong attention to details, and can work under pressure
 - Expert level skills in utilising online marketing software

Additional Information

- Career Level: Junior Executive
- Qualifications: Bachelor's Degree, Post Graduate Diploma, Professional Degree
- Years of experience: 8 years
- Job Type: Full-time
- Job Specialization: Sales/Marketing, Marketing/Business Development

No company or recruiter logo

A lengthy and vague job title with unnecessary and uncommon keywords

The salary range is not displayed

No summary or highlights of the role or benefits to convince jobseekers to apply

No subheadings which make it hard for jobseekers to identify the listed information

Key responsibilities are too broad for jobseekers to assess their suitability

Too many skill requirements in just one bullet point

Intimidating role requirements which can result in an unfillable position

No company information is available