



advanced employment  
concepts

YOUR CATALYST TO  
**SUCCESS**



**Annemarie Cross**  
**Career Coach**  
**Professional Writer**  
**Author: 10 key steps**  
**to Ace that**  
**Interview!**  
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## OPTIMISING YOUR TRANSITION INTO THE AUSTRALIAN JOB MARKET

When applying for jobs in the Australian job market there are a number of key areas you need to consider initially in order to optimise your overall job search. This includes research and preparation, the development of your personal marketing documentation (your resume and career web portfolio), establishing your job search plan, through to practicing your interviewing techniques so that you can align your skills and experience with the employer's needs and job specifications.

I hope you find the following resources of benefit in your preparation! And of course - Welcome to Australia!

### Visa & Qualification Recognition Resources: Websites

#### Department of Immigration & Multicultural Affairs

[www.immi.gov.au](http://www.immi.gov.au)

Content: Visa and immigration information; living in Australia; citizenship and multicultural Australia, etc.

#### Australian Government: Australian Education International

[www.dest.gov.au/noosr/](http://www.dest.gov.au/noosr/)

Content: Find out what the Australian levels of your overseas qualifications are in comparison to the Australian Qualifications Framework (guided by National Office of Overseas Skills Recognition). Many more valuable links and resources included on this site.

### Latest list of skilled workers in hot demand

The latest skills report from the Department of Employment and Workplace Relations lists 99,600 vacancies for skilled workers, which include 16,900 positions for **labourers, factory and machine workers** and 11,400 positions for people trained in **food, hospitality and tourism**.

Other skills in hot demand include **child care workers, surveyors, electrical and mechanical engineers, electricians, motor mechanics, carpenters, joiners, bricklayers, plumbers, hairdressers, and refrigeration & air conditioning mechanics**.

## Resume Writing Hints & Tips

### Boost your candidacy with these must-follow resume writing strategies!

Due to the increasing competitiveness of today's job market requires the job seeker to be far more aggressive in their overall job search campaign, particularly when developing their career-marketing document – the resume.

With a window of opportunity often as little as 10 seconds for the resume to spark the readers attention, demands a dynamic document that portrays the candidate's expertise and overall value offered. Gone are the days of a tasked-based resume with an inventory of a position's responsibilities, coupled with a standard (and boring) list of personal aptitudes. This has been replaced with an achievement /accomplishment driven document that depicts you as a pro-active candidate that demands results and demonstrates the significant value on offer to the organization.

Your resume is your initial handshake and must therefore not be second-guessed, so the aim is to demonstrate your ability to fulfill their requirements and to build an interest in the benefits and value you bring to the organization. Strive toward developing a document that will motivate the reader into action by requesting an interview.

So what strategies can be followed to create a professional marketing document that promotes your overall value and portrays you as a passionate contributor to the ongoing success of the company that demands an employment interview?

Here are some tips to inspire your writing:

- Replace an uninspiring career objective with a succinct career profile that summarizes your expertise and includes accomplishment highlights with quantifiable results. This is bound to impress the reader and concentrates on what you can deliver for them, rather than on what you want.
- Incorporate industry-related key words as well as action words that will grab the reader's attention. For instance:

*Orchestrated, devised, instructed, spearheaded, maximized, led, directed, streamlined, oversaw, managed, motivated, controlled, delegated, consolidated, generated, implemented, proposed, specified ...* and the list goes on.

- Identify challenges you overcame; the action or solution you undertook to alleviate the challenge; and the (quantifiable) result, and script into a powerfully written statement. For instance:

Challenge: Staff turnover high, performance levels extremely poor, with overall costs to recruit and train new staff high.

Action: Developed staff monitoring and incentive programs; implemented staff training programs.

Result: Increased staff knowledge base; decreased staff turnover by 66.7%; increased staff morale and collaboration; increased productivity levels by 77%.

Then by incorporating a number of action words, the above can be written as:

*Enhanced staff morale; optimized productivity levels by 77%; and reduced staff turnover by 66.7% through implementation of strategic monitoring and incentive programs.*

Notice the deliberate detailing of the quantifiable results at the forefront, followed by the method in which this accomplishment was obtained.

- Ensure your document is consistent in its formatting; if you bold a position title, bold all job titles throughout your document. Make certain your overall document is well structured (plenty of white space), and aesthetically pleasing (professional headings and layout).
- Refrain from providing details of every single position you have ever had. As a guide, generally the last 5 – 10 years is appropriate (if the position being applied for is relevant to what you have been doing), with a maximum of about 15 years.
- For far greater impact when identifying your professional experience, create a strategically written paragraph outlining your main accountabilities (remembering to incorporate attention grabbing action words), followed by a bulleted list of achievements.
- Lastly, edit, edit, and edit again. Then ask a family member or friend to read through the document to ensure your career-marketing document is error free.

Happy writing!

For further articles like this visit: [www.career-coach.com.au/xpress/index.html](http://www.career-coach.com.au/xpress/index.html)

Want to learn cutting-edge award-winning resume writing strategies following our proven Resume Pyramid™ methodology created by Annemarie Cross - an International multi award-winning triple certified Resume Writer/Career Coach and author [10 key steps to Ace that Interview!], who has worked with thousands of clients from graduate right through to senior executives from diverse backgrounds across the globe?

**Powerful Resumes! EXPOSED - 6 crucial writing strategies to Secure that Interview! e-Course**, shows you how to create a powerful marketing tool that will allow you to outshine your competitors and catapult your application to the top of the pile. *[click here to learn more]*

## Interviewing Hints & Tips

It is important to realise that the impact of communication is as follows:

55% body language/mannerisms; 38% auditory/tonality/speed/volume; 7% words, meaning that it is not **what** you say, but **how** you say it and the way in which come across to the interviewer both in your mannerisms/body language and your voice.

*The job seldom goes to the highest qualified candidate but rather the candidate who is able to build rapport and a 'likeability' factor with the interviewer, while communicate their worth, value and potential with enthusiasm and professionalism.*

Other key interviewing tips:

- Preparation is the key to success;
  - Enhancing your understanding of the company and position will allow you to prepare **relevant** responses, thus confirming your ability to fulfil the obligations of the role. Finding out more about the company, its products/services/competitors/clients/special projects etc, will not only assist you in your preparation, but also demonstrate to the interviewer your interest and enthusiasm in the company and the position.
  - Know your resume inside out so that you are able to elaborate and qualify any of your achievement statements without hesitation. Ensure you have relevant C.A.R. (Challenge; Action; Results) examples to address any behavioural interview questions.

- Grooming, Presentation and Hygiene: It is always better to over dress than under dress. As first impressions are paramount, you don't want to put the interview off side due to your inappropriate attire.
- Your portfolio; ensure your portfolio is professionally presented and contains support documentation and relevant information to strengthen and enhance your candidacy. Things to consider including in your portfolio: resume, written references from managers or customers, certificates, previous work examples, etc.

- During the interview:

Maintaining rapport, listening carefully, and responding appropriately to each question are vital.

- When you respond to the interviewer's questions ensure you provide information about your experience confidently and honestly and in a way that highlights your abilities as they pertain to the requirements of the job.
- Provide definitive answers and specific outcomes when qualifying your accomplishments and supporting your claims as this will come across as more believable and memorable. Again, use the acronym C.A.R. to assist you in formulating appropriate responses.
- Be sure you are able to answer difficult questions including "What are your weaknesses?" "Tell me about a time in which a project you were working on failed?" "Why should I hire you?" "Tell me a little about yourself"
- Ensure you have a minimum of 5 strong questions to ask the interviewer to demonstrate your interest in learning more about the company and the role. For instance: "What will be the first 3 priorities the successful candidate will be working on within the first 60 days of employment?" "In your opinion, what is the most important contribution this company expects of its staff?"

- After the interview:

- Always send a brief (no longer than one page) follow up, 'thank you' letter to the interviewer to confirm your interest and suitability for the role.
- Keep a journal/after-interview check list to ensure that you don't blemish subsequent interviews due to forgetting vital information discussed, or accidental confusion of information regarding another company.

**Want to outperform and outshine the competition by delivering a dynamic and memorable performance to position yourself in the forerunning when interviewing for your dream job?**

10 key steps to Ace that Interview! Cutting edge interview techniques EXPOSED!

Visit the site and get instant access to three e-reports:

- 1. Career Fairs:** maximise your networking and potential job opportunities
- 2. Demystifying the Recruiter's role in the selection process:** shine through the initial screening process
- 3. Catapult your Career & Job Search Campaign:** winning job search strategies

And listen to our recent interview with Recruiting Specialist –Sharon Coffey as she reveals hot interview tips from a recruiter's perspective.

**[www.acethatinterview.net](http://www.acethatinterview.net)**