**MEMO**

To: Supervisor

From: [Student’s Name]

Date: February 12, 2019

SUBJECT: **Why Job Analysis is required for any recruitment**

The assessment established that job analysis is essential for any recruitment process. As stated by Violik (2017), the process involve reviewing qualification and requirement of certain position, which the company would want to fill. It is done before engaging in the recruitment and selection process of a new employee. It helps in getting the best skills and traits, which are required for a certain job or position. And therefore, it is essential for Human Resource (HR) to engage in efficient job analysis prior to the selection and recruitment process. The job analysis also helps in having sense on what an organization is looking for in a candidate. For instance, in an organization setup, service job and sales vary from more from task oriented and therefore, sales and service skills are important. Therefore, without job analysis an organization cannot have a clear knowledge or idea of the type of an employee who would fit in a specific job position. It is therefore, likely to increase the recruitment success of the organization. The job analysis is also done to track the performance and the need in the market in each position offered by the company. It also helps the HR to safe guard the company against any lawsuit resulting from discrimination by either employees or any organization.

The assessment of job analysis of the regional sales representative position established that, the organization should focus on the skills and experience of employees since sales representative position requires a dynamic person who is also result oriented. In the process of recruitment, communications and interpersonal skills of each candidate should be evaluated and used as a yard stick for recruitment. This should account high in the assessment criteria because a sales representative should be able to network and relate well with employees and create a good network in the market.

Regional sales representatives would focus on studying the existing and potential dealers in the market, monitor competition and recommend change in product, provide historical information of customers and area sales, submit orders by referring to the existing price list and therefore, the organization focus during recruitment should be to get an employee who can efficiently carry out these responsibilities. However, the assessment establishes that the company should recruit an employee who can meet sales goals and can close deals and therefore, the focus of the recruitment team should be on the dynamic candidate, self confidence, a negotiator, and has the knowledge of the product. According to Kim (2015), an employee with a broad understanding of the product and the company strategies is capable of articulate issues and therefore, can be able to deliver on the task.

A candidate for the position of regional sales representative must have a bachelor degree in sales and marketing or any related business courses. A certification in sales and marketing and competency in computer skills especially in Microsoft office such as word, excel, database and PowerPoint will also be added advantage. It would also be important for the organization to recruit an individual with over five years experience in the field of sales and marketing. These requirements are necessary because a sale representative is the focal point of a company in every region and therefore, a candidate for this position should have a high qualification and understand the market as well.

However, the regional sales representative wage plan includes benefits and commission, which are paid based on the total sales made by each employee. The regional sales representatives would be paid annual salary of $250,000, plus commission to be tabulated based on the sales each employee achieved at the end of the each financial year. The employment terms should also be on contract basis of at least three years, with an option for renewal of the contract upon application by an employee. It is also important to highlight that employees in sales would be working for forty hours a week as the rest of the employees and any extra time would be compensated as it done by other employees. This means that regional sales representative are suppose to work under the same regulations as the rest of employees to deliver efficient services to the organization.

The organization therefore, should focus on some of the key competency of candidates and evaluate them based on the job requirement and responsibilities. And based on the assessment, the regional sales representative responsibilities include maintaining contact with clients, updating the organization, and negotiating on behalf of the organization and therefore, it is important to get a highly qualify individual for the position.

The process of recruitment should proceed by posting the position and calling for application from potential candidates. When posting the position, the duties, terms of employment, position and qualification would be indicated to ensure that the right and prospect candidates apply for the position advertised (Petterson, 2014). These can only be complete with efficient job analysis and without job analysis the recruitment would based his or her decision on assumption on what it takes to succeed on job, which is not appropriate. It is therefore, important to note that the job analysis is a critical process of recruitment, which organizations should adhered to in order to get the right candidate for every position advertise because without conducting efficient job analysis it would be difficult for an organization to understand what it needs and the best way to get the best candidate for a position.

# References

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