

Applying for jobs: how to make the interview shortlist

Topic 1 - 10 Feb 2021

Manage your social media footprint

- Know what appears on the web when a perspective employer searches you
- Keep Facebook and Instagram on private
- Utilise LinkedIn and maintain professionalism

Other avenues for finding work

- Tap into your network - friends, family connections, other alumni
- Identify larger organisations you'd like to work for and sign up for job alerts
- Increase work experience through volunteer work
- Keep your LinkedIn profile up to date

Expert resume tips

- Two pages is ideal
- Have a professional job search email address
- The most important information at the top
- Avoid big blocks of text
- Consider design features to make your resume stand out eg. Canva templates

What to do if you don't have much experience

- Highlight your degree and practical projects worked on during uni
- Get as much experience in customer service to increase transferable skills
- Apply to Grad programs or entry level roles, and work your way up
- Include voluntary roles

Suggestions when applying for jobs online

- Follow the instructions on the job ad and make a copy. Know what you have applied for
- Address the selection criteria - use the STAR method
- Apply for roles that are appropriate to your skill level
- Personalise your cover letter

Tips for a stand out LinkedIn profile

- Learn how to take advantage of LinkedIn
- Complete your profile with detail, ensuring you have a professional looking photo
- Use the "Open to work" option and key words like "opportunity" in your profile
- Make meaningful connections and be authentic

Learn the STAR method for selection criteria and interviews

- STAR = Situation, Task, Action, Result
- Go through the position description and highlight key deliverables
- Research current climate in the sector, working environment and company values and pull together a STAR example

Be prepared for a phone call

- Always answer the phone professionally
- If it's not a good time to talk, arrange to call them back
- Have your elevator pitch prepared
- Make sure your tone is enthusiastic and engaged