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Faculty of Economics and Business

JOB SEARCH WORKSHOP for SUCSA

Presented by...

**Careers and Employer Relations Office,
Faculty OF Economics and Business**





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The skills you need to find a job...

To begin the process of finding a job, you can fall back on your university sharpened...

research skills

Once you've located a job opportunity you need to employ your...

marketing skills





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- **EXERCISE – the five best things about you**





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Develop a Script: Your Key Marketing Tool

- To help you approach an employer. Consists of an outline of
 - current situation
 - your relevant qualifications and experience
 - personal qualities
 - genuine interest in their organisation/nature of position/industry
- Must be succinct, relevant, in their terminology
- Can be delivered on the phone, at an employer function (eg. careers fair!), in a letter, whilst networking!





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Example of a Script (could be a phone call)

- I am enquiring about any work experience opportunities in your organisation.
- I am currently completing my final year of a Bachelor of Commerce degree majoring in Accounting and Marketing and my studies have included **the use of statistical packages where I have achieved excellent results.**
- I have developed very good **organisational skills** in my role as **event manager** for the Sydney University Chocolate Appreciation Society. I also have 3 years of **customer service experience** in the retail sector and understand how important the client relationship is.
- I been **researching your organisation** and am really interested in the type of market research you are involved in.
- I would be available throughout January and February for work experience and am **flexible** as to days and hours..



- You may prefer to write them a **prospecting letter** (with cv attached)
 - Find out who to send the letter to first.
 - Use the same type of script
 - Make sure you focus your cv for the organisation and type of position you are interested in
 - Make sure to follow the letter up with a phone call to find out the answers to your questions.





Where are job ads?

- Your CEO website!!
- Careers Centre website- Current Vacancies; Job Alert – register.
- Newspapers (and their websites). Use the hardcopy first.
- Online Job databases (eg. Seek, Monster etc)
- Professional associations and trade magazines eg. **CPA**, **FPA**
- Employers Websites eg. Universities, most large companies.
- Notice boards (eg. Merewether level 2)



Using your Network

- Many jobs are filled by word of mouth
- Tap into this hidden job market by expanding your network
- Develop your network now!





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Some other ideas...

- Be nice to fellow students, swap information with them...they may one day have a job for you!
- Talk with lecturers
- Ask everyone you meet about their career, what they do, how they started etc.
- Seek information about jobs in your chosen profession through these people
- Join student clubs and societies and be active in them
- Develop a mentor relationship with one of your network contacts.



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Sound advice

- Perfecting your CV takes *time* and *effort*.
- Pay attention to *content* and *style*.





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- Exercise:

Good CV

Vs

Bad CV





Content of your CV

- Personal contact details
- Career objective
- Education and qualifications
- Employment history/work experience
- Extra-curricular/volunteer activities
- Additional skills
- Interests
- Referees



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Think like a...

... **MARKETER**

not an **HISTORIAN**





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Employment history (ok but no wow factor)

July 2007 – Sep 2007

University of Sydney Faculty of Economics and Business

Volunteer mentor, Postgraduate program

- Helped new students.
- Gave information.
- Answered questions.





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Wow factor!

July 2007 – Sep 2007

University of Sydney, Faculty of Economics and Business
Volunteer mentor, Postgraduate program

- Demonstrated my excellent interpersonal skills and leadership potential by guiding a group of 5 new students through their first six weeks of study
- Used initiative to organise extra off-campus group outings which resulted me being nominated for the most active mentor award
- Met deadlines and showed attention to detail by recording attendances, details of groups members and filing online reports





Address the employer's requirements

- Tailor your resume and covering letter
- Make the content relevant
- Prioritise information within a section
- Prioritise word order within a bullet point
- Have appropriate amount of detail





Style

- Your application is the first representation of yourself a potential employer will see, it has to be perfect!
- Use Word to check your spelling and grammar.
- Ask someone to proof read your CV before sending it anywhere.





Style

- Use Arial, Times New Roman or a Sans Serif font – no more than 2 per page
- 10-11pt for content, 12-14 for headings
- **Avoid overuse of formatting**
- Allow for generous margins
- Give space between sections/headings
- Name, ph/email & page x of y in footer





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CV for Jamie Lew

PERSONAL DETAILS

Name – Jamie Lew

Address – 34 Bold Way Neerfar NSW 1111

Phone – 02 9999 8888/0404 040 404

Email – bottomsup@gmail.com

EMPLOYMENT HISTORY

2003-2005 Sales Assistant, Texas Toys



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James Lew

34 Bold Way
Neerfar NSW 2111
02 9999 8888 (home)
0404 040 404 (mobile)
jlew@gmail.com

Employment History

Sales Assistant, Texas Toys, Neerfar May 2003 - Current

I was responsible for bla bla bla bla bla bla bla bla bla bla bla.

Achievements

- Voted employee of the month for exceptional customer service.
- Consistently exceed monthly sales targets.





The Rules

Written job applications must be:

- **Relevant** – to the selection criteria
- **Persuasive** – to the employer
- **Perfect** – spelling and grammar
- **Readable** – ‘easy on the eye’ format
- **Truthful** – employers do check!





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Applications

- Start early!
- Read instructions carefully
- Be concise
- Give concrete, specific examples
- Focus on the quality of the content
- Print out a hard copy for yourself



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Useful uni websites

- www.econ.usyd.edu.au/careers/ (for updates from *Faculty of Economics and Business* Careers and Employer Relations Office)
- www.careers.usyd.edu.au (for resume express, 24 hour resume checking service, careers adviser appointments, lists of employer presentations, “Graduate Opportunities” booklet etc)

