

# Employment Project

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## Overview of Project

For the Employment Project, you will research job advertisements and select a job in your target (sub)field. You will analyze the job ad and the company's website to determine their rhetorical situation and create several deliverables in response to them. You will complete all research and compose each deliverable individually.

Professional documents need to be tailored to a genre and a specific audience for a purpose. This tailoring requires careful analysis and critical thinking. A resume, for instance, should not be a contextless list of accomplishments; a resume should be carefully tailored for a specific position or a specific professional goal. Similarly, cover letters should be written to a specific company (audience) in order to achieve your specific purpose.

This project thus achieves two major purposes:

1. Providing you with immediately usable job application documents, and
2. Using familiar document types to demonstrate that understanding genre, audience, and purpose can help you write.

## Deliverables

You will create the following deliverables for the Employment Project:

- Field Overview
- Workplace Analysis
- Print Resume
- Cover Letter
- Professional Online Presence
- Reflective Memo

# Deliverables: Specifications

## Field Overview

To develop a sense of your chosen career field, you will develop an overview of key issues, resources, and stakeholders in your field. Your field overview must include:

- Details (working, clickable links; one or two sentence description of relevance for each) on 3 professional organizations in your field
- Details (working, clickable links; three to five sentence description of relevance for each) on 3 key issues in your field
- Details (working, clickable links; one or two sentence description of relevance for each) on 3 journals in your field (either trade or academic journals).
- Details (working, clickable links; one or two sentence description of relevance for each) on 3 key blogs in your field
- Details (working, clickable links; one sentence description of relevance for each) on 5 key stakeholders in your field who maintain active Twitter accounts (possibly organizational accounts)
- Details (working, clickable links; one or two sentence description of relevance for each) on 2 Facebook pages in your field
- Details (working, clickable links; one or two sentence description of relevance for each) on 1 upcoming local, regional, or national event in your field (e.g., trade shows, academic conferences, etc.)
- Details (links if applicable, 3-5 sentence description of relevance) on 2 writing genres common to your field. What would professionals in your field write?
- Details (links if applicable, 3-5 sentence description of relevance) on 1 presentation genre common to your field. How would professionals in your field present?

## Workplace Analysis

In 1-2 pages, you will analyze your chosen job advertisement and the company's website (including both content and visuals) to get an overall sense of the company's ethics, environment, employee demographic, and client/patient demographics. This analysis includes identifying keywords from the job ad and content about the company that will inform the other deliverables. Your analysis should include, at a minimum:

- A working link to the job ad (or copy/paste of the job ad)
- A list of minimum qualifications from the job ad and a list of your experiences/certifications/etc. that demonstrate how you meet those qualifications
- A list of preferred qualifications from the job ad and a list of your experiences/certifications/etc. that demonstrate how you meet those qualifications
- A list of keywords from the job ad which might be used to algorithmically sort your resume

- A quantitative and qualitative overview (2-4 paragraphs; bullet lists acceptable if appropriate) of the company, organization, or other entity offering the position, including but not limited to:
  - Number of employees
  - Location(s) of offices
  - Workplace environment
  - Apparent company priorities and values
  - Workplace organization (e.g., hierarchical? Bureaucratic? horizontal?)
- A brief qualitative description (1-2 paragraphs) of what you could offer this organization and why you would be a good fit

**Field Overview and Workplace Analysis are due 1/31/20 by midnight. Submit to Canvas.**

## Print Resume

You will develop a one-page resume (for an advanced applicant [e.g. a college graduate with work experience or an applicant with extensive relevant experience], the resume may be up to two pages). Your resume must reflect your current skill set and experiences. The content of the resume should reflect a close reading of the job ad and knowledge of the company as a whole. This “print” resume will be submitted online, but it should be composed with a word processor so printing is possible. Web-based resumes are appropriate for some circumstances but are prohibited for this assignment.

You **must** submit your resume as a PDF.

## Cover Letter

You will develop a one-page cover letter (for an advanced applicant [e.g. a college graduate with work experience or an applicant with extensive relevant experience], the cover letter may be up to two pages). The content of the cover letter should match the applicant’s credentials to the job ad.

Many contemporary job application portals don’t require you to submit a cover letter. However, it remains useful to have a draft of one just in case. For example, Kentucky Geological Survey director William Haneberg describes a well-written cover letter as “priceless.” In reflecting on his hiring practices, Haneberg said that the cover letter is “an applicant’s chance to convince me that he or she could be articulate, persuasive, and truly interested in the company in the 30 seconds or so I had to read it before putting it in the “yes” or “no” stack.” If you have the chance to send a cover letter, send one. And if you send one, make it a good one.

Your cover letter should include these elements:

- Introductory paragraph that expresses interest in being considered this particular job
- Middle paragraph(s) that highlight the applicant’s best and most relevant credentials for this job in more detail than the resume

- Concluding paragraph that indicates interest in being contacted for an interview
- Sign-off with formal closing and signature

You **must** submit your cover letter as a PDF.

## Professional Online Presence

You will develop a Professional Online Presence, which can take a number of forms, such as a:

- LinkedIn profile,
- Departmental webpage,
- Professional website, or
- Researchgate profile, etc.

It is up to you to decide what specific deliverable you would like to create for your Professional Online Presence. The goal is simply to have *something* professional that will show up if someone does an online search for you.

As you consider what kind of presence to create, you can take a number of factors into account, including whether you already have something made; you do **not** have to create anything new for this assignment if it makes sense not to. Here are some other considerations offered by William Haneberg, the Director of the Kentucky Geological Survey:

“LinkedIn is tricky because, unless you go into anonymous mode, people know you've looked at their LinkedIn profile. If I'm screening resumes, I don't necessarily want an applicant to know that I've looked at his or her profile...and I especially do NOT want job applicants knowing that I've looked at their profile and then asking to connect with me at that stage. That's awkward and why put the person who might hire you in an awkward situation? So, if I saw that an applicant had a LinkedIn profile it would be a plus (so applicants should have one) but I would probably not look at it. However, I would definitely look at an applicant's web page on a university server or, even better, a professional looking web site that the applicant set up himself or herself. That shows initiative and marketing savvy, both of which are critical in business. Conversely, I saw it as a big negative if an applicant did not have some kind of professional web presence.”

You **must** submit your professional online presence as a link to the deliverable you've created.

## Reflective Memo

When you submit your resume, cover letter, and professional online presence, you will also submit a 2-page, single-spaced Reflective Memo that describes your writing process and rhetoric decision-making throughout this project. This memo is recorded in the Class Preparedness portion of your final grade.

Draft this memo near the completion of the other deliverables. Use the following questions to guide the analysis:

- Was your research beneficial? How so?
- How are the resume and cover letter targeted for the position to which you're applying?
- Which was the most challenging deliverable to produce and why? Briefly describe and explain one of the significant revisions you made to this document after your initial draft.
- What is the persona you are trying to display via your professional online presence, and how are you projecting it?
- Did peer feedback help you improve your work? Did responding to the work of others help you improve your own work?
- How well did you plan your work on this project? What might you have done differently?

**Resume, Cover Letter, Professional Online Presence, and Reflective Memo are due Sun. 2/09 by midnight. Submit to Canvas. Place link to online presence in comment box.**