CAREER CLARITY PLAYBOOK

The 10-Job-Post Audit

Find the Skills Recruiters Actually Want — in 1 Hour

A practical, evidence-led method to study real job descriptions, identify recurring skills, and make your resume more relevant to the roles you want.

Primary keyword: job post audit skills
Prepared by: SH Development Academy

Stop guessing what employers want. Start looking for patterns in the jobs you actually plan to apply for.

The 10-Job-Post Audit: Find the Skills Recruiters Actually Want (In 1 Hour)

Many job seekers update their resumes by adding every skill they have ever heard of. They collect keywords from random online lists, copy phrases from other resumes, and hope that the right recruiter notices them. The problem is simple: a generic skills list does not necessarily match the work employers are hiring someone to do.

A better approach is to study the market before you rewrite your resume. Pick ten current job posts for the type of role you want, examine what employers repeatedly ask for, and use those patterns to decide what deserves attention.

This is a **10-job-post audit**. It is a focused one-hour exercise that turns job descriptions into practical career research. It helps you identify the skills that appear repeatedly, separate essential capabilities from occasional extras, and compare employer expectations with your current profile.

It does not guarantee an interview or reveal a secret ATS formula. Its value is that it replaces assumptions with evidence from the roles you are targeting.

Why a Job-Post Audit Matters

Job titles can be misleading. Two companies may advertise the same title but expect different responsibilities. One Business Analyst role may focus on stakeholder communication and requirements gathering; another may expect SQL, dashboards, and process mapping. A Digital Marketing Executive role at one organisation may be content-heavy, while another may prioritise paid campaigns, analytics, and conversion tracking.

That is why searching only by job title is not enough. Reading multiple descriptions helps you understand the actual work behind the title.

What you can learn from ten job descriptions

• **Repeated technical skills:** tools, platforms, software, processes, and domain knowledge that appear across several roles.

• **Repeated people skills:** communication, collaboration, problem-solving, ownership, adaptability, and stakeholder management.

• **Qualifications and methods:** certifications, industry standards, frameworks, and methodologies employers mention.

• **Role-specific priorities:** the difference between what is common across the market and what is unique to one employer.

• **Your own gaps:** which requirements you can already demonstrate and which ones need development.

The goal is not to collect the longest possible list. It is to identify the small group of capabilities that matter most for the roles you genuinely want.

The 60-Minute Job-Post Audit

Keep the exercise narrow. Choose one target job title or a closely related group of titles. Do not mix unrelated roles such as Accountant, UX Designer, and HR Business Partner in one audit. The results will be much more useful when the job descriptions are comparable.

Before you start: choose your target

• Select one target role, such as Data Analyst, HR Executive, Business Analyst, or Digital Marketing Specialist.

• Choose a realistic location, experience level, and industry where possible.

• Collect ten active job descriptions from company career pages and reputable job portals.

• Save the links or copies so you can revisit the requirements later.

Phase 1 — Collect and extract (20 minutes)

Open each job description and scan the responsibilities, required skills, preferred qualifications, and experience sections. Do not focus only on the heading called “Skills”. Employers often describe important capabilities inside the responsibilities themselves.

Create three buckets:

• **Hard skills and tools:** Excel, SQL, CRM platforms, financial modelling, SEO, campaign management, data visualisation, or other role-specific capabilities.

• **Soft and transferable skills:** communication, analytical thinking, teamwork, client handling, time management, leadership, and problem-solving.

• **Certifications, frameworks, and methods:** relevant certifications, Agile, Scrum, Six Sigma, statutory knowledge, industry standards, or other named methods.

Record each skill exactly as written first. You can combine obvious variations later. For example, “data visualisation” and “dashboard reporting” may be related, but do not automatically treat them as identical if the role requires different work.

Use a simple tracking sheet

Job post	Hard skills / tools	People skills	Certifications / methods
1	SQL, Excel, Power BI	Communication	—
2	Excel, Tableau	Problem-solving	—
3	SQL, Python, Power BI	Stakeholder management	—
4–10	Add the exact requirements from each remaining post.	Add recurring behaviours.	Record named credentials or methods.

Phase 2 — Count the patterns (20 minutes)

Once you have extracted the requirements, count how often each skill appears across the ten posts. Count a skill once per job post, even if the same description repeats it several times. This gives you a clearer picture of how widely the skill is requested.

Use the following bands as a practical prioritisation guide—not as official recruiter rules:

Frequency across 10 posts	Suggested priority	How to interpret it
7–10 appearances	**High priority**	A recurring market requirement worth addressing clearly in your profile.
4–6 appearances	**Competitive**	A useful differentiator or common requirement in a meaningful portion of the sample.

Frequency across 10 posts	Suggested priority	How to interpret it
1–3 appearances	**Role-specific / nice-to-have**	May matter for particular employers, sectors, or specialised roles.

Example: If SQL appears in eight of your ten Data Analyst job posts, it deserves serious attention. If Python appears in three, it may still be important for the specific roles you want, but it is not as consistently requested in this sample. Look at the responsibilities and seniority level before deciding what to learn.

Also watch for groups of related skills. Several employers may ask for “reporting”, “dashboards”, or “data visualisation”. These terms overlap, but they are not always interchangeable. Preserve the employer's wording when you record it, then group related terms carefully for analysis.

Phase 3 — Compare the findings with your profile (20 minutes)

Now compare the highest-priority requirements with your resume, portfolio, projects, and actual work experience. Mark each skill in one of three ways:

• **Can demonstrate:** you have used it in a job, internship, project, volunteering role, or meaningful personal project.

• **Know the basics:** you understand the concept but have limited practical evidence.

• **Need to develop:** you have not learned or practised it yet.

This is where the audit becomes useful. Instead of saying “I need to improve my resume”, you can identify specific changes: add a project that demonstrates Excel, quantify a reporting achievement, practise stakeholder communication, or begin learning a tool that appears repeatedly in relevant vacancies.

Turn the Audit into a Stronger Resume

1. Improve the top third of your resume

Recruiters need to understand your fit quickly. Use the summary and key-skills section to reflect the most relevant capabilities you can genuinely support with evidence. Avoid stuffing every keyword from the ten job posts into the first few lines.

2. Show skills through achievements

A skill listed on its own is a claim. A skill connected to an outcome is stronger evidence.

Weak wording	Stronger, evidence-led wording
Good at Excel	Built an Excel tracker that consolidated weekly sales data and reduced manual reporting time.
Excellent communication	Coordinated updates between sales and operations teams to resolve order issues and keep delivery timelines on track.
Knowledge of Power BI	Created a Power BI dashboard to present monthly performance trends for management review.

Use numbers only when you can verify them. If you cannot quantify an outcome, describe the scale, frequency, audience, process, or responsibility accurately.

3. Use relevant keywords naturally

If a job description asks for “stakeholder management”, and you have genuinely handled communication with internal teams or clients, use that phrase where it accurately describes your work. Do not claim a tool, certification, or level of expertise you do not have.

Applicant tracking systems vary. There is no universal keyword percentage or magic resume score that guarantees shortlisting. A well-structured resume that clearly reflects relevant experience is a better goal than trying to game a screening system.

Examples Across Different Career Paths

Data Analyst

Possible recurring requirements: Excel, SQL, data cleaning, dashboards, visualisation, analytical thinking, and communicating insights. A useful project could involve cleaning a public dataset, analysing trends, and presenting findings in a clear dashboard.

Human Resources

Possible recurring requirements: recruitment coordination, employee relations, HR operations, communication, confidentiality, HRMS tools, and documentation. Evidence might include coordinating interview schedules, maintaining accurate employee records, or supporting onboarding.

Digital Marketing

Possible recurring requirements: content planning, SEO, paid campaigns, analytics, copywriting, social platforms, and performance reporting. A portfolio can show campaign objectives, your role, execution, and measurable results where available.

Business Analyst

Possible recurring requirements: requirements gathering, process mapping, documentation, stakeholder communication, Excel, data interpretation, and problem-solving. A case study can demonstrate how you clarified a business problem and translated it into requirements.

Accountant

Possible recurring requirements: accounting principles, reconciliations, taxation, financial reporting, Excel, compliance, and attention to detail. Practical evidence may include reconciliations, reporting tasks, or accounting software experience.

These are illustrative examples, not a substitute for auditing current vacancies in your own location, industry, and experience range.

Common Mistakes to Avoid

• **Mixing unrelated job titles:** comparing different roles can produce a confusing skills list.

• **Using only one job portal:** include employer career pages and more than one reputable source where possible.

• **Counting words without understanding context:** a skill mentioned in a preferred section may not carry the same weight as a core responsibility.

• **Assuming every repeated skill is a strength you already have:** frequency tells you what the sample asks for, not what you can honestly claim.

• **Chasing every tool:** prioritise the skills that connect to your target roles and current career stage.

• **Ignoring proof:** a resume should show where and how you used a skill, not just list it.

• **Treating ten posts as the whole market:** this is a useful sample, not a complete labour-market study. Repeat the audit if your target role or industry changes.

A Practical 30-Day Plan After Your Audit

Timeline	Action	Expected output
Week 1	Complete the audit and identify your top recurring requirements.	A prioritised skills list and a clear gap map.
Week 2	Update your resume and LinkedIn profile using relevant, truthful evidence.	A targeted resume and stronger professional summary.
Week 3	Build or improve one practical project that demonstrates a priority skill.	A portfolio item, case study, or work sample.
Week 4	Apply selectively, track responses, and refine your approach.	An application tracker and feedback for the next iteration.

Do not try to master ten new skills in one month. Pick one or two high-value gaps, practise them consistently, and create evidence of what you can do.

Frequently Asked Questions

How many job descriptions should I analyse?

Ten is a manageable starting sample for a one-hour audit. If the roles vary widely or you are targeting a specialised field, expand the sample and separate it by seniority, industry, or location.

Should I include job posts where I do not meet every requirement?

Yes. The purpose is to understand what employers are asking for. Include relevant roles even if you do not meet every requirement, but distinguish essential requirements from preferred ones.

What if the same skill appears under different names?

Record the original wording first. Then group terms only when they genuinely refer to the same or closely related capability. Keep the distinctions visible in your notes.

Should I learn every skill that appears in the audit?

No. Start with recurring requirements that are relevant to your target role and your current level. Consider your interests, learning time, access to practice, and the type of work you want to do.

Can this audit guarantee that my resume will pass an ATS?

No. Applicant tracking systems differ, and employers use different screening processes. The audit helps you make your resume more relevant and understandable; it cannot guarantee selection.

How often should I repeat the audit?

Repeat it when you change your target role, move into a new industry, or notice that the responsibilities in current vacancies have shifted. A quarterly review can be a useful routine for active job seekers.

The Bigger Picture: Skills Are Important, but Career Fit Matters Too

A job description tells you what an employer needs. It does not automatically tell you whether that role will suit your interests, strengths, values, working style, or long-term direction. Two people may have similar qualifications but feel very different about the same kind of work.

Use the audit to understand the market, then combine that information with honest self-reflection. Consider what type of tasks energise you, what environments help you perform well, what skills you are willing to develop, and what responsibilities you want in your next role.

Career decisions become more thoughtful when market demand and personal fit are considered together. Neither one should be ignored.

Get Support with Your Career Clarity

If you are unsure which roles to target, how to interpret your strengths, or what skills to develop next, a structured career discussion can help you organise your options.

At **SH Development Academy**, Santosh Hariharan brings over 30 years of corporate experience in Sales, Training, and HR, along with more than five years of independent counselling experience. The aim is to help students, parents, and professionals think more clearly about their abilities, choices, and next steps.

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A job-post audit can show you what the market is asking for. The next step is deciding which direction makes sense for you—and building the skills and evidence to move towards it.

SEO Details

Primary keyword: job post audit skills
Meta title: Job Post Audit: Find the Skills Recruiters Want in 1 Hour
Meta description: Learn how to audit 10 job posts in 60 minutes, identify recurring skills recruiters request, spot resume gaps, and build a focused career action plan.
Suggested URL slug: job-post-audit-skills
Suggested secondary keywords: analyse job descriptions, skills recruiters look for, resume skills gap analysis, job description keywords, career planning, resume optimisation, skills employers want.

Suggested WordPress tags: Job Post Audit, Job Description Analysis, Job Search Tips, Resume Skills, Career Guidance, Skills Gap Analysis, Resume Optimisation, Career Planning