



preparing to take

your next
career step?



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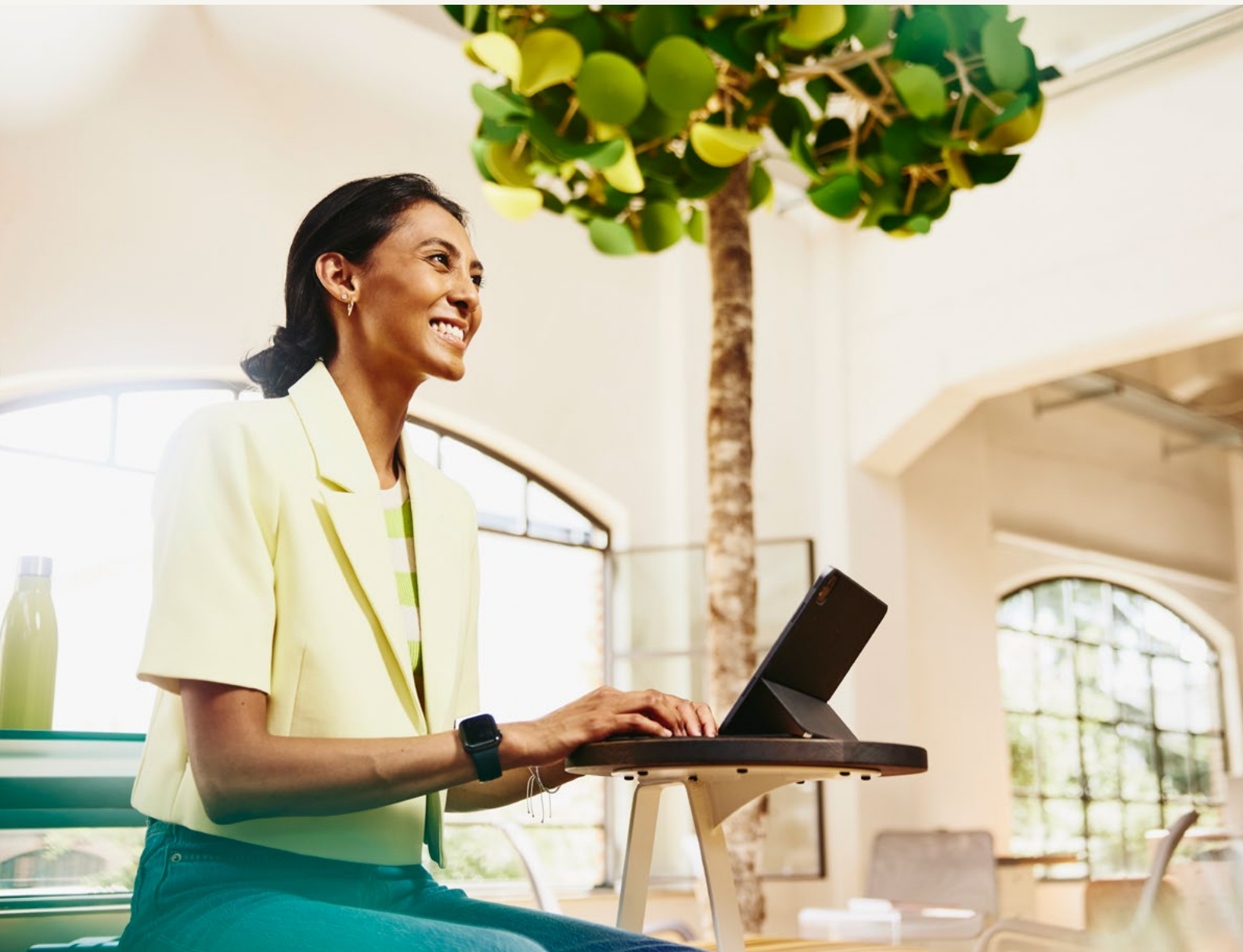
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1



writing a winning resume.

Your guide to preparing for your job search, including how to create an effective resume and cover letter and how to stand out, the right way, on social media.

Your resume is, in most instances, the first impression you will make on a potential employer.

Top resumes that attract the most attention (and ultimately land you the most interviews) are those that outline your achievements and value to the company in a short, sharp and effective way.

When creating your CV, you will need to consider and include the following, your;

- contact details
- personal and career objective
- key strengths
- work experience
- education and training
- professional memberships
- hobbies and interests (optional)
- referees

Take into consideration that hiring managers are often swamped by hundreds of resumes for any one job, and they may only have a couple of minutes to scan each one.

This is why it is imperative that the information you list on your resume is concise, easy to read, accurate, and follows a reverse-chronological order, i.e. listing your most recent job history and education first.





personal/ career objective

This is a chance for you to detail in a few short sentences your career aspirations and how they relate to your current qualifications. Explain why you are looking for the next opportunity (example: you want a new challenge, you want to upskill etc.), exactly what you are looking for in your next job (list the actual job titles) and why it is that you are qualified to apply for these roles.

A common mistake is to forget to include 'what's in it for the hiring manager' - this is your chance to sell yourself and outline what is unique about you and how your potential employer will benefit if they hire you.



Having worked within the (sector) industry for (x) amount of years, I have extensive experience working as (job title). I am currently seeking a new challenge and exciting work environment where I can utilise my skills (list your skills here) and knowledge (in the areas of x, y z) to drive (x,y,z business objectives).



key strengths

This should be a bullet-point section (up to 10 bullets), which outlines your critical skills and abilities, and can be made up of tangible and intangible skills.

For tangible skills, think about any computer applications or software packages you may have experience in – PowerPoint/ Keynote, Adobe Premier or Vimeo skills, or experience using excel spreadsheets. For intangible skills, think about your personal abilities, such as 'quick learner', 'personable', 'reliable' etc.



I have advanced skills in Microsoft products, including Excel, Word and Powerpoint.

I have excellent communication skills and experience in face-to-face and phone-based customer service.



work experience

This area is usually the most compelling to a prospective employer and should include a list of all your current and previous employment, including paid and unpaid work. Use strong, precise wording and always be prepared to back up what is written on the resume in your interview.

An excellent format to follow is:

- Job title.
- Name of employer (and the location and URL).
- Dates of employment.
- List of key responsibilities and achievements.



education and training

It is important to list your education and qualifications – particularly for those with limited job experience. Your education and training section can cover anything from university degrees, TAFE diplomas and certificate courses, industry-specific courses, in-house courses, and any other professional training you may have completed during your career.

List your highest qualification first (e.g. BA in communications). An excellent format to follow is:

- Name of degree/diploma/certificate etc.
- Name of the education institution.
- Location of the education institution.
- Graduation date.
- Any course credits or key achievements about this course (e.g. Finished in the top 5% of class with high distinctions).

professional memberships

Do you belong to any industry associations or hold memberships relevant to the role you are applying for? If so, you can list these here. e.g. if you are an accountant, and a member of the chartered accountants association, list it in this section.

An excellent format to follow is:

- Name of association.
- Your role/title within the organisation.
- Years/months active within the organisation.
- Any honours or awards received.

hobbies and interests (optional)

Many hiring managers now look not just at your skills and experience but also at how you would fare in terms of cultural fit within their organisation.

For this reason, it is sometimes worth including a short list of your hobbies and interests to give them a sense of who you are and what you enjoy doing outside work hours.



referees

Referees are usually listed at the end of your resume. This can be a list of around two to three people you have worked with in the past or present – usually your managers or ex-colleagues.

It's essential to include a referee who was your direct manager and someone who can vouch for you as a colleague or who knows you personally. Always ask for permission before listing or providing someone as a referee.

additional hints and tips

- Before you start writing your resume, sit down and make a list of your skills, strengths, interests and experience.
- Figure out what makes you unique and how to define your personal brand.
- Make sure your resume is relevant and customised to the job you are applying for.
- Proofreading and a good layout are essential.
- Before sending out your resume to apply for roles, do a final check that you have no spelling errors and that it is well formatted and easy to read.

2



writing effective cover letters.

A cover letter is an opportunity for you to stand out from the sea of other candidates.

Cover letters allow you to infuse your personality and connect with hiring managers in a way that resumes simply don't.

To create an effective cover letter, here are a few essential do's and don'ts.

do's

- Address the hiring manager – by name if you can. Do your best to uncover their name, as this will already set you apart from the competition. Then include the job you're applying for and where you found out about the job.
- Introduce yourself by outlining your immediate professional background (your role, industry, years of experience or qualifications if you're a student or recent graduate) and explain how the skills gained from this background make you the best person for the job.
- Explain why you want to work for this company specifically – possibly by referring to a project or campaign they've been involved in.
- Bring it back to why you're an excellent fit for the company and what you can contribute to their business objectives, vision and culture.
- Thank the hiring manager for considering your application and include a call to action and how they can contact you.



don't's

- Send out the same copy-and-paste cover letter for every role you apply for. Take advantage of this opportunity to personalise and prove that you're the best candidate for the job.
- Use 'to whom it may concern.' As mentioned earlier, try your best to find the hiring manager's name and title - usually posted on the job listing, company website or LinkedIn page.
- Write a multi-page cover letter. Short but impactful is the way to go. Hiring managers usually don't have the time to read more than a page.
- Recycle sections of your resume. Make sure that what you're writing is relevant and structured. Use the cover letter as a separate space where you can impress from a different angle to your resume.
- Send with spelling and grammar errors. This is an easy way to detract from your skills and experience and can result in your application being instantly dismissed. Read over your work and don't rely purely on automated spelling and grammar checks.
- Be tempted to use generative AI like Chat GPT to create your CV or cover letter. Your experience, skills and strengths are unique to you, and chat GPT tends to exaggerate, so you may be asked about skills and abilities in your interview that you need to possess.

3



your personal linkedin brand.

Professional networks like LinkedIn are powerful tools for finding opportunities and getting attention from potential employers.

Ensuring you are noticed in a crowded talent market starts with a solid professional brand.

To create an effective LinkedIn profile, consider the following:

- Be human and original.
- Get people to endorse your skills and write you a recommendation.
- Include a bio in your profile.
- Join relevant industry groups and follow relevant industry influencers.
- Utilise all of LinkedIn's available features.
- Opt-in to notifications.

LinkedIn has a suite of tools and capabilities that can enhance your visibility and make all the difference in your job search — if you know how to use them.

Expanding your network on LinkedIn opens many new professional connections that can enrich your career with new perspectives and potential partnerships.



be human, be original

Start with a professional headshot and a winning smile and add a background banner. Next is engaging with your existing network by liking and commenting on your colleagues' posts.

Encourage people to endorse your skills or write a recommendation for you. Take the first step by offering to write one for others in your network. Repost articles you're interested in and include your perspective on the article — sharing with your network strengthens your presence and shows your initiative by staying abreast of developments in your industry.

have a bio

The bio is the new first impression. It's a great way to differentiate yourself from other jobseekers. Don't just add your current job title. Recruiters may take more notice of your bio to see which potential candidates have something different to offer and put you on the shortlist.

What are you interested in? What makes you, you? Talk in the present tense, in an active first-person voice (e.g. "I have done...", "I believe this was my greatest professional achievement..."). This is your chance to let your personality shine through, so take some creative leeway to tell your professional story.

join groups/ follow influencers

The Bill Gates of the world are constantly posting on LinkedIn, and relevant interest groups or professional associations are always bustling with people sharing new concepts and technologies, looking for help or asking questions.



utilise all of linkedin's features

Take the time to check out the 'back-end' of LinkedIn and utilise every single feature available to you. Generally, if there's an opportunity for you to provide content and keywords or to set up or turn on alerts, do it.

Spending the time to know what LinkedIn has available for you, doing it right and doing it well, is worth the investment, as it will often mean the difference between being approached for a job or business opportunity or missing out!

opt-in to notifications

Often you'll press no to annoying notifications that flood your phone and emails. But if you're looking for a new role, take a second to change your LinkedIn settings, and you'll be able to filter the most relevant notifications to your emails or even via SMS.

For job seekers, you can set up weekly or daily notifications for specific terms within job adverts such as "Internship" or "Hiring trends for your role". This allows you to be ahead of the game for applying and ensures that no opportunity gets lost if you manually search for a job on LinkedIn.

4



your personal online brand.

When you're thinking of searching for a new job, there's no better time to take stock of your online presence – especially if you're in the middle of a career change.

Most recruiters and potential employers will pop your name into Google or search for you on Facebook to go beyond the CV and cover letter to discover who you are.

To prepare for your job search, you need to consider your online footprint and the impression this creates.

Consider the following:

- Do an audit of your online presence and take action where needed.
- Create a professional LinkedIn profile.
- Ensure consistency across social media platforms.
- Monitor and moderate comments on your posts.
- Consistently monitor your online, personal brand.



audit your social media accounts

Those photos or videos of you drunk at a party may come back to haunt you when looking for a job. That's why a good scrubbing of embarrassing photos, potentially offensive posts and other unflattering online activities can help prevent a potential employer from discarding your application.

At the same time, you can add positive indicators of your work and personal life across many channels that a hiring manager and recruiter turn to when vetting your background. You just need to be diligent and deliberate in your approach.

create a linkedin profile

LinkedIn is the essential online professional networking tool for your career. It's also an opportunity to showcase your expertise, thought leadership, work experience and qualifications.

Your primary goal on LinkedIn is to build a robust network and nurture relationships – the more extensive your network, the more access you have to different organisations and leaders. Similarly, the stronger your LinkedIn relationships are, the more opportunities may come your way.

monitor and moderate comments

Monitor comments on your posts and content shared to moderate or delete inappropriate replies. Consider setting your personal social media accounts to the highest privacy settings if you want to maintain your privacy and prevent a potential employer from accessing your content.



enhance your online presence

You can strengthen your online presence by creating a blog, following the employers you admire and participating in talent communities unique to your field.

By demonstrating that you are an active member in your chosen industry, you demonstrate that you are likely an engaged employee interested in upskilling and staying informed about your profession.

develop your skills as a writer

Whether you're a Java Developer, a Mechanical Engineer or a Warehouse worker, possessing great grammar and writing skills will never hinder your job search. Spelling and grammatical mistakes can only serve to detract from your personal brand.

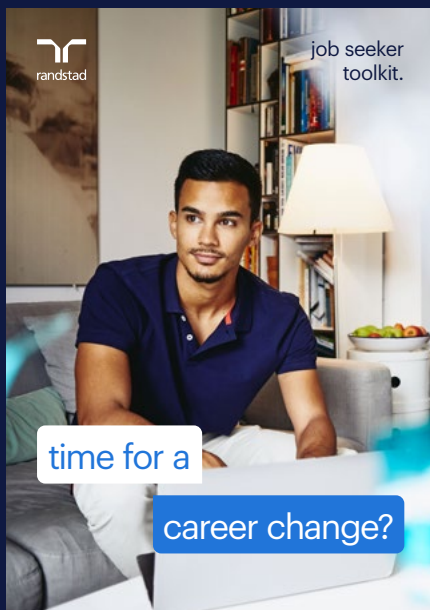
By following these steps, you will create a strong, professional presence on social media, taking you ever closer to securing that next role.

your next step.

If you're looking for your dream job, the Job Seeker Toolkit has everything you need to make your next move unforgettable.

From crafting your resume to tackling a challenging interview, these tried-and-tested tips will empower you to move into a new role with ease.

Make sure you explore each section in this four-part series in order to move forward in your job search.





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