



# PROGRAM SUPPORT NOTES

## ***Job Search Success 2: Applications***

Program Support Notes by:

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### ***For Teachers***

#### **Introduction**

The job market is a very competitive one, and potential job applicants need to consider a range of issues before applying. This program investigates the key approaches a job seeker should take in applying for a job, including strategic advice and two case studies. A number of prominent careers and employment experts are interviewed and provide useful guidance on the best approaches to applying for a job. This program will assist you in successfully finding the right job.

#### **Timeline**

00:00:00	Identifying jobs of interest
00:04:47	Preparing your CV or resume
00:10:12	Preparing a cover letter
00:14:23	Alternative and on-going job applications
00:18:44	Credits
00:19:27	End program

#### **Related Titles**

*Job Search Success 1: Research*

*Job Search Success 3: Interviews*

*Job Search Success 4: Starting a Job*

#### **Recommended Resources**

- [www.myfuture.edu.au](http://www.myfuture.edu.au)
- [www.jobaccess.gov.au](http://www.jobaccess.gov.au)
- [www.jobsearch.about.com](http://www.jobsearch.about.com)
- [www.proactivehrm.com](http://www.proactivehrm.com)
- [www.careerone.com.au](http://www.careerone.com.au)
- [www.seek.com.au](http://www.seek.com.au)

### ***Student Worksheet***

#### **Initiate Prior Learning**

1. What jobs have you already applied for, and how did you go about doing that? How successful were you?
2. Invite a career professional and an employer to discuss what they look for in a job applicant.
3. Using the internet and other careers resources, research the qualities needed to make an effective job application.
4. Ask your family about how they applied for jobs.
5. Before viewing this program, think of three major things an employer is likely to look for in a job application.

**Active Viewing Guide**

1. Why is it important to try to stand out from the crowd when applying for jobs?

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2. What advice does Mark Corden give when applying for a job?

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3. What is the purpose of a CV or resume?

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4. What does a CV or resume usually contain?

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5. Where do you usually find jobs advertised?

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6. Why aren't all available jobs advertised?

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7. What does it mean to be "resilient" when applying for jobs?

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8. When writing a CV or resume, what should it include to benefit your job application?

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9. What does Tim Campbell look for in a CV or resume?

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10. Why should you put a career objective into your CV or resume?

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11. Keeping a CV or resume up to date and relevant is very important. Why?

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12. Jane Swistak advises applicants to give a copy of their CV or resume to friends and family. Why?

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13. What are the key factors in writing a successful CV or resume?

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14. How does a cover letter assist with the job application?

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15. What should a cover letter include?

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16. What advice is given about the key things to include in a successful cover letter?

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17. What is the alternative that is provided for responding to job advertisements and jobs found through networking?

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18. Define the term “cold calling” when applying for jobs.

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19. How should you use your networks to improve your chances of finding a job?

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20. In summary, what advice is given about alternative and on-going job applications?

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### Extension Activities

1. Based on the advice given in the program, prepare a CV or resume, and a general cover letter.
2. Invite a careers professional and employer to discuss job applications and the best way to structure CVs and resumes.
3. Using the internet, research the different types of CVs and resumes available and which ones work best for you.
4. Prepare a video for young people, offering advice on effective job application processes. Get feedback from family, friends, industry, etc.
5. Develop a pamphlet which provides clear advice for young people on how to write an effective CV or resume, and how to apply for jobs.
6. Visit local employers and discuss with them the role CVs and resumes, and cover letters, play in choosing employees. Ask if they respond to “cold calling”, and if so how.
7. Design a wall-chart for young people, highlighting the steps that need to be taken when applying for jobs.
8. Discuss/debate the topic: Cold Calling is an effective way of finding employment.



### ***Suggested Student Responses***

#### **Active Viewing Guide**

1. Why is it important to try to stand out from the crowd when applying for jobs?  
**The job market is quite competitive, so you need to identify suitable jobs, make sure it involves work you can do, and that they fit your interests and skills.**
2. What advice does Mark Corden give when applying for a job?  
**You need to demonstrate your attitude, ambition, presentation and confidence, plus your skills to stand out from the other applicants.**
3. What is the purpose of a CV or resume?  
**It is a personal document that is provided to an employer.**
4. What does a CV or resume usually contain?  
**It summarizes your education, work experience, skills and interests.**
5. Where do you usually find jobs advertised?  
**The usual places are newspapers, internet job boards, recruitment agencies and other print media.**
6. Why aren't all available jobs advertised?  
**Only one third of all jobs available are advertised. The hidden job market is used by employers to find suitable employees, and job applicants can discover vacancies through networking. Also being a volunteer, and approaching employers directly to find out if vacancies exist. Advertising for jobs can be quite an expensive process for an employer.**
7. What does it mean to be "resilient" when applying for jobs?  
**Be prepared to be knocked back, or not be contacted for an interview. Jobs are competitive so you need to keep applying and not take it personally if you are unsuccessful. Don't give up.**
8. When writing a CV or resume, what should it include to benefit your job application?  
**It should include your educational background, skills, training, experience (paid and unpaid), interests and anything else that will improve your chances of getting a job.**
9. What does Tim Campbell look for in a CV or resume?  
**No spelling mistakes, torn or scruffy paper, irrelevant pictures; it needs to look professional.**
10. Why should you put a Career Objective into your CV or resume?  
**It gives your CV or resume a focus and direction, and it should be tailored for different jobs for which you are applying.**
11. Keeping a CV or resume up to date and relevant is very important. Why?  
**It ensures you are updating your resume to fit in with the job applications, and the evolving nature of the skills, training and experience you develop over time. It is a living document that needs attention.**

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12. Jane Swistak advises applicants to give a copy of their CV or resume to friends and family. Why?  
**They will give you an objective assessment of your CV or resume, and give you advice before you finalize it and send to an employer. If it addresses your key skills, how you would be an asset to the organization, etc, then their feedback will help you to ensure a good document.**
13. What are the key factors in writing a successful CV or resume?  
**It successfully includes your key skills, work experience updated, a career objective, and interests, presented in a professional way, and make sure it is not too long.**
14. How does a cover letter assist with the job application?  
**This communicates clearly your personality and summarizes your skills for an employment application.**
15. What should a cover letter include?  
**It is a specific letter that includes a brief statement of who you are, which job you are applying for, and a summary of the skills and experiences you bring.**
16. What advice is given about the key things to include in a successful cover letter?  
**It should encourage the employer to read the other documents in your application, so that they learn more about you. You need to demonstrate that you understand what the job requires, and that you can do it, it should also include a statement that you are looking forward to discussing the application further.**
17. What is the alternative that is provided for responding to job advertisements and jobs found through networking?  
**It would be useful to use the “cold calling” approach.**
18. Define the term “cold calling” when applying for jobs.  
**It means contacting an organization or employer sourced through research or personal contact, and you initiate a discussion/interview about whether any jobs may be available.**
19. How should you use your networks to improve your chances of finding a job?  
**Your networks can help you with identifying the right person to contact in an organization.**
20. In summary, what advice is given about alternative and on-going job applications?  
**Be resilient, keep trying, use cold calling, and be patient.**