International Student
Professional Job Search Intensive

Welcome

6 December 2016

Olivia Doyle
International Student Life – Employability Support

Specialist support for international students aiming to work in partnership with you to develop your employability

Provide professional insights and guidance

- Monthly Employability Newsletter
- Employability seminars
- Student appointments
- Industry connections
- Networking events
- Australian workplace cultural events
- Job Club
Agenda

The job search mindset – Donna Cooper

11.45 am  BREAK & QUIZ – 15 mins

Writing effective job applications – Olivia Doyle

1 pm  LUNCH – 30 mins

Interview skills overview & demonstration – Cristina Bingham
LinkedIn for job search – Sue Ellson
Alumni advice & Swinburne support services – Olivia Doyle

3.30 pm  CLOSE
Overview of seminar

Aims

To provide you with useful insights to build your employability and launch your professional career

Themes

- Communication
- Networking for success
- Career planning & research strategies
- Job readiness
- Job search strategies “learning to search outside the square”
PowerPoint slides from today’s seminar will be available on line later in the week:

www.swinburne.edu.au/student/international/employability/
Your professional career starts NOW
The message to employers -
international student’s have unique value

International students need to market themselves to employers as unique, value adding employees

Focus on what you have, as opposed to what you lack

In addition to the standard graduate - you can offer:

- Bi-cultural advantage

- Latest industry developments and insights from overseas

- Provide ‘intelligence’ – assist employers to understand new markets and tap into different networks

- Improve import & export opportunities

- Motivated, keen, loyal workers
Bachelor graduates available for full time employment 1990 - 2015
Structural change in the labour market

- **Agriculture, Forestry and Fishing**: Feb-88: 5.8%, Feb-13: 2.7%
- **Mining**: Feb-88: 1.3%, Feb-13: 2.3%
- **Manufacturing**: Feb-88: 8.2%, Feb-13: 15.4%
- **Construction**: Feb-88: 7.0%, Feb-13: 8.8%
- **Accommodation and Food Services**: Feb-88: 5.4%, Feb-13: 6.9%
- **Professional, Scientific and Technical Services**: Feb-88: 4.5%, Feb-13: 7.9%
- **Education and Training**: Feb-88: 6.7%, Feb-13: 7.9%
- **Health Care and Social Assistance**: Feb-88: 8.2%, Feb-13: 12.0%
Job Outlook

Provides data on:

- Job prospects
- Weekly earnings
- Occupation size
- Typical tasks
- Skills
- Links to job advertisements

International students’ expectations

“I mean just try really hard with your English, and keep an open mind. Don’t just hang your hat on going to work with the Big Four, because there’s some pretty good work that small firms do and with good clients”

Director, small accounting firm

- Many international students have unrealistic expectations of post study employment
- Careers are often non-linear and impacted by unpredictable factors
- Be open to exploring different paths and ‘stepping stones’ towards achieving your career goal
- Think outside the box
Employers seek ‘work ready’ graduates

“They need to come in job-ready, to hit the ground, become a project team member almost straight away.”

*Senior Manager, large engineering firm*

- Work readiness is a key priority among Australian employers
- Employers talk about wanting graduates who are ‘job ready’ or can ‘hit the ground running’
“We're not looking for who's the best engineer. The degrees have sorted that out to some extent. It's how do they cope in that communication area, the soft skills. How you can be an effective team member with your technical toolbox under your arm”.

_Human Resources, large engineering firm_

- Employers are looking beyond the qualification for well rounded graduates who can demonstrate a range of ‘soft skills’
- Employers emphasise team work, initiative, highly developed communication skills, motivation and attitude
Communication skills

“The question I ask is: ‘Can I see this person as someone that I can sit in front of a client?’ It comes down then to a language issue.

It’s being able to talk technically but they also need to be able to talk on the phone and present themselves as a professional”

**Midsize accounting firm company**

- Employers are looking for graduates who have a confident command of English and can express their ideas freely in a team environment
- Graduates need communication skills that can span a range of workplace situations (clients, colleagues, social situations)
- Written communication skills are also highly valued (emails, report writing, etc)
International employer skills expectations

- Diligence
- Intercultural understanding
- Flexible work habits
- Presentation and public speaking
- Ability to multitask
- Research, investigative skills
- Listening skills
- Quick learning
- Resilience
- Leadership qualities
- Customer-facing experience
- Ability to work on own
- Planning and organisation
- Willingness to hit the ground running
- Creative problem-solving
- Willingness to learn
- Project management abilities
- General work experience
- Verbal communication skills
- Interpersonal communications
- Written communication skills
- Ability to work in a team
Self reflection

- Think about your own skills in these key areas
- How do your skills compare?
- How are you working to further develop your skills?
- Do your own self assessment and put together a development action plan
Meet Ella Chan

• Former international Master of IT student at Swinburne University

• Now Senior Business Analyst with large Australian consulting company

• While at uni Ella:
  > Moved into a flat with local students
  > Attended lots of social events with Australians
  > Joined uni clubs- was Vice President of the IT Society
  > Barracked for a footy team
  > Part time job at McDonalds
  > Volunteer website developer for Hawthorn Community House
  > Joined group projects with local students
  > Joined Australian Computer Society and attended events
  > Developed strong IT skills – Excel, Access etc
Meet Anh Nguyen

- Former international Bachelor of Business student at Swinburne University

- Now part time accounts clerk still looking for full time professional employment

- While at uni Anh:
  - Focussed hard on his studies – gained a distinction average
  - Lived with Vietnamese relatives
  - Worked part time in family Vietnamese restaurant
  - Played soccer in a Vietnamese student team
  - Joined uni group project teams with other international students
Which international student are you?

What can you do to improve your employability?
International Student
Professional Job Search Intensive

The job search mindset

Donna Cooper, General Manager Seed Value
The Job Search Mindset
Swinburne International Student
Professional Job Search Intensive

Tuesday 6th December, 2017
About Donna Cooper

- Completed Bachelor of Business (RMIT) and Diploma of Teaching (Primary) at La Trobe University
- 20 plus years experience working in major corporates
- Worked with KPMG, Accenture, ANZ, NAB, Westpac, UOB (Singapore), Bank of Ayudhya (Thailand) and MYOB
- Australia wide and across South East Asia
- Core skill Change Management Consulting
- Most recently held senior Operational Management roles with career pathways to COO
- Have recruited, inducted, mentored and managed more than 100 graduates right throughout my career
- Started Seed Value in 2009
- Passionate about graduates and want to see you launch your careers with impact, insight and confidence
Overview

Are you ready for business?

- Do you know yourself and how you perform in a business context?

- Do you know what employers rate highly as ‘True Leaders’?

- Do you have a plan of attack to reach your personal success?

- Do you have the right business skills that get noticed?
Activity – The Ball in your Group

How the game works

- Create a process for giving and receiving a ball in your group
- You cannot pass the ball to the person next to you
- The ball must return to the person who started with it
- The ball must travel through the air and cannot be rolled across surfaces

10 minutes
Activity – The Ball in your Group

The Outcome

From 35 seconds to under 5 seconds!

It’s amazing what you can achieve when you put your mind to it!
More importantly.. do you have the Mindset?

Entering the commercial world requires you to change your mindset.

"mindset" {noun}
a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.
Your Mindset Shifts

School
5 – 18 years old
(13 years)

University
18 – 23 years old
(3 - 5 years for Undergrads)

into the Commercial World
24 to 67 years old
(40 plus years!!)
Success criteria and the mindset shift

University

- You learned the system
- Right and Wrong
- Lecturers/tutors are there to help you succeed
- Distinctions are prized
- You are surrounded by like minded students
- Many of you work in part time jobs
- Many of you are well travelled and have taken gap years

The Business World

- Performance is evaluated on you achieving business valued outcomes
- Competition is tough
- Mandatory requirement for a degree is changing – Ernst & Young now recruit young professionals without degree qualifications
- Today’s generation struggle to adjust to fit into the business culture. 42% of Employers don’t believe students are prepared to move into work
- More students available for fulltime work are working in part-time jobs
- Companies comprise people from all demographics and nationalities
- More international workers in Australia. 457 Visa workers in the IT industry rose from 7.6% in 2013 to 27.7% in 2015
- Companies/industries are subject to frequent change
- Industry changes caused by offshoring
Competition for jobs can be tough

New Graduates available for full-time employment and their current work status, 2014 (%)

The %age of Graduates in fulltime employment was at an all time low in 2014

The %age of Graduates not working but seeking full time employment has continued to increase for the past 20 years

Figure 3: New bachelor degree graduates available for full-time employment, broken down into those in full-time employment, those seeking full-time employment while not working, and those seeking full-time employment while working on a part-time or casual basis, 1990–2014, Australian citizens and permanent residents (%)
WHEN EMPLOYERS WANT YOU TO HAVE 10 YEARS OF WORK EXPERIENCE BEFORE THE AGE OF 23
Success is defined differently in the commercial world

- Distinctions no longer count
- Success is recognised by your ability to stand out from the rest
- Stand out is indicated by:
  - Your leadership competencies
  - Your drive to achieve results for the company
  - You!
- It’s a competitive landscape

Mastering standout skills wins personal accolades and ultimately career success
**Most important selection criteria when recruiting Graduates, 2014 (%)**

<table>
<thead>
<tr>
<th>Selection Criteria</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication skills</td>
<td>48.6%</td>
</tr>
<tr>
<td>Academic results</td>
<td>24.3%</td>
</tr>
<tr>
<td>Teamwork skills</td>
<td>22.4%</td>
</tr>
<tr>
<td>Aptitude</td>
<td>21.5%</td>
</tr>
<tr>
<td>Interpersonal skills</td>
<td>20.6%</td>
</tr>
<tr>
<td>Leadership skills</td>
<td>19.6%</td>
</tr>
<tr>
<td>Work experience</td>
<td>19.6%</td>
</tr>
<tr>
<td>Cultural fit</td>
<td>18.7%</td>
</tr>
<tr>
<td>Motivational fit</td>
<td>17.8%</td>
</tr>
<tr>
<td>Adaptable</td>
<td>14.0%</td>
</tr>
<tr>
<td>Relevant qualifications</td>
<td>14.0%</td>
</tr>
<tr>
<td>Willingness to learn</td>
<td>12.1%</td>
</tr>
<tr>
<td>Problem solving skills</td>
<td>11.2%</td>
</tr>
<tr>
<td>Passion</td>
<td>10.3%</td>
</tr>
<tr>
<td>Customer service</td>
<td>8.4%</td>
</tr>
<tr>
<td>Analytical skills</td>
<td>6.5%</td>
</tr>
<tr>
<td>Technical skills</td>
<td>6.5%</td>
</tr>
<tr>
<td>Integrity</td>
<td>3.7%</td>
</tr>
<tr>
<td>Organised</td>
<td>3.7%</td>
</tr>
<tr>
<td>Extra-curricular activities</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

**Competency:**

The ability to do something successfully or efficiently.

A cluster of related abilities, commitments, knowledge, and skills that enable a person (or an organization) to act effectively in a job or situation.

Competence indicates sufficiency of knowledge and skills that enable someone to act in a wide variety of situations. Because each level of responsibility has its own requirements, competence can occur in any period of a person’s life or at any stage of his or her career.
Within the commercial landscape

- You may be working in any variety of enterprise i.e.; not for profit, global company, small business, government etc.

- The common feature is that all organisations:
  1. exist to create value and
  2. are run by people

- People evaluate your performance and advance your career

- These people come from a variety of generations

Veterans or Twilight Careers (65+)

Baby Boomers (46 to 64)

Generation X (31 to 45 years old)
About you - ‘Generation Y and Z’

- Generation Y (22 to 36 years old) and Generation Z (21 to 15 years old)
- You seem to have created a period between leaving school and adulthood (leaving the nest, gain financial independence, start a family)
  This period can last for a decade and has been termed the ‘emerging adulthood’
- You genuinely like being around your family - see no reason to move out of home quickly but if you do, you can come back
- You have grown up being digital - immersed in the world of technology. Highly dependent on mobile phones, internet, social networking and living life through a virtual world
- Socially conscious - volunteering, environmentally aware, politically aware and spiritual with an upward trend in religion
- Most of you are well educated
- You don’t question the ability of females to achieve executive positions. For most of you your mum has always worked, your parents forged new ground for this
- Organisations acknowledge you think, communicate and behave differently from previous generations
- Studies conclude that:
  - We may have a life that spans 100+ years
  - Males have a life expectancy of 80 years for
  - Females have a life expectancy of 84 years
  - No longer a government approved retirement age but government approved Pension age will rise to 67.5 in 2017 and is expected to rise to 70 by 2035
- Therefor you have time to build multiple careers and avocations and this can translate into an unhurried life plan for you
Employers can see you as:

- Resourceful
- Connected
- Impatient - want everything now, sense of immediacy. It should be instant or quicker
- Street Smart - have the resourcefulness to get places
- Pragmatic - only concerned with what is relevant
- Enterprising - creative, innovative and resourceful
- Team orientated
- Social
- Lifestyle centred
- Success driven
- Image conscious
- Informal
- Non-conforming - needs to be relevant
- Tech savvy
- Bored - Only need days to confirm if this is the vocation (job/course) for you
## Competencies that help you ‘Standout’

### Leadership Competencies
- Drive for Results
- Service Orientation
- Quality Orientation
- Planning & Organising
- Analysis & Problem Solving
- Entrepreneurial Orientation
- Risk Management
- Relationship Management
- Adaptability & Change Management
- Team Leadership
- People Development
- Visionary & Strategic Thinking
- Values & Ethics

### Leadership Traits
- Trustworthiness
- Passion and motivation
- Approachability and friendliness
- Consistency
- Confidence
- Calmness
- Ability to delegate
- Charisma
- Clarity
- Human understanding
- Adaptability and flexibility
- Wide outlook
- Sense of humour
- Appreciates quality
- Fairness/equity
- Continuous development
- Patience

**Note:**
- Competencies you can learn
- Traits are part of your make up, your personality
Seed Value understands the required competencies an emerging Graduate needs to underwrite the successful launch of their graduate career.

Business Ready skills can be trained and learned. Seed Value takes Graduates through experiential learning to gain awareness and start developing these skills early.

**Vocational** - Passions (sport, politics, books)

**Vocational** - Profession/trade (Commerce, Law, Arts)
# Preparing your Mindset to Standout

## Learn Leadership Competencies
- Drive for Results
- Service Orientation
- Quality Orientation
- Planning and Organising
- Analysis and Problem Solving
- Entrepreneurial Orientation
- Risk Management
- Selling and Negotiation (Relationship Mgmt.)
- Adaptability and Change Management
- Team Leadership
- People Development
- Visionary and Strategic Thinking
- Values and Ethics

## Understand your Leadership Traits
- Trustworthiness
- Passion and motivation
- Consistency, approachability and friendliness
- Confidence and Charisma
- Calmness
- Ability to delegate
- Human understanding
- Adaptability and flexibility
- Wide outlook
- Sense of humour
- Appreciate quality
- Fairness/equity
- Continuous development

## Set your Personal Success Goals
- Set goals and make a plan
- Follow passions
- Let others know your plan
- Review accomplishments and celebrate them

## Network
- Become interested in the dynamics of people
- Maintain professional and social networks
- Get a mentor - be a mentor
- Become involved
The easy 10 to master NOW

10 THINGS THAT REQUIRE ZERO TALENT

1. Being on time
2. Work ethic
3. Effort
4. Body language
5. Energy
6. Attitude
7. Passion
8. Being coachable
9. Doing extra
10. Being prepared
Get business ready now

- Make the conscious mindset change now

- Seek out opportunities to use and strengthen your competency based employability business skills

- Enter the commercial world with confidence and make yourself **standout** from the rest. Employers look favourably on graduates who are ‘job-ready’

- Remember, the most important person in business is YOU
Thank you!

Look forward to you joining one of Seed Value’s workshops
Open workshops are ready for you to enroll in

2017 Dates for workshops are:

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Dates</th>
<th>Location</th>
<th>Cost (Inc. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRW022</td>
<td>Thru 16 Feb 2017</td>
<td>City</td>
<td>$99</td>
</tr>
<tr>
<td>BRW023</td>
<td>Fri 24 Feb to Sunday 26 Feb 2017</td>
<td>Camp Seed</td>
<td>$369</td>
</tr>
</tbody>
</table>

Early Bird Discounts are available

Application forms are on-line or leave your email address with me and I will email you

Seed Value’s goal is to make you ‘Business Ready’
Professional job search intensive

Writing effective job applications

6 December 2016

Olivia Doyle
Tell your story to stand out from the crowd

You need to ensure ALL aspects of your application market you as a qualified, talented individual who matches the employer’s selection criteria.
What is a resume?

• A marketing/sales tool - a brochure that tells your story and **QUICKLY** promotes your skills and achievements

• Presents you as a professional

• Matches **YOU** to the job on offer **AND** to the organisation
Common mistakes in written graduate applications

Bland applications - candidate does not stand out from the crowd

No obvious links to the job – the reader has to join the dots

Not addressing selection criteria

Poor written communication skills
  - Spelling
  - Grammar
  - Expression
  - Presentation
Put yourself in the shoes of the recruiter

What are they looking for?
What makes for a winning resume?

Content

- Matches the requirements of the employer
- Uses short, clearly written phrases and paragraphs to demonstrate your skills & experience

Layout

- Clear and easy to scan
- Uncluttered
- Appropriate format
- Adequate margins and whitespace
Resume layout / presentation

- Make the resume as simple and easy to read as possible
- Consider type styles and font size
- Avoid font mania - use only one plain font
- Indents are aligned
- Care with bold / italics / boxes
- Don’t OVERCAPITALISE
- Use page breaks so lists and paragraphs are not split
Vital resume content

• Targeted to the requirements listed in the advertisement
• Use of key words
• Highlights the strengths of your brand
• Tell a positive story
• Achievement focused
• Concise
• Honest
It’s a crowded market!

On average 250 resumes are received for each job position.

The average time a recruiter spends looking at a resume is 20 seconds.

76% of resumes are ignored if your email address is unprofessional.

The first applications are received 200 seconds after a job is posted.

Source: The Recruiters Lounge
Recruiters often short list job applications into three categories

Which pile will your story end up in?

YES  MAYBE  NO

✓  ❓  ✗
Resume Styles

- Reverse Chronological
  Arranges your experience and education in reverse chronological order (from most recent to least recent)

- Functional
  Headings relate to your relevant skills and competencies rather than time-line order

- Creative
  Using the resume as a tool to demonstrate your design/creative skills using colour and images etc
Being creative – what do you think?

dear lisa rudgers, please press play.

http://www.dearlisarudgers.com/
Resume builder & example resumes
Resume content

- Contact Details
- Education / Qualifications
- Associations / Memberships
- Professional Development
- Extra Curricular Activities
- Demonstrated Skills Summary
- Employment History
- Project Work/Industry Projects
- Referees
- Hobbies
- Volunteer Work
- Career Objective/Career Profile

NOTE: Not all of these headings are required for all resumes.
Resume content – irrelevant information

- Date of birth / age
- Place of birth
- Nationality
- Ethnic origin
- Marital status
- Number of children

- Religion
- Political persuasion
- Health
- Height / weight
- Photograph
Contact details

Name (first name and surname)
Address (optional)
Telephone Number
Email Address
Link to your LinkedIn profile
Link to on-line portfolio (esp. for Design students)

* Work visa status for international students
Professional profile example

Short summary of you, your key skills, achievements and expertise

Your ‘value proposition’ or ‘elevator pitch’ tailored to the job and company

Example

Profile

- Marketing graduate with expertise in research, social media and campaign development
- Experienced in telecommunications sales where I regularly exceeded sales targets and was Telstra Winner of Business Sales 2015
- Strong communication skills, self-motivated and driven to learn and succeed
- Targeting a graduate marketing position with a focus on xxxxxxxx
Highly motivated, professionally focused Bachelor of Business - Human Resource Management student due to graduate in 2016.

Excellent skills and experience in business analytics and strategic planning, now seeking a challenging graduate human resources role.
Education

Present in reverse chronological (date) order
No need to include international secondary education

EDUCATION

2015 - Current  Bachelor of Commerce (Human Resources)
Swinburne University of Technology

Key Study Areas:

- Recruitment and selection
- Training and development
- Remuneration
- Strategic workforce planning

Distinction average achieved to date
Related headings

- **Professional Development** (seminars, short courses, certificates RELATED to the position you are seeking)

- **Industry specific headings**
  Eg Aviation Licences / Ratings / Endorsements / Certifications / Software Licences

- **Short Courses**

- **Academic Awards**

- **Industry Projects / Capstone Projects**
Professional memberships

2015 – Current  Student Member
Australian Computer Society

2016 – Current  Student Member
Australian Institute of Management
Employment history

- A chance to demonstrate how your brand differs from others
- Present in reverse chronological order
- Include dates and duration
- Do not include any position beyond 10 years (unless highly relevant)
- Document ‘Responsibilities’ and ‘Achievements’ for each role held
Consider separating *relevant* employment / experience from other experience

This is especially useful when your most relevant experience is not necessarily your most recent

You can use sub-headings such as:

- Professional Employment
- Other Employment / Casual Employment
- Volunteer Experience
Example of employment section

PROFESSIONAL EMPLOYMENT

2014-2015 HR Officer
Blue Chip HR IT, Singapore
(IT company specialising in design of HR apps for international suppliers including Apple, IBM and Microsoft)

Responsibilities
- Preparation of selection criteria and position descriptions
- Coordinated recruitment of administration and technical staff
- Induction and training of new staff

Achievements
- Streamlined induction procedures by developing web based materials
Use of Achievements

- Wherever possible describe achievements quantifiably
- Promotions
- Increasing sales figures or improving efficiencies
- Being part of a team that….(what your team did) – implementing or designing systems or processes
- Winning an award or prize – even a trivial one
- Employee of the month / year
- Customer service / quality awards
Other Employment (or Casual Employment)

June 2015 – Present  **Crew Member**
McDonalds, St Kilda

**Responsibilities:**
- Dealing with customers
- Preparing food and cleaning
- Working in team of approximately 10 people
- Handling cash and balancing tills
- Following OH&S practices
- Training new staff members

**Achievements:**
- Awarded ‘Crew Member of the Month’ on two occasions
- Regularly exceeded sales targets via effective cross selling
Industry projects

When you don’t have a lot of professional work experience, you can showcase other ways that you have developed expertise

- Capstone / final year university projects
- Team or individual projects
- Case studies
- Personal projects (completed in your own time)
Professional projects example

March 2016  Recruitment campaign for Whizz Telemarketing

Final Year Human Resources subject

This university project involved the development of a recruitment campaign for 20 telemarketers:
- Development of position descriptions and selection criteria
- Identification and costing of advertising
- Specification of screening process
- Preparation of behavioural interview questions

Achievement - Received High Distinction

September 2015  Organisation Restructure

2nd Year Organisational Development subject

This university project involved planning a departmental restructure and rollout:
- Re-design of large Finance Department
- Development of staff consultation proposal
- Preparation of organisation chart
- Writing position descriptions and responsibility briefs

Achievement – Received High Distinction
Skills summary

• Opportunity to match yourself to the job and to convince employer of your potential

• Highlight 4 - 5 professional skills that you can offer an employer which are relevant to the position you are applying and match the selection criteria

• Give two examples of how you have demonstrated the skills

• Focus on providing strong examples that highlight your capacity and that differentiate you from other applicants
Skills summary - example

Communication Skills

- Highly developed interpersonal skills strengthened through four years of customer service experience as a Supervisor at Coles Supermarket

- Strong written communication skills demonstrated in university assignments and in preparation of position descriptions and training manuals at Blue Chip IT
Skills Summary

Proof / Demonstrated Evidence

Communication skills

Written
- Publicised student events as part of sporting clubs. Developed promotional flyers.
- Wrote the project briefs for a market research survey on fast foods in convenience stores for Heinz Watties Ltd.
- Completed the business plan for a proposed new business venture for the Brotherhood of St Laurence.

Oral
- Instructed laboratory classes on how to conduct experiments.
- Gave an introductory welcome and presentation to 1st year international students.
- Developed the ability to communicate effectively under pressure as a sales assistant at a 7-11 convenience store.
Skills Summary

Leadership (Initiative and Enterprise)

- Proactively taken leadership roles during group projects, leading and guiding teams into meeting deadlines and providing effective solutions to problems.

- Actively managed, organised and co-ordinated team workload and tasks, set due-dates and deadlines for components of system design and implementation for university projects and assignments.

- Ensuring involvement and support of team members as a critical part of working as a team to ensure productivity while allowing the expression of individual talents.

- Undertaken leadership camps and teamwork courses provided by the co-op scholarship program with companies such as Operation Challenge and Oxygen Learning.

Planning and Organising (Organisational)

- Prioritised daily, weekly, monthly tasks to meet university deadlines.

- Effective at managing time and balancing full-time study with part-time work, as evidenced by handing in all my assignments on time.
**Interests**

- Employers are always interested in you ‘the person’ and your potential fit to the organisation.

- They are curious to know about your hidden talents or interests – especially if they relate to the profession you are seeking to enter and the organisation.

- Make sure you highlight a wide range of interests.

- *Clubbing, swords, surfing the net, Facebook, meeting new people and hunting* are **NOT** appropriate on resumes.
Referees

• No matter how good your application and interview were – if your references are not positive – you won’t get the job.

• No one is obliged to give a positive reference – make sure you choose someone with whom you had/have a good rapport

• Should be work and study related

• Show your referees the courtesy of asking for their permission and notifying them when you apply for jobs
Resume case study ACTIVITY

Jay Kapoor is a final year of student at Swinburne and is looking to develop his resume to apply for graduate Accounting positions. Jay is confused about what information to include in his resume. Based on your knowledge of a resume as a personal marketing document, identify which information you think should be:

✓ Included

✗ Omitted from the resume
Bio of Jay Yashwant Darshan Kapoor

1. Full name
2. Home address, telephone, email
3. Linkedin profile address
4. Single
5. Age 23
6. Good health
7. Completing a Bachelor of Commerce majoring in Accounting with minors in Finance and Commercial Law
8. Overall pass average results achieved to date with credits and distinctions in accounting subjects
9. Started a Bachelor of Sports Management at Deakin University – completed first year
10. Primary School – Rowville Primary School
11. Year 7 – 9 Dandenong High School. Won a ‘distinction’ award in Year 9 Westpac Mathematics Competition
12. Year 9 – 12 Rowville Senior Secondary College

13. After dropping out of Deakin studies travelled overseas for 18 months visiting South America, Europe and India

14. Part-time and casual jobs include: Cleaner for 6 months, Customer Service Assistant at Coles for the past 9 months (still working), paper delivery for 3 months at age 14, Waiter for 2 weeks, Bookkeeping and Customer Service with his parent’s newsagency business, Industry Based Learning accounts position for 6 months

15. Advanced excel, basic Word and PowerPoint, intermediate MYOB

16. Hobbies: Poker, hunting, basketball – member of Rowville Rockets for past 5 years and captain for 2 years.

17. Volunteer with Liberal Party of Australia (current) and RSPCA (in Year 10 at school)

18. Referees: Family friend, father, Tutor and Work – contact details
Resume questions?
Your resume focuses on you and the past

The cover letter focuses on the employer and the future
What is a cover letter?

- A formal letter of introduction
- States your interest in the position or organisation – why do you want to work for them and your skill match
- Provide an overview of your qualifications
- Outline your employment history or relevant experience
- Match your skills to those required for the job – Technical and Generic

Good indication of your communication skills
Purpose of a cover letter

Can you do the job?
Show you have the abilities, skills, knowledge and experience to perform the role

Will you do the job?
Show you are interested in the work itself and that you have the personal qualities necessary to succeed in the role and the organisation

Will you fit in?
Show how your values and goals match those of the organisation. The examples that you choose to share can also demonstrate how you might fit in with clients and co-workers
Dear Mr Brown,

Re: Book Keeper and Office Assistant

Please accept my application for the position of Book Keeper and Office Assistant with C & E as advertised on the Seek website on the 18th January 2015. I believe my skills and relevant experience would enable me to make a significant contribution to C&E.

I am undertaking a Bachelor of Business majoring in Accounting at Swinburne University of Technology (TAFE) and am looking forward to utilising the skills I am gaining in my course to join a company devoted to environmentally friendly car care products. This course is providing me with the knowledge and skills to efficiently work in an accounting and office administration role and the assignments have strengthened my ability to process accounts payable and receivable; update customer accounts records; produce a variety of financial records; and enhanced my office administration and keyboard skills. I am a confident internet user and familiar with MYOB and the full MS Office suite. This can be supported by my referees who will also be able to confirm my enthusiasm and ability to problem solve client and financial discrepancies.

Utilising my good organisational skills I have balanced full-time study with part-time employment with Mumbai Property Exchange. My duties include reception and general office administration. As Mumbai Property Exchange is a market leader in the area, I was expected to demonstrate high level communication skills, professional standards and client confidentiality. At times, I am in charge of the office so I am very capable of dealing with high volume customer service and a wide range of client enquiries.

Enclosed is my resume for your consideration. I look forward to discussing the position and my application further and can be contacted on 0432 907 123.

Yours sincerely,
Amanda Kaur
Cover letters - useful tips

• Be relevant Review the advertisement and reply specifically to what you see are the main requirements

• Be correct Use spell check and proof read your letter before submission

• Be complete Re-read the advertisement and make sure you have covered all of the requirements

• Be concise. Keep your cover letter to 1 page only.

• Be professional Even if you reply to the advertisement via email, include a cover letter
# Common cover letter mistakes

<table>
<thead>
<tr>
<th>Generic Cover Letter</th>
<th>The one-size-fits-all approach is ineffective because it doesn’t allow you to address the company's goals, objectives and specifications.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing unnecessary information</td>
<td>Never include information that isn’t relevant to the company.</td>
</tr>
<tr>
<td></td>
<td>Keep your cover letter to four or five paragraphs</td>
</tr>
<tr>
<td></td>
<td>Don’t exceed one page</td>
</tr>
<tr>
<td>Focusing on yourself</td>
<td>The employer won’t contact you if you share details that aren’t related to the indicated job requirements.</td>
</tr>
<tr>
<td></td>
<td>The question shouldn’t stop at “What can you do?” It should rather be “What can you do for the company?”</td>
</tr>
<tr>
<td>Emphasising Weaknesses</td>
<td>Carefully read your letter several times and find both spelling and grammatical errors.</td>
</tr>
</tbody>
</table>
Cover emails

Most applications are submitted via email also require a short cover email

Tips

- Mention the job title and reference number
- Express interest in the position highlighting that you possess relevant qualifications and experience
- Refer to attached cover letter and resume
- Ensure your written expression, spelling and grammar are perfect – or the attachment will not get opened!
Example email

Application for Marketing Graduate position – Position No GC1590

Dear Ms Singh

I would like to apply for the Marketing Graduate position advertised on SwinEmploy. Please find attached my cover letter and resume. I am very interested in the position and I could make a significant contribution at XYZ Company.

I look forward to hearing from you.

Kind regards,

Kel Lee
Additional support

Free resume & cover letter checking service provided by Centre for Career Development

Comprehensive handout and examples of resumes and cover letters

www.swin.edu.au/careers
Cover letter / email questions?
Professional job search intensive

Lunch Break

Please return in 30 minutes

Coming up:
- Interview skills & demonstration
- LinkedIn for job search
Professional job search intensive

Interview skills

Cristina Bingham
Global Career Consultant
Centre for Career Development
What is an interview and why is it important?
Interview Types

- One on one
- Panel
- Group
- Phone
Australian Expectations Quiz

Go to www.menti.com and use the code 26 55 74

In Australia it's important to maintain eye contact with the interviewer(s)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>True</td>
<td>False</td>
<td>Unsure</td>
</tr>
<tr>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Who would you hire?
Types of Interview questions

- General
- Behavioural
- Situational
- Industry Specific
Star Method

**Situation**: Describe the situation

**Task**: What needed to be achieved? What was the goal?

**Action**: What did YOU do?

**Result**: What was the outcome?
Interview questions?
Professional job search intensive

LinkedIn for job search

Sue Ellson
LinkedIn Expert!
Link to slides & video recording

http://sueellson.com/presentations/presentations-2016/161206-swinburne-university-professional-job-search-strategies-for-international-students/
Alumni advice & Swinburne support services

Olivia Doyle
International Student Adviser - Employability
Alumni advice

Akash

✓ Put together a list of 68 target companies who employed engineers, compiling the list from personal contacts, Seek and Google. Put the names into an Excel spreadsheet and methodically made contact by email and followed up with phone calls.

✓ In interviews demonstrate good body language, communicate clearly and use relevant technical terms (eg ‘Parapets’ and ‘Elastomeric bearings’) to impress recruiters.

✓ Choose university subjects covering in demand skills that will help with employment (eg bridge building).
Alumni advice

Sepi

✓ Get to know your classmates – they all have connections and this is how Sepi got her first professional job.

✓ Don’t be afraid to start conversations with people – don’t wait for your English to improve, just be brave and ‘put yourself out there’.

✓ Before you apply for a job do lots of research – Sepi’s first job in Australia was as a Myer Christmas sales casual. Lots of people applied for the jobs but Sepi was thorough in her research helping her stand out from the rest of the applicants.
Alumni advice

Shafy

✔ **Focus on your communication skills** - work on your accent and be attuned to the Australian ‘speech melody’

✔ **When you get a job work hard and leave a positive impression**

Shafy gained a short term contract role and did so well she was offered more work. This included:

- Be self-motivated and go the extra mile
- Be on time
- Don’t watch the clock – leave when the task is complete – not at 5 o’clock!
- Appreciate the time people take to train you – take notes so you don’t forget
- Fit into the team and help out other team members
- Take responsibility for your work and learning
Alumni advice

Ruben

- Check out job vacancies every day and apply for the jobs immediately so you get ahead of other job seekers
- Don’t limit yourself to Melbourne based roles. Ruben got a job in Brisbane, paying for his own ticket and re-location costs
- Reviewing the job advertisement and be very clear on how you skills match the employer’s requirements
- Ask friends or colleagues working in the field for tips for about their experience in similar roles
- Before an interview review technical information
The job search journey

......don’t give up
The Centre for Career Development

https://swin.careerhub.com.au

Level 1
The George Building
Hawthorn Campus

@swincareers

Swinburne Careers and Employment

Swinburne Centre for Career Development Group
The Centre for Career Development services

- SwinEmploy job database
- Specialist seminars & career conferences
- Individual appointments
- Resume, cover letter & LinkedIn checks
- Extensive careers & employment resources:
  - Examples of resumes, cover letters etc
  - On line interview practice
  - Videos

Plus lots more ......
International Student Life
Employability Support

Specialist support for international students working in partnership with you to develop your employability

- Monthly Employability newsletter
- Employability seminars
- Student appointments
- Industry connections
- Networking events
- Job Club

www.swin.edu.au/student/international/employability/
Tel 9214 8248