

MARKETING YOURSELF

Some general tips to get you started:

- ◆ **Have access to a computer** – you will need to search for information and to lodge on-line applications. You will also need an electronic copy of your resume and scanned electronic copies of any tickets, licenses or other qualifications that you have.
- ◆ **Research, research, research!** This is the main area where people fail. It is not enough to blindly send off dozens of resumes without tailoring your application and demonstrating that you know about the job and organisation to which you are applying.
- ◆ **Identify the necessary qualifications** (TAFE, apprenticeship, licenses or tickets) required and research relevant providers (many are listed within this guide and we also recommend you refer to the Yellow Pages under 'Training and Development').
- ◆ **Talk to as many people as you can** about your goals and work preferences; most organisations continue to employ people through word of mouth. Companies offer current employees a 'spotters fee' for any new employee who is subsequently hired as a result of their referral (this is called an Employee Referral Program). This means current employees are on the look out for people they think have the skills, experience and personal attributes to join the company. Because employees only get paid for successful candidates, they will only refer those they believe have a very good chance at getting a job. Therefore, be mindful of the way you conduct yourself around others and the more people who know you 'are on the market', the better your chances.
- ◆ **Register to receive 'Job Alerts'** from company websites and www.theresourcechannel.com.au. This means that every time a relevant vacancy is listed, you will be alerted by email.
- ◆ **Never say "I am willing to do anything"**. This is the quickest and easiest way of ensuring you **DON'T** get a look-in. Because of the volume of positions or candidates available, companies do not have the time to work out which position you may be suited to. Couple this with the fact that there are too many other variables to consider (will you work shift, what salary, can you do fly in, fly out etc) and it becomes far too difficult and cumbersome for the Recruiter to work out your next career move – **THIS IS YOUR JOB**. You need to identify what it is you want to do and tell the company what that is and what skills and experience you have for that job.
- ◆ **You are a product** – think of yourself as a product on the market. You need to consider what it is that an employer wants and then how to market yourself according to their requirements. The more you can demonstrate that you meet the requirements they have, the better your chances.
- ◆ **Refer to the section on Resume tips (below)** – the more readily your resume aligns with the requirements of the role, the better your chances at screening stage.
- ◆ **Talk to as many people as you can when on a job** – find out about the site and the equipment you are working on. This demonstrates interest and builds your knowledge about what work may next be available. Build your network of contacts.
- ◆ **Target like-type environments** – any roles where you are working on roster, working on shift, working in remote or country locations and demonstrating a mechanical aptitude will be highly beneficial.
- ◆ **Target the 'supplier'** – for many large mining organisations and for most offshore operations, it is not the 'operator' who employs the labour. In other words, employees are sourced and employed via a labour hire company.
- ◆ **Be mindful of how you conduct yourself** – 'word of mouth' is still one of the key ways people get a foot in the door. If you are not well regarded by those in the industry, it will make it very difficult for you to get that break or to continue working.

- ◆ **Think very carefully about your referees** – too often people will select referees without knowing exactly how well those people will or won't speak about them. Referees are generally asked to cite strengths and weaknesses and to provide examples - so the more these examples can align to what you have already provided, the stronger your application. Also consider that 'off the record' reference checks still occur – ie people may be contacted who are not specifically provided by you but who the recruiter knows you worked with or who previously managed you. Candidates can do well up until this point only to have their application not progressed further as a result of references from people that are trusted within the organisation.

RESUME TIPS

- Your resume is a sales document first and foremost and it must package the product - you - in the best possible way.
- One size does not fit all - it should be tailored to suit the specific requirements of the job you are applying for.
- It is designed to win you an interview, but it will not get you the job.
- On average, a Recruiter will spend only thirty seconds screening a resume. This is not a lot of time to get your point across.

DO:

- Make your resume **specific to the job and reasonably brief**, but not too short. In Australia 3-5 pages is acceptable. Any longer than this and you are simply waffling.
- Put your **contact details on the first page, front, top and centre!**
- **Write in the first person** - write "I was..." rather than "Bill was..."
- List your relevant details in **reverse chronological order** (ie current or most recent job first).
- **Include your achievements**, not just your responsibilities for the last three jobs, eg "hailed record tonnage for the period March to September" or "member of a team that won a safety award for achieving six months injury and incident free".
- **Consider what is the most important information to communicate to the Recruiter/Employer first** – is it the requirement for particular licenses, qualifications or tickets or more about relevant work experience? Once determined, structure your resume so that the most important information appears in order. If a company is recruiting for a truck driver, your interest in scuba diving and cooking should not be featured on the first page with your HR Truck License details on the second or third. Remember – this is a marketing document and you have very little time to communicate your alignment with the job requirements.
- **Re-structure and change your resume** for the different types of jobs you are applying for – one size does not fit all jobs! By taking the time, it will pay dividends.
- Put **personal details at the end of the resume** eg marital status or date of birth, but note that generally they are not relevant to the job and are not required.
- Send your resume in **Microsoft Word format** - it is probably the most universally accepted package.
- Invest time in ensuring there are **no spelling errors and that the formatting is consistent**. There is nothing worse than citing 'attention to detail' as a strength for example and then having spelling errors in your resume.
- Use **bullet points** and **white space** to assist in the presentation.
- Have scanned copies of your qualifications (tickets, licenses, trade etc) in case you are asked to include them with the application.

DON'T:

- Send **photographs**.
- Use **cartoons** or other graphics in your resume. A drawing does not look professional.

- **Use hard to read, non-standard fonts.** Keep it simple and use Arial or Times New Roman only. Fancy headings and fonts are distracting and sometimes cannot be read all that well.
- **Use colours.** A resume is a business document and whilst it needs a sales pitch, avoid gimmicks.
- **Leave gaps in your work history.** It is better to be honest if you 'rested' between jobs than for people to speculate.
- **Password protect your resume** - you need to make it as easy as possible to view it.
- **List every training course you have ever attended** - list only those relevant to the job. Cake decorating will not help your application for a Trade Assistant's role!
- **Include a cover page** – it is not necessary and often annoys the recruiter having to move past it to get to the important information.
- **List strengths or personal qualities!** – a shopping list of strengths/attributes such as “team player”, “outstanding people skills”, “hard working”, “safety conscious” etc add no weight to your application – the person recruiting for the role will decide if you are any or all of these things and the list is typically ignored. Anyone can provide a list of so-called strengths – you need to focus on providing specific examples under each role as achievements that demonstrate personal attributes. The strengths demonstrated by the examples provided above:
 - “Hauled record tonnage for the period March to September” (may represent being a hard worker, using initiative, able to work effectively for long periods).
 - “Member of a team that won a safety award for achieving six months injury and incident free” (demonstrates strong commitment to safety).
- **List your job responsibilities** – providing a brief overview of the core purpose of each position is ideal, but listing your job description for each job is not. The list may tell the Recruiter what your role encompassed, but doesn't necessarily tell us how well you did those things. Avoid providing huge lists of dot point responsibilities under each job. You should aim to provide a three line overview of the role, followed by a number of achievements for each position. That communicates to the recruiter, the purpose of your role and how well you performed in that role.
- **Apply for every position advertised** – be clear about the type of role you are seeking and work towards that. Be mindful that large organisations can see how many times you have applied and to which roles. If, for example, you have lodged applications for anything and everything, you can become tagged as a ‘serial applicant’ who really doesn't know what they are seeking. This works to your significant disadvantage! Also going in to a company's database (using your login) and then withdrawing from positions you have already applied to (and where you have not been successful) also looks poor. Best to leave the status as it is. By withdrawing from all positions you have applied for, it looks like you are incredibly indecisive – having applied and then deciding to withdraw.
- **Ask for feedback** – when you have not been successful in getting a role through application only. Recruiters are generally working with hundreds of candidates at a time and whilst they would like to assist people better understand their requirements, it is just not possible.

KEEP TRACK OF YOUR APPLICATIONS

When you are actively seeking a new opportunity, it is likely you will have applications out with everyone, everywhere!

It is critical that you keep track, particularly with those that tell you they retain your details for a particular period (normally three months).

It is recommended that you maintain a log of your applications – this can be done on an Excel spreadsheet, a Word document, written in a book, it doesn't matter. The key is to knowing where you have applied, when you applied and what you applied for. You also need to keep a note of any expression of interest you have lodged and when that might expire.

There is often a lag time between when you apply and when you may be contacted. Typically, the contact comes out of the blue via a phone call and nothing looks worse than someone who has to ask 'what did I apply for again?!' The candidate pool just got larger thanks to the current economic climate so you must be even more diligent about your job search and how you present.

Job search **IS** a job. You can't send off hundreds of applications and expect that to be enough. Think outside the box, network, and educate yourself on what is currently happening in the industry and what opportunities might present. Be mindful how you behave in social settings and online. For example, did you know that comment posts made on internet sites are not actually anonymous....and that if you were to make a derogatory comment against another person or an organisation, they can find out from the site you have posted on, who you are and take action? Whilst the current world of immediate communication has enormous benefit, you must use such forums responsibly. Employers are becoming very savvy in how they collect information about YOU, a potential employee. Just like you do your own homework - either online or in speaking with people - about a potential organisation, they are doing the same about potential candidates.