

HRES 5110: Recruitment
Assignment: #3 – Job Analysis Method
Due: Thursday, October 4th, 2018

JOB ANALYSIS

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Steps in the Job Analysis Process

- 1) The purpose of our job analysis is to obtain current information on the role of Red Bull Wings Team Member and to develop an up to date and accurate job description for this position.

The type of data that is required to generate a job description involves:

- Job activities
- Human Behaviors
- Machines, Tools, Equipment & Work Aids Used
- Job Context
- Human Resource Requirements

We have determined that performance standards data does not need to be collected for the purpose of generating a job description. This is due to the fact that this particular job does not involve company standards of performance.

We have identified that the most effective, appropriate, and simple ways of collecting this type of data would be through implementing a qualitative questionnaire and interview process (see Appendix A and B). The qualitative questionnaire was chosen because it will provide us with a large amount of information in a short period of time, which is beneficial due to our limited amount of time to collect the data. The interview method will be used to compliment the qualitative questionnaire and provide employees an opportunity to more thoroughly discuss various aspects of their job in detail. In using this method, cognitive information will be generated which would be difficult to obtain using an observation technique. Furthermore, the interview provides an opportunity to discuss the importance of job analysis and attain buy-in from the employee, which in turn helps in generating accurate information.

- 2) In order to review the background information for the position of Red Bull Wings Team Member we have examined online job postings related to the position and done in depth inspection of the company webpage. As the company is privately owned, there is limited access to information regarding organizational and process workflow charts.
- 3) The representative that was selected to provide the information is someone who is working in this position currently. They are knowledgeable about the job and representative of the target population. They are able to give an accurate representation of the job due to the fact that they are currently performing these roles and responsibilities.

- 4) Upon analysis of the information that was collected through the questionnaire and interview regarding job activities, behaviors, working conditions, and skills/traits of the job, the following task statements to describe the position were generated.
- Establish yourself as a credible product and brand expert to deliver key messages to consumers by participating in extensive training and Red Bull knowledge development weekly meetings in accordance with Red Bull headquarters.
 - Mentally collect data on every consumer interaction and input into large scale database using company intranet in order to generate reports on which type of consumers are using the product and why.
 - Support sales and events staff in selling the Red Bull product by providing training on display and serving techniques specific to the brand using company procedures in accordance with the client's contract.
 - Create and post social media content using a variety of online platforms, both personal and company sponsored, in order to develop brand awareness and deliver key messages to a wider network of consumers in accordance with the quota established by the company.
 - Prepare and memorize a compilation of rebuttals using materials delivered during training in order to maintain clear communication with consumers to eliminate any concerns regarding the product.
 - Collaborate with team members to plan every mission using instructions from head office and map software provided by the company in order to reach new consumers and expand the market to a larger geographical area.
 - Drive long hours across Atlantic Canada to participate in consumer events using the company car and gas credit card in order to collect data and raise brand awareness in accordance with mission plan established at the beginning of the week.
 - Conduct yourself in a highly energetic manner with a well-polished physical appearance during the duration of the shift with the aid of Red Bull products and by other means in order to represent the brand in a positive way in accordance with company guidelines.
- 5) As per the process of completing a job analysis, the task statements above were reviewed. The task statements were verified by the representative who then determined that the information was factual and complete to the best of her knowledge.

Success of the Job Analysis Method

Client Acceptance and Understanding

The representative was receptive to participating in a job analysis involving her position. The time was taken during the interview to explain the purpose of the analysis and the representative seemed to understand the value. This conclusion was made due to the representative exhibiting a positive attitude towards completing the questionnaire and vocalizing her excitement towards the project.

Efficiency of Process

Overall the process was efficient because we were able to create the questionnaire tool and interview questions as well as collect the information in the span of 24 hours. Within the process, the interview was the most efficient part as it took the least amount of time to create and yielded the most complete and detailed information.

Clarity of the Results

In terms of job understanding, the results that were provided in the questionnaire provided a detailed understanding of the position. Pairing the interview results with the questionnaire results provided further clarity and more detail as it allowed the representative to further elaborate. We feel that we would not have reached this level of clarity without using both tools. An overall picture of the full job was obtained through these results.

Objective Process

The job analysis process had certain aspects that were biased. Due to the quick turn around and time constraints, we were only able to collect information from one representative from this position in the company and were unable to verify the information collected with a supervisor. Though collecting information from multiple representatives and fact checking with a supervisor is not mandatory to the job analysis steps, they are helpful in creating an objective process. Because we were not able to incorporate these elements in our job analysis the process we used was biased to some degree.

Overall Success in Capturing Relevant Information

The act of creating succinct task statements helped to determine that the process did well in collecting the relevant information necessary to create a job description. The information necessary that was captured included details on job activities, human behaviours, equipment, tools, and human resources requirements. Having the representative review our information and determine that the information was factual indicated that the process captured the correct information as well.

Job Analysis Questionnaire

Purpose:

The purpose of this questionnaire is to collect current information on the role of Red Bull Wings Team Member and to develop an up to date an accurate job description for this position.

We are asking you to complete this questionnaire since you know your duties and responsibilities better than anyone else. We are **not** inquiring about your job performance; only what your job requires you to do.

Instructions:

It is important that you complete this questionnaire honestly and provide the most accurate information to the best of your ability. Base your answers on what is **required** for your current job; **not** what skills, education, or personal attributes you possess.

Employee Data:

Your name: _____

Your job title: _____

How long have you held this position: _____ years _____ months

Department: _____

Summary:

In one or two sentences please give a general summary of the responsibilities and purpose of a Red Bull Wings Team Member:

Responsibilities and Duties:

Explain specific job duties/responsibilities. Include only those duties/responsibilities that are **essential** to the job. Give an estimate of percentage of time each duty/responsibility takes. **Start each sentence with an action verb.** See attached list of action verbs for reference. ***List Most Important Duties First.***

		Percent of Time
1		%
2		%
3		%
4		%
5		%
6		%
7		%
8		%
9		%
10		%
		100%

Education:

Check the box that best indicates the minimum education requirements for this job. (**Not your education**, but the education required to successfully complete the job).

- ☐ 9 to 11 years of elementary education
- ☐ High School Diploma or GED
- ☐ College Diploma or Certificate
- ☐ Some College/University
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctorate Degree

Experience:

Is there any specific job experience needed to perform this position? If so, what type and how much? (**Not your experience** but the experience required to successfully complete the job).

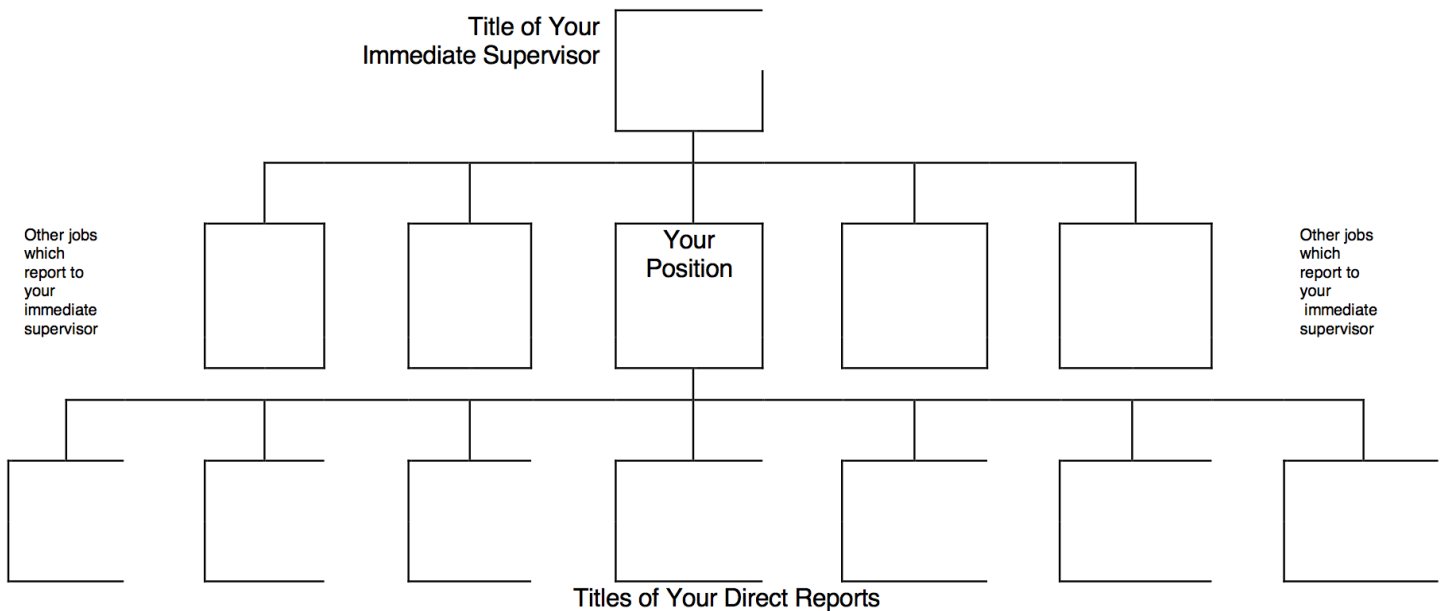
Skills:

What skills, training, certifications or licensing are required for this specific job?

Supervisory Responsibilities:

Does the Red Bull Wings Team Member position have any direct supervisory responsibilities? If so, how many positions report directly to you?

Complete the organizational chart below:



Physical Demands and Working Conditions:

Check all that apply in the Red Bull Wings Team Member position.

Physical Demands

- ☐ Standing
- ☐ Walking
- ☐ Sitting
- ☐ Lifting
- ☐ Carrying
- ☐ Pushing
- ☐ Pulling
- ☐ Stooping
- ☐ Kneeling
- ☐ Crouching
- ☐ Crawling
- ☐ Reaching
- ☐ Grasping
- ☐ Feeling
- ☐ Talking
- ☐ Hearing
- ☐ Repetitive Motions
- ☐ Eye/Hand/Foot Coordination
- ☐ Driving
- ☐ Other:

Environmental Conditions

- ☐ Extreme Cold
- ☐ Extreme Heat
- ☐ Temperature Changes
- ☐ Wet
- ☐ Humid
- ☐ Noise
- ☐ Hazards
- ☐ Other:

Please describe the top three demands or conditions that are most often done or experienced and why:

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Is there any other relevant information that we should be aware of?

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal black lines across the entire width of the page, typical of notebook or legal stationery. The background is a solid off-white color.

Date: _____

Appendix B – Interview Questions

1. Describe briefly what your position entails and the responsibilities involved in the work that you do.
2. What does an average work day look like for you?
3. How are your shifts structured? Where and when do they take place?
4. What types of decisions do you make on a daily basis and whom do you go to for approval on these decisions?
5. What kind of physical and mental demands do you experience during working hours?
6. Within your role, what equipment, external resources, and work aids do you use to get your job done?
7. Describe the working conditions you may face during an average shift.
8. What types of people do you interact with and what types of contacts (internal/external) do you make in this position?
9. Do you have any specific monetary or budget responsibilities within your role?
10. What type of skills and education is required to complete your job to a satisfactory level?
11. Does your role require previous experience in a relevant field? (i.e brand ambassador, sales, marketing, etc.)
12. Are there any personal attributes required by the job? (i.e personality traits, physical characteristics, or special aptitudes)

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Works Referenced

Job Analysis Questionnaire (sample distributed in class with no identifiers) was used as a guideline to create the questionnaire tool.