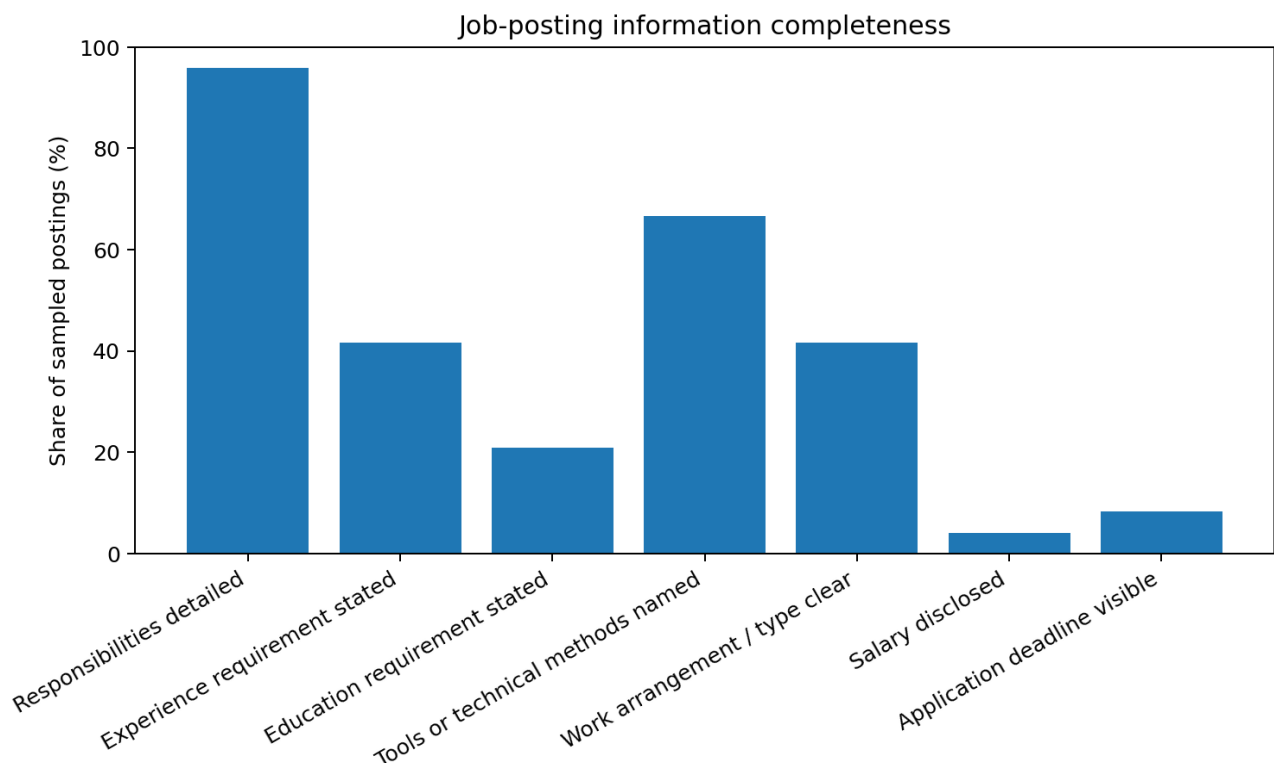


Pakistan Job-Posting Data Quality Audit

A quality-assurance review of information completeness across 24 sampled Research, Data and Quality job advertisements in Pakistan.

Overall result: the sample achieved an average completeness score of 40% across seven applicant-facing information fields. Responsibilities were usually visible, but salary, closing-date, education, experience and work-arrangement information were frequently missing.



1. Audit objective

The audit asks whether a job advertisement gives a reasonable applicant enough structured information to understand the work, self-screen for eligibility, evaluate the employment arrangement and decide whether to apply. It demonstrates operational quality assurance rather than software testing.

2. Quality framework

- Responsibilities detailed - the posting describes what the employee will do.
- Experience stated - a required or preferred experience level is visible.
- Education stated - required, preferred or explicitly not required.
- Tools named - systems, software, methods or standards are identified.
- Work arrangement clear - full-time/contract and on-site/hybrid/remote expectations are visible.
- Salary disclosed - a pay range or approved compensation statement is visible.

- Deadline visible - a closing date or 'open until filled' status is provided.

Each field was coded 1 when visible and 0 when not visible in the reviewed public source. The audit measures information completeness, not whether the employer's requirement itself is reasonable.

3. Completeness results

Field	Present	Rate	Interpretation
Responsibilities detailed	23/24	96%	Strongest field; most employers explain the core work.
Experience requirement stated	10/24	42%	Less than half provide a clear experience threshold.
Education requirement stated	5/24	21%	Frequently absent or left implicit.
Tools or technical methods named	16/24	67%	Moderately strong but inconsistent in detail.
Work arrangement / type clear	10/24	42%	Often incomplete even when a city is shown.
Salary disclosed	1/24	4%	Major transparency gap.
Application deadline visible	2/24	8%	Major process-clarity gap.

4. Defect and risk register

Defect	Severity	Risk	Recommended correction
Salary not disclosed	Medium	Only a small minority of sampled postings disclose pay.	Add a salary range or explain the compensation structure.
Work arrangement unclear	Medium	Many postings list a city but do not state on-site, hybrid or remote.	Add a standard work-arrangement line near the job title.
Experience threshold missing	Low	Several roles describe responsibilities without stating expected experience.	State required and preferred experience separately.
Education requirement inconsistent	Low	Some postings specify degrees while others omit education entirely.	State 'required', 'preferred' or 'not required'.
Tools and methods not specific	Medium	Some postings say 'analytical tools' or 'quality checks' without naming systems.	Name the systems used and separate essential from desirable tools.
Closing date absent	Low	Most sampled pages provide no clear application deadline.	Add a closing date or label the role 'open until filled'.
Role-family overlap and ambiguous titles	Medium	Research, data, BI, MIS and quality roles often share tasks but use different titles.	Add a short role-purpose statement and primary outcome.

5. Root-cause analysis

Problem statement

Applicant-facing information is inconsistently structured across public job advertisements, making comparison and self-screening harder.

Five Whys

- **Why 1:** Important fields such as salary, experience and work mode are missing because advertisements use different formats.
- **Why 2:** Formats differ because employers, recruiters and job boards use separate templates.
- **Why 3:** Templates are not governed by a common applicant-information standard.
- **Why 4:** Publishing focuses on attracting applications rather than measurable information quality.
- **Why 5:** Ownership for job-ad data quality is unclear across hiring managers, HR, recruiters and job platforms.

Likely root cause: fragmented ownership and non-standard publishing templates, combined with deliberate or habitual non-disclosure of selected fields.

6. Corrective and preventive action plan

Action	Type	Owner	Effectiveness measure
Add standardized fields for salary, experience, education, work mode and closing status.	Corrective	HR / Recruitment Operations	90%+ completeness across mandatory fields.
Require hiring-manager approval of responsibilities, tools and essential/preferred requirements.	Corrective	Hiring Manager	Reduced applicant clarification questions and better shortlist fit.
Create a controlled job-family and title taxonomy.	Preventive	HR Operations	Fewer ambiguous titles and improved internal benchmarking.
Introduce a pre-publication QA checklist.	Preventive	Recruiter / QA reviewer	No posting is published with unresolved critical fields.
Audit a monthly sample of published advertisements.	Preventive	Recruitment Quality	Trend report shows sustained completeness improvement.
Label roles 'open until filled' when no closing date exists.	Corrective	Recruitment Operations	100% of active ads show a deadline or approved status.

7. Recommended pre-publication quality checklist

- Role purpose is explained in two or three sentences.
- Responsibilities are specific and outcome-oriented.
- Essential and preferred skills are separated.
- Experience requirement is stated or explicitly marked flexible.
- Education requirement is stated as required, preferred or not required.
- Tools, systems and methods are named where relevant.
- Location and on-site/hybrid/remote expectations are clear.
- Employment type and working schedule are visible.
- Salary range is disclosed or an approved explanation is provided.
- Application deadline or open-until-filled status is visible.
- Title matches the job family and responsibilities.
- Content has passed spelling, consistency, bias and confidentiality review.

8. What this project demonstrates

- Defining measurable quality criteria before review.
- Auditing a sample consistently using binary evidence rules.
- Calculating field-level and overall completeness rates.
- Separating defects, risks, root causes and actions.
- Building corrective and preventive actions with effectiveness measures.
- Communicating findings to both business and quality audiences.

9. Limitations

- The audit uses a 24-posting stratified sample and is not a platform-wide compliance study.
- Some source pages show summarized job text rather than every field in the original employer system.
- A missing field in the reviewed page does not prove the employer never provided it elsewhere.
- The audit does not test application experience, recruiter response or fairness of selection decisions.
- The scoring framework is a portfolio demonstration and can be adapted to employer policy.

Source index

#	Source	URL
1	Indeed / BeBee	https://pk.indeed.com/viewjob?jk=ed78f68cc09a6e59
2	Indeed	https://pk.indeed.com/q-research-analyst-jobs.html
3	Indeed	https://pk.indeed.com/q-%E2%80%9Cdata-analyst%E2%80%9D-jobs.html
4	Indeed	https://pk.indeed.com/q-junior-commercial-analyst-l-lahore-jobs.html
5	Indeed	https://pk.indeed.com/q-burq%2C-inc.-jobs.html
6	Indeed	https://pk.indeed.com/q-data-analyst-l-lahore-jobs.html
7	Workable / BeBee	https://apply.workable.com/brainlake-agency/lj/7B24DC8731/apply/
8	NIQ / JobLeads	https://jobs.smartrecruiters.com/oneclick-ui/company/NielsenIQ/publication/6558618c-05ad-4a9e-91d3-6e96ba42b31f
9	Indeed	https://pk.indeed.com/q-quality-analyst-jobs.html