When you are applying and interviewing for a job, the organization you are seeking a position with is interested more than just your ability to perform the tasks listed in the job description. Similarly, they want to know that you are about more than just passion for the industry, but also have the necessary knowledge and skills to perform the position duties. Therefore, one should consider taking a holistic approach to the job application and appeal to the organizational culture (is this company formal, are they a younger company, like Tom’s Shoes, are they philanthropic?) and purpose (what do they do/who do they serve?) in addition to the job skills listed on the position description.

An Example:
You are seeking a job as a human resources specialist for a non-profit organization, which has programs serving youth in the community. In addition to including your (related to human resources) education and experiences, you should also consider adding any experiences you may have had with non-profit organizations (as a volunteer or employee) as well as any experiences you have had working with youth.

This will help show the organization that you are not only capable of performing the job duties, but are also a good fit for the organization as a whole.