

A. Writing (12 points)

Write the covering message/application letter that would accompany your CV based on the job advertisement for a Digital Account Executive, on page 4. The job was advertised in The Guardian, and F1 Recruitment is a recruitment agency. Assume that you will complete your degree in 2018. Otherwise do not invent qualifications or experience that you have not had. The mode of the message would be digital, with a maximum of 4000 characters (about 1 hand-written page).

Your text will be marked on relevance of content, control of the genre, discourse management, appropriacy and range of structures and vocabulary, and grammatical accuracy.

B. Vocabulary (2 points)

The following sentences were taken from the business section of English language newspapers. Complete each space with a suitable word or expression. The first letter(s) and a paraphrase of the meaning are given. All letters are in lower case. You will need to conjugate a verb, and/or you may need to add a preposition. Write your answers on your test answer sheet. (0.4 points each)

1. The Indian company's [Lemon Tree Hotels] **r**..... of disabled workers is improving not only their prospects but those of the business too. (*hiring*)
2. Daniel Cable says experimentation is key to help **e**..... ward off the 9 to 5 blues. (*workers*)
3. Net-a-Porter is a British business with a **g**..... **r**..... (*[having] customers in many different parts of the world*)
4. Having invented the touchscreen handset, it [Apple] failed to **s**..... **m**..... with a range of iPhones designed for different users at different prices. (*divide a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers based on some type of shared characteristics*)
5. Reformulation is a risky business – as Coca Cola found out in the 1980s after a disastrous experiment with changing the recipe of its **f**..... brand. (*the best or most important thing owned or produced by a particular organisation*)

C. Reading Comprehension (6 points)

Read the text on page 2 and answer the questions on page 3.

Why job advert jargon excludes young people

From KPI to SLA, an alphabet soup of acronyms scares off inexperienced applicants

Financial Times, Special Report: June, 2017 Responsible Business Rewards

Lucy Kellaway

1. What is an SLA? Six young jobseekers considered the question. "Erm," said one, shaking his head. "Don't have the first idea," said **another**. "Something about learning?" All hummed and hawed and looked completely flummoxed.
And what is procurement? Most agreed they had heard the word often but didn't know
5. what it meant. What about KPIs? Again bafflement among the six, only one of whom knew it was a Key Performance Indicator.
The point of this exercise, carried out recently by Business in the Community (BITC) and City and Guilds, the vocational education organisation, was to prove what jargon does to young people looking for jobs. Simply it puts them off. **They** look at the mess of acronyms and impenetrable words and decide that the job isn't for them. And the more disadvantaged they are,
10. the more discouraged they are likely to feel.
Yet I suspect jargon isn't the half of it. Even more off-putting than the KPIs and the SLAs (a term I had to look up to discover that it means Service Level Agreement, which left me none the wiser) is the sheer length of the advertisements and extravagance of what they are
15. demanding. This applies to jobs at all levels from the grandest to the most mundane. A few years ago, Apple advertised for a "thought leader", listing underneath 28 bullet points, all written in business gibberish, which left even someone like me – who has spent a lifetime writing about management – with no idea of what they were actually after.
Yet at the other end of the job scale, verbiage and pomposity are even more worrying. I
20. typed the word receptionist into LinkedIn and the second job that came up was for Solar City, which was offering a 14-month maternity cover position. I clicked on it to find a mass of text extolling the values of the employer and underneath no fewer than 37 bullet points describing the work and the person they were after. Among the responsibilities were the following: "Adhering to the company values and business principles on sustainability, equal opportunities and other
25. policies, constantly seeking to improve corporate and personal knowledge."
The problem here isn't exactly jargon; it is more obscurity and vagueness. What is corporate knowledge? And how does a receptionist constantly seek to improve it? Even more alienating were the 14 characteristics that the successful applicant must have, including "a desire to deliver a service to your internal and external customers". What does that mean? What
30. service are they referring to? Does it mean answering the phone, or something else? If I were a young jobseeker, or even an old one, I would be inclined to steer clear. Though bad, at least this job advert wasn't too full of superlatives. The most off-putting ads are the ones where even the most mundane activities are deemed extraordinary and the person required to do them exceptional.
35. On Indeed.co.uk, a job search website, there is an ad for a night manager to work at No 1 Lounges in UK airports for £10.26 an hour. In return, the employer expects a person who will "look immaculate and present a brilliant customer service to all customers internal and external". And in case **that** isn't elevated enough, the successful candidate must: "Lead by example, being the No 1 service ambassador and brand advocate, maintaining guest and staff confidence in the
40. management and service." Such inflated language will not get the brilliant and the immaculate applying. It will merely prevent those who know that they are ordinary human beings who would be able to do the job well enough from even putting in an application.
Business in the Community is trying to help employers to do a better job and offers a lot of sensible advice on how to write better and simpler job ads. Many employers are accepting the
45. advice with alacrity and declaring **themselves** eager to mend their ways. Yet I'm not confident that the effect will be instant. On the BITC website there is an article from an employer insisting how important it is to get rid of jargon. Yet his title is "Director CSR & Engagement". While this is hardly an entry-level role, I doubt the young job seekers would be impressed. The quote in the headline is: "We are now proactively identifying and removing barriers within our own business."
What does "proactively" mean and how does it differ from "actively"? **This** might seem pedantic,
50. but it gets to the heart of the matter – recruiters are so steeped in jargon, they don't see it as such, and talk like this even when they are explicitly trying not to.
A first step to coming back to earth and starting to write accurate job descriptions might be to drop the biggest euphemism of all used routinely by human resources people. And that is to
55. refer to all their employees, no matter how hopeless they are, as "talent". Only when that first point is conceded will they be ready to start rebuilding the entire edifice of job descriptions on a sounder foundation.

Name:

Number:

C. Reading comprehension

Reference, substitution and ellipsis

What do the following expressions (highlighted in the text) refer to? Write your answers on your answer sheet. (0.4 points each)

1. another (line 2)
2. They (line 9)
3. that (line 38)
4. themselves (line 45)
5. This (line 50)

Decide whether each statement is TRUE (T) or FALSE (F) according to the text. Write your answer in the box. (0.5 points each)

6. The purpose of the article is to describe the latest trends in hiring new staff.
7. The writer criticizes job ads for their unrealistic or vague job descriptions.
8. One of the aims of Business in the Community is to improve hiring procedures for young people.
9. The ad for the receptionist at Solar City included no description of the company.
10. Vague language and jargon in a job advert can hinder a young person from applying.
11. Human Resources are usually aware that they are using jargon.
12. A brilliant and immaculate candidate would not apply for the night manager position only because the language would put him or her off.
13. Companies are finding it difficult to attract suitable candidates despite the exaggerated language of the ads.

Digital Account Executive for leading Strategic Advisory Consultancy

Recruiter F1 RECRUITMENT

Location Central London

Salary approx. £25K + benefits

Posted 09 Mar 2018

Closes 09 Apr 2018

Ref Digital AE

Industry Marketing & PR, B2B, Communications, PR, Social media

Job function Marketing & PR

Job level Experienced (non manager)

Hours Full time

Contract Permanent

Listing type Job vacancy

Education level Undergraduate degree (or equivalent)



This is an unusual opportunity to develop your career at a fast-growing international strategic communications agency as a Digital Account Executive. You will have the opportunity to contribute to the creative development of communications campaigns and programmes to support their international clients.

As a Digital Account Executive, you will have a proven track record in working with digital tools and analytics such as audience analysis and social listening platforms. You will ideally have experience within the political and governmental arena either at Whitehall, Brussels or within a leading international communications consultancy.

This role will be very diverse, enabling the successful candidate to rapidly develop a huge range of transferable skills, and gain excellent experience from senior colleagues. It will involve:

- Recommending digital communications initiatives to high profile clients
- Supporting on major client events, stunts and activations
- Providing targeted research for existing clients and new business prospects
- Assisting with development of new business briefs and proposals
- Generating engaging content for social platforms and creative campaigns
- Online monitoring and reporting on GCC developments and key client issues
- General account management duties

As an individual you will be diligent, adaptable, hard-working, and ready to get your hands dirty, and have an excellent attitude and work ethic. A strong academic background will be ideal, and experience in digital communications is important. An understanding either in corporate PR, geopolitical and public policy is beneficial, and whilst not essential, foreign language skills are a bonus.

If you believe you're up to the challenge and want to seize this fantastic opportunity, then please do not hesitate to apply!

GCC = *Gulf Cooperation Council*. A political and economic alliance of six Middle Eastern countries – Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, and Oman.

Answers

A. Writing (12 points)

The letter will follow the conventions for an application letter, using appropriate organisation/layout, structures and vocabulary. It will begin “Dear Sir/Madam” and finish “Yours faithfully, ...” The register will be objective sounding. It will explain how the candidate developed his/her skills, qualities, knowledge and experience. Information flow will be fluent and logical and there will be few grammatical mistakes. Essential information includes:

- reference: Digital AE;
- Digital Account Executive (job title), posted on the Guardian website (where & when the ad was posted);
- that the applicant has or will be completing a degree;
- is native speaker of Portuguese or another language;
- is familiar with digital tools, social media and analytics,
- has awareness of importance of social media for corporate PR,
- has awareness of /interest in what’s trending,
- has good communication skills in person and in writing,
- has an interest in/willingness to learn about corporate PR and Gulf states.

B. Reading comprehension

Reference, substitution & ellipsis (0.4 points each)

1. Another young job seeker
2. job advertisements
3. looking immaculate and presenting a brilliant customer service to all customers internal and external
4. the employers who accept the advice on how to write better and simpler job ads
5. Kellaway’s question, “What does proactively mean and how does it differ from actively?”

True / false (0.5 points each)

- | | |
|----------|-----------|
| 6. False | 10. True |
| 7. True | 11. False |
| 8. True | 12. False |
| 9. False | 13. False |

C. Vocabulary (0.4 points each)

1. recruitment
2. employees
3. global reach
4. to segment the market
5. flagship