



DIFFERENCE?

- Both show 'who you are' to the employer
- Cover Letters:
 - Business letter format
 - Communication skills (writing)
 - Interest in the position/company
 - Brief overview of why you should be considered
- Résumé:
 - Individually designed
 - Qualifications, Education, Experience
 - Interests, Skills, Abilities, Accomplishments
 - Referees

IMPORTANCE

- Cover Letters say why you want the position
 - AND why they should read your resume!
 - **Professionalism** and **Personalisation**
- Résumés say why you should be hired
 - Sell yourself!
 - **Succinct** and **Relevant**

COVER LETTERS - BACKGROUND

- Research each organisation so you can **personalise** each letter
- Review the selection criteria of the position and list what the employer wants
- Brainstorm examples of when you have demonstrated these criteria
- Be aware of your career goals

COVER LETTERS – FORMAT

- Formal Business Letter Opening
- Three brief paragraphs you **CAN** do:
 1. **C**onnect
 2. **A**pproach
 3. **N**ext-step
- Close and Sign

Note: One page ONLY!

COVER LETTERS – Formal Opening

Personal Address
 Personal Phone Number
 Personal Email

Date

Employer's Full Name
 Employer's Position in Company
 Company Name
 Company Address Line 1
 Company Suburb, State, Postcode

Dear [Employer's Name *OR* Sir/Madam *OR* To whom it may concern]

[Job Reference Number and Full Position Title]

COVER LETTERS – Formal Opening

2 Cold Street, Antarctica
04MY NUMBER
Jack.frost@email.com

26 August 2014

Santa Claus
Chief Executive Officer
Santa’s Workshop
1 Freezing Avenue
North Pole, Arctic, 7653

Dear Mr Claus / Dear Santa / Dear Sir /
To whom it may concern / Dear hiring manager etc.

Reference Number 012345 - Toy Designer

COVER LETTERS – Connect

NOTE: Your **Cover Letter** should be succinct (short and to the point).

Your first paragraph MIGHT include a selection of:

- Briefly state why you are writing to them
 - State why you want the job
- Try to **personalise** and **connect** to the intended target
 - Refer to one of their principles/beliefs/programs
 - Relate to the company or employer

Remember: Write positively, use correct grammar, be professional!

COVER LETTERS – Connect

The merchandise that is produced by Santa’s Workshop has always been loved and cherished in my community, bringing joy to all the children. I have long aspired to bringing laughter to those around me, and to making a difference. Therefore, when I saw the advertisement for the position of Toy Designer under your management, Santa, I felt compelled to apply.

OR

The core value of Santa’s Workshop, “Fun is for everyone”, is a principle that I personally believe is very important not only when designing toys, but throughout life. That is why I felt compelled to apply for the position of Toy Designer when I saw the availability.

COVER LETTERS – Approach

NOTE: Your **Cover Letter** should be succinct (short and to the point).

Your second paragraph MIGHT include a selection of:

- Briefly state your experiences (relate to what the employer wants)
 - Briefly explain how these experiences will benefit the job
- Briefly state your professional characteristics/skills/traits
 - Sell yourself! Explain why they should be interested in you.
 - Do NOT lie, be negative or put yourself down

Remember: Write positively, use correct grammar, be professional!

COVER LETTERS – Approach

You will see in my enclosed résumé that I have extensive experience in interacting and relating to children across various ages and socio-economic statuses. My experience in creating unique toys for children in hospitals demonstrates my proficiency at engaging with children and appealing to their interests. Specifically, my interest in electronic designs proved to be extremely popular with both boys and girls. I work efficiently and effectively in team environments, as well as independently and am a creative thinker and problem solver. I believe these assets will prove to be beneficial as a part of your team.

COVER LETTERS – Next-step

NOTE: Your **Cover Letter** should be succinct (short and to the point).

Your third paragraph SHOULD include:

- Appreciation for the employer's time and consideration
- Briefly state any attachments (e.g. résumé and selection criteria)
- Positive next-step – encourage them to contact you again
- Be enthusiastic and confident for the chance of an interview etc.

Remember: Write positively, use correct grammar, be professional!

COVER LETTERS – Next-step

Thank you for reviewing my application. Please find attached a copy of my résumé. I encourage you to contact me for further details pertaining to any of the information provided, or in regards to anything else you wish to inquire about me. I look forward to the possibility of meeting in person to discuss my application.

COVER LETTERS – Close and Sign

Kind regards / Warm regards / Yours Sincerely etc.
Jack Frost

RESUMES - Background

- Individualised Résumés for different job types
- Provide information relevant to what the employer is searching for – Research!
- Use a basic template to start
- Avoid paragraphs of information

RESUMES - FORMAT

A basic format for a Resume should:

- Be one to two pages long
- Use consistent formatting (e.g. Indents)
- Have distinct sections (spacing)
- Speak in 3rd person (avoid “I” and “me” etc.)
- Be concise and systematic
- Follow reverse chronological order (recent first)
- Use action and power statements
 - Use terms relevant to the profession

RESUMES - SECTIONS

- Personal Details (e.g. Name, Address, Contact etc.)
- Education and Qualifications
- Professional/Personal Development (optional)
- Employment/Relevant Experience (optional)
- Employment History
- Skills and Attributes Summary (Core/Professional)
- Awards and Achievements (optional)
- Extra Curricular Activities or Voluntary Work or Community Engagement (optional)
- Interests
- Referees

RESUMES – Personal Details

- INCLUDE:**
- Your Name – make it stand out
 - Address
 - Phone numbers – the one you are most contactable by first
 - E-mail address – needs to be professional
 - You MIGHT want to include your Permanent Residency status
- DO NOT INCLUDE:**
- Your marital status
 - Your date of birth
 - Your gender
 - Your ethnicity

RESUMES – Qualifications

- INCLUDE:**
- Academic Progression (Education History)
 - List most recent first! (Even if not complete yet!)
 - Tertiary Education predominantly (college/uni/tafe)
 - State beginning and end date
 - State Majors if applicable
 - List any important fact (e.g. Outstanding feedback on placement in relevant field)

RESUMES – Employment History

INCLUDE:

- Start date (month and year) to end date (month and year)
- Title of your position
- Name of the organisation
- Key roles and responsibilities
- Achievements in the position
- If you had an extended break before returning, include this
- Again, list MOST RECENT FIRST (prioritise relevant experience)

RESUMES – Skills and Attributes

INCLUDE:

• Choose a few of the following list, suitable for the position:

SKILLS

- Communication
- Teamwork
- Problem solving
- Initiative
- Planning and organising
- Self-management
- Learning
- Technology
- Critical thinking

ATTRIBUTES

- Motivation
- Attention to detail
- Honesty and integrity
- Friendly and outgoing
- Manners and courtesy
- Commitment
- Enthusiasm
- Reliability
- Commonsense
- Ability to handle pressure
- Adaptability
- Professional values/ethics
- Self-awareness/reflection
- Sense of responsibility
- Persistence

OTHER SKILLS

- Level 1 First Aid
- etc

RESUMES – Interests

INCLUDE:

- Interests/hobbies/leisure activities/social activities
- Gives the employer some idea about your personality
- List 3 to 5 specific interests
 - If you like reading, state which genres etc.
- Your interests reflect on you! Be wise with what you include!

RESUMES – Referees

INCLUDE:

- At LEAST 2-3 references (or follow employer’s instructions)!
- ASK potentially referees for PERMISSION first!
- Potential referees include:
 - Lecturers who you know well
 - Current or past employers
 - Supervisors from placement
 - Colleagues who experienced your professionalism
- You do NOT need to attach written references (but if you have them you should take them to interviews)

RESUMES – Referees Format

INCLUDE: (List most relevant/preferred referee first)

- Referee’s Name
- Position Title
- Organisation
- Phone Number
- E-mail Address (if possible)

OR

“References available on request”

RESUMES – General Tips

It is YOUR résumé!

- Re-format the basic layout into your own style
 - Make sure each section is still CLEAR
 - Do not make it look cluttered (or messy)
 - Present it in a way suitable to the position

Grammar and punctuation!

- Check for spelling errors or punctuation errors
- Be CONSISTENT with your formatting
 - Same fonts/sizes for headings
 - All full-stops or no full-stops for dot points etc.
