

# PROMOTING ONESELF IN A JOB INTERVIEW

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# PROMOTING ONESELF IN A JOB INTERVIEW

(Business English for University Students)

Editor

Prof. Dra. Diah Kristina, M.A., Ph.D

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# PREFACE

We thank God that finally the book entitled “Promoting Oneself in A Job Interview (Business English for University Students” is completed and safely reaches the audience. This book is intended for those seeking guidelines to take part in a job interview. This book is written to help students in preparing for a job. It would be highly beneficial for you to read the book "Promoting Oneself in A Job Interview" as it is going to enable you to learn how to prepare carefully to avoid mistakes and make sure that you will make a good impression on interviewers. With this book, you will learn about promoting discourse, applying for a job, reading and understanding job offers, writing personal profiles, making personal video profiles, writing curriculum vitae, writing a cover letter, preparing job interviews, doing job interviews for role play, and grooming for a job interview. We do hope that this book will be of fruitful assistance with positive impacts.

Surakarta, January 2022

Author

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# CHAPTER 1 PROMOTION DISCOURSE



Have you ever heard about promotion?

In running a business, having a good promotion is important to persuade the customers to buy our product. Then, what does make the promotion convincing to the customers? This chapter tells more about this subject.



## THE CONCEPTS OF PROMOTION

When doing business or trading both goods and services, the thing that needs to be considered is promotion. What is the nature of promotion? The word promotion derives from the English word “promote”, which means to encourage. According to Philip Kotler (1999), The coordination of all seller-initiated efforts to establish channels of information and persuasion to aid the sale of a product or service or the acceptance of a concept can be defined as promotion.

If this understanding is related to the business field, promotion means a tool to increase sales turnover. As a result, promotion can be defined as an attempt or communication instrument used to present a product from a specific firm to the general public in order to attract buyers and improve corporate sales. Promotional activities serve not only as a means of communication between businesses and consumers but also as a means of persuading consumers to engage in purchasing goods or using services in accordance with their desires and needs. Promotional purposes include raising awareness, encouraging people to try items, providing information, retaining loyal consumers, increasing product usage, identifying future customers, and even teaching clients about potential services. How important is a promotion for a business? Of course, it is very important because this is the process of a business to get clients or customers. Without promotion, a business will certainly not run. The importance of promotion in business is absolute. If you do not promote potential buyers or clients, of course, you will not know the business or business that is being run and will not know the products being sold. Therefore, promotion is very important for every business, whether small or large. The promotion of a product can impact the results of a sale and the activities of a business.

It is necessary to choose the right promotion strategy. This is due to the fact that not all advertising tactics are appropriate for every product. Of course, if a mistake is made when selecting a promotion approach, money will be wasted. The company might use a variety of promotional methods. The promotion mix is the term for this type of promotional activity. "Promotional mix" is defined by Lamb, Hair, and McDaniel (2001:147) as "a combination of promotional instruments, including advertising, public relations, and sales promotions, that are used to reach target markets and achieve overall organizational goals." Promotion-Mix is



made up of five key components as seen in the figures below.



Picture 1.1. Key components of the promotional mix (Lamb et al, 2001:147)

## Advertising

Advertising is used to provide information to consumers on the products to be offered, a company can use a promotional strategy. Advertising is one of them. Companies frequently utilize advertising as a promotional technique to enlighten, persuade, and engage potential clients. Promotional advertising can indeed be done in a variety of ways, including:

1. Installation of billboards on roads, places, or strategic locations.



Picture 1.1. Billboards Installation

Source: media group billboards.com

2. Printing of brochures to be posted or distributed in every branch, shopping center, or in various strategic places.



Picture 1.2. Brochure

Source: Informa.com

3. Placing banners on roads, strategic places, or locations



Picture 1.3. Banner

Source: Sinergi Media Advertising

4. Advertise in newspapers, magazines, tabloids, books, and other print media.



Picture 1.4. Advertisement in Newspaper

Source: Bukubiruku

5. Advertising on television, radio, the internet, cinema, and other forms of electronic media.



Picture 1.5. Advertisement in Television

Source: Owntalk

6. Sponsorship, companies that are interested in sponsoring a particular website will place the company name on the site and be seen by millions of visitors to the site.



Picture 1.6. Advertisement in Stadium

Source: Law school policy review

7. Pop-up ads, a type of advertisement that appears suddenly when internet users access web pages.



Picture 1.7. Pop up advertisement

Source: medium.com

8. Interstitial, a type of advertisement that appears when internet users download web content.



Picture 1.8. Interstitial Advertisement

Source: Monetizepros

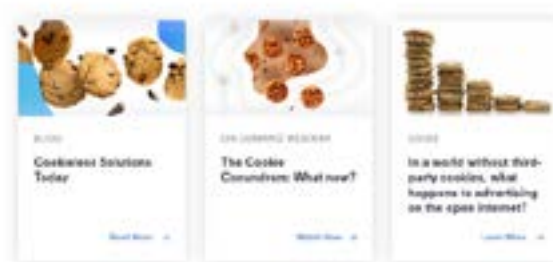
9. Webcasting, an advertising model in the form of messages that are automatically attached to websites with specific content, for example,



Picture 1.1.9. Webcasting advertisement

Source: Zara.com

10. Links, web facilities that connect a site to other sites.



Picture 1.1.10. Links advertisement

Source: Quantcast

11. Paid Search, a promotion method that involves collaboration between search service providers (Google, Yahoo, MSN) and companies interested in placing their ads there.



Picture 1.11. Paid search advertisement

Source: Daily social

12. Content advertising, the type of advertisement placed on sites with similar fields, for example, airfare advertisements displayed on travel sites.



Picture 1.12. Content advertising

Source: TripAdvisor



13. Rich Media, an advertisement display that is packaged in the form of video, audio, and animation, such as YouTube.



Picture 1.13. Rich media advertisement

Source: Youtube.com

14. Business blog, a website service (usually free) that is used to promote specifically in certain communities.

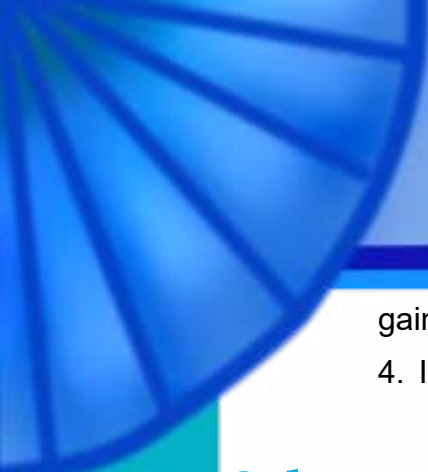


Picture 1.14. Content advertising

Source: Tiket.com

## What is the purpose of using advertising as a promotional medium?

1. For notifications about everything related to products owned by a company, such as new product launches, advantages, and benefits of a product, or other information
2. To remind customers about the existence or superiority of the products offered.
3. For the attention and interest of new customers in the hope of



gaining attraction from potential customers.

4. Influencing rival customers to switch to the product of the advertiser.

## Sales Promotion

A sales promotion is a series of varied incentive suggestions, most of which are relatively brief, aimed to urge a customer to buy a product or service faster and/or more frequently. In business, this business will be very good if sales promotions are carried out to increase purchases of products offered to consumers. In this case, the company can make sales promotions at the time of the soft opening and grand opening. The Internet is changing the way customers perceive promotional offers. Customers can be actively involved in determining the price to be paid. In the past, marketers used to inform product sales promotions through one direction only, for example through discount coupons in newspapers or tabloids, now customers can choose and determine the discount prices they want to get by opening the website directly and looking for the price information they want.

## CHAPTER 2

## PROMOTION USING MEDIA



What do you see in the picture above?

Of course you have ever seen the promotion using the different medias. For instance, you see the advertisement of an e-commerce in your phone. Then, you see it again on a TV. It shows that the company seems to use the different medias to advertise its product or service. This chapter leads you to know more about this topic.



## What is the distinction between advertising and sales promotion?



Advertising provides a compelling cause to purchase anything meanwhile sales promotions offer an incentive to buy. The main consumer sales promotion tools include the following:

- |                              |                      |
|------------------------------|----------------------|
| a. Sample                    | f. Frequency program |
| b. Coupon                    | g. Prizes            |
| c. Cash refund offer         | h. Patronage award   |
| d. Price reduction agreement | i. Free trial        |
| e. Premium (gift)            | j. Product warranty  |

## Public relations



Public relations are another marketing tip. A company must engage productively with a vast pool of public interests in addition to its buyers, distributors, and retailers. Public relations plays a critical function in raising community brand awareness. Marketing public relations is used to present a company to the

general public, particularly when competing with other businesses in the same area. According to Thomas L. Harris (2006) the emergence and development of Marketing Public Relations (MPR) can now be seen from the existing phenomena, namely:

1. Public relations has grown into a large and profitable industry.
2. MPR is the largest and fastest-growing component of an industry that is rapidly expanding.
3. Companies have increased their expenditures and pay scales in response to the growing relevance of marketing public relations.
4. The marketing and business media are becoming more interested in public relations.
5. There is a growing interest in public relations among academics.

## The role of public relations

### a. Publications

Publications are organizing publications or disseminating information through various media about the activities or activities of companies or organizations that deserve to be known by the public. After that, it generates publicity to get a wider positive response from the public.

Example:



Picture 2.1 Example of Go-Jek publication

Source: twitter.com

Source: Instagram gojekIndonesia

In the implementation of publicity, PT. Go-Jek uses social media as the main publication medium. This is an implication of the use of PT. Go-Jek towards the internet and smartphones. New media and social media used include Twitter,

## b. Event

An event is designing a particular event or better known as a special event that is selected in a certain period, place, and object with a special nature to influence public opinion.



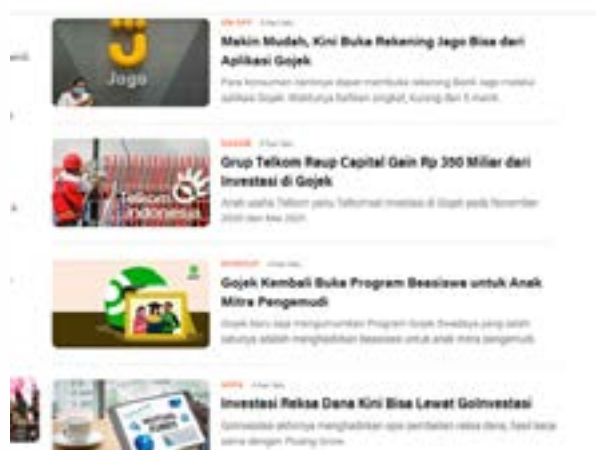
Picture 2.2. Example of jGo-Jek event

Source: [www.gojek.com](http://www.gojek.com)

In order to support large events, PT. Go-Jek Indonesia can introduce its company and serve as a point of promotion so that people are more aware of activity in Yogyakarta to bring together young technocrats from all over the country to change Indonesia starting small, starting with yourself, and starting now. The event will take the form of a tournament hosted by Go Video.com.

## c. News

Attempts to create news through press releases, newsletters and bulletins, and others. Public Relations Officer (PRO), like it or not, must have the ability to write, because most of his duties are for writing (PR writing), especially in creating publicity.



Picture 2.3. The example of news

Source: <https://blog.gojek.io/tag/news/>

The news that is usually made by Go-Jek is news about the cooperation between Go-Jek and other companies, which is published through Go-Jek's website or other mass media.

#### d. Community involvement

Holding social contacts with particular community groups in order to preserve positive relations (community relations and human relations) with the organizations or institutions they represent is known as community involvement.



Picture 2.4. Go-Jek

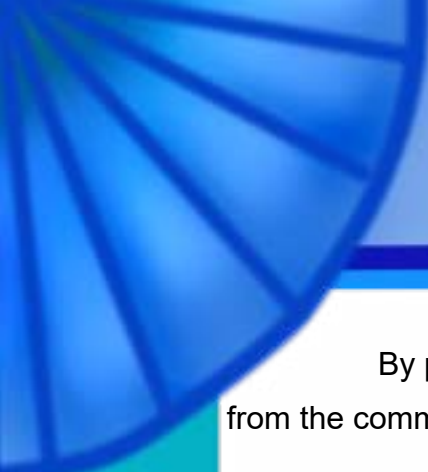
Source: [www.gojek.com](http://www.gojek.com)

PT. Go-Jek Indonesia works with a variety of communities and welcomes new ones to join, such as motorcycle taxi drivers who want to become Go-Jek partners or SMEs (small and medium enterprises) or food outlets who want to join one of the features of Go-Jek. namely GO-FOOD.

#### e. Inform or image

Inform or image, which is to explain the audience something or draw attention to something in the hopes of receiving a positive response from the process of trying nothing to become something. Those who do not know become like when they learn, and something is expected to emerge, notably in the form of an image.





By providing what people need, Go-Jek hopes to get a positive image from the community.

#### f. Lobbying and negotiation

Lobbying and negotiation is the ability to lobby and negotiate that are indispensable for a Public Relations Officer (PRO) so that all planned, ideas, or activities of an institution or organization before being introduced to the community need an approach to reach an agreement (deal) or obtain support from individuals and institutions that influence, therefore a win-win solution arises.

Example:

Go-Jek also carried out a lobbying and negotiation process for motorcycle taxi drivers to get them to be more organized under the auspices of Go-Jek.

#### g. Social Responsibility

Social Responsibility is an aspect of a company's social responsibility and does not only think about material benefits for the institution or organization and the figures it represents but also a concern for the community to achieve success in gaining sympathy or empathy from its audiences (Ruslan, 2013).

Example:

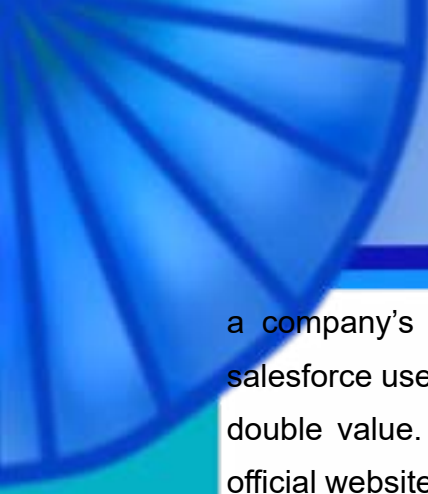
During the bombing in Sarinah, Go-Jek also helped by evacuating people to safer places for free.

### Personal selling

Personal selling is when a seller and a potential customer communicate directly with one another. Direct communication with customers is targeted specifically to get an immediate response. Personal selling is normally done in person, although it can also be done over the phone. Face-to-face selling allows salespeople to tailor the company's marketing mix to each potential customer. But this individualized attention costs money, while face-to-face selling is thought to be very expensive. Often this effort must be combined with mass selling and sales promotion.

When the internet is used in connection with personal selling,





a company's sales and market share can increase. In addition to reducing salesforce users, personal selling via the internet is considered effective and has double value. Personal selling on the internet is packaged on the company's official website, showing all products and pricing details. Customers who visit the website can easily get information and are interested in buying. Personal selling strategy on the internet is very efficient compared to door to door. The key is that marketers must respond to potential customer inquiries as quickly as possible so as not to turn to competitors. When customers are satisfied with the ease of choosing and buying a product, they will spread this service to others. In other words, customers are also part of the marketer indirectly.

## Direct Marketing

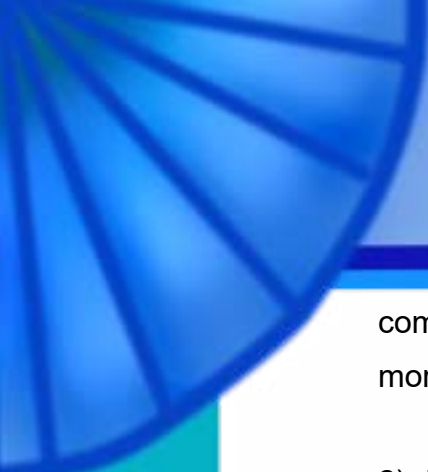
Direct marketing is an interactive marketing method that use one or more advertising mediums to elicit a quantified reaction and/or transaction at any time and in any location. Promotional communications are directed directly to individual customers in direct marketing, with the goal that these messages are responded to by the consumers concerned, either by phone, mail, or by visiting the marketer's location..

## Factors Affecting Promotion Mix

In the implementation of promotional activities, management cannot be separated from the various factors that influence it in determining the best combination of promotional mix variables. According to J. Stanton (1993), the factors that influence the implementation of the promotion are:

### 1) Funding accessibility

The amount of money available for advertising is the ultimate determinant of the mix, regardless of what the most desirable promotional mix maybe. A company with a lot of money can advertise far more successfully than a company with limited financial resources. Personal selling, dealer displays, and combined manufacturer retailer marketing are likely to be used by small or financially weak businesses. A company with sufficient funds can create a program advertising more effectively than companies with resources limited funds. And for small



companies or those whose finances are weak will control advertising more than use personal selling.

## 2) The nature of the market

Some of the characteristics of the market that affect this promotional mix include:

### a) Geographical area of the market

A company that has a local market may have only used personal selling, but companies that have a national market do not have to use advertising.

### b) Type of customer

The promotion strategy carried out by the company is also affected by the type of target the company wants to achieve, industrial household or intermediary customers. Where promotional programs are directed at retailers, of course, will show more personal selling than in consumer-directed (end-user) programs.

### c) Market concentration

The corporation just needs to evaluate the total number of possible buyers, with fewer potential buyers making personal selling more effective than advertising.

## 3) Product nature

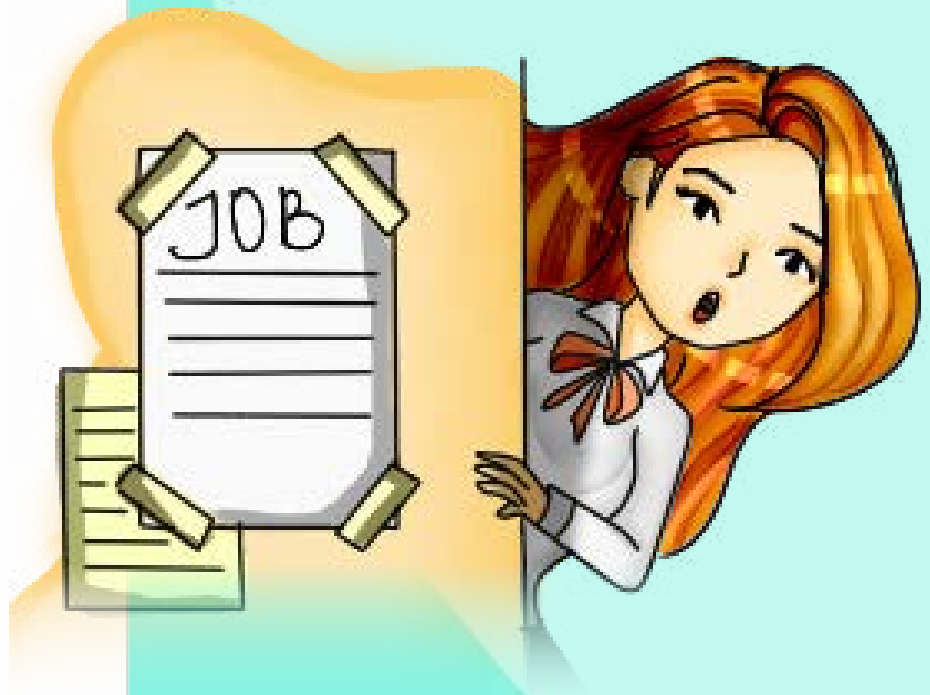
The nature of this product will affect the company's strategy. Are products in the form of consumer goods or industrial goods.

## 4) Stages in the product life cycle

The product life cycle includes the introduction, growth, maturity, and decline stages. Which of each of these stages has a different character from one another, so the promotion strategy carried out for each stage is different.

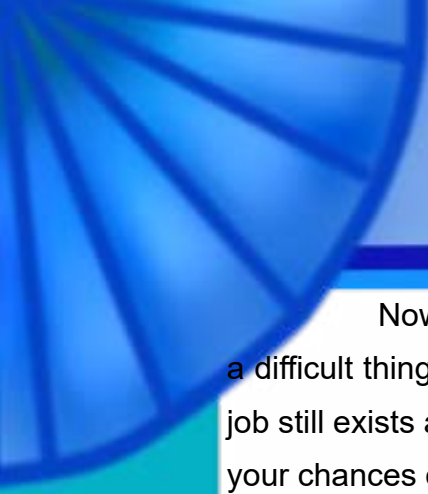
## CHAPTER 3

# APPLYING FOR A JOB



Looking for a job is important, but now it is little bit hard to find a job. Sometimes, a Candidate does not carefully read the requirements. Therefore, he/she is not accepted when applying a job. Then how to get accepted when applying a job? Let's find out.



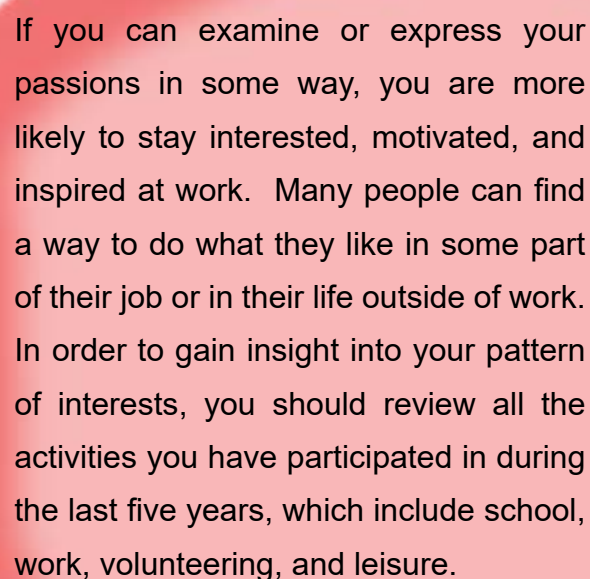


Nowadays, finding a job is not an easy thing. Additionally, it is not such a difficult thing because the information is so readily accessible today. Getting a job still exists as long as you know how to apply for it in the right way to increase your chances of getting accepted. Although the current work environment is very competitive, if you possess the skills and competencies needed today, you will be able to find employment easily. The key to success in finding a job is preparation. Then how can you easily get the job you dream of? Here is the strategy that can speed you up to get a job.

## Self Assessment

Knowing yourself is essential for determining a career path. When choosing a career path, planning your career, and starting your job search, self-assessment is the first and most important step. You can market yourself confidently and knowledgeable when you use thoughtful self-assessment to identify opportunities that fit your goals. You should consider your interests, skills, and values when selecting a career, but before you do, you should identify what they are. Below is a brief description of the various components of self-assessment.

### INTEREST



If you can examine or express your passions in some way, you are more likely to stay interested, motivated, and inspired at work. Many people can find a way to do what they like in some part of their job or in their life outside of work. In order to gain insight into your pattern of interests, you should review all the activities you have participated in during the last five years, which include school, work, volunteering, and leisure.



## SKILLS

Finding out what skills you have to offer can help you to identify particular industries or organizations where your strengths can be an asset. How you feel when using these skills is also important. If you enjoy work that requires certain skills, then look for opportunities to use them, even if you have to develop those skills over time. Consider everything you have accomplished or achieved that you are immensely proud of. These can come from any aspect of your life and do not have to be academic achievements. What abilities did you employ to achieve your goal? Which abilities did you find the most enjoyable to use?

## ACHIEVEMENT

An excellent way to identify your strengths is to consider your achievements. Achievements are occasions where you recognized a problem or a situation, that could have been improved, and you acted on it. Achievements illustrate your abilities and skills, and are indicative of your potential for taking initiative and solving problems. To help you identify these, think of things you are proud of.



## VALUES

Every moment you select thing over another, you are making a valuable decision, whether you recognize it or not. It can be quite tough to make a decision when you are faced with two contradictory values that are absolutely crucial to you (e.g., career values may conflict with family and friendship values). You can, however, make these decisions more effectively if you have some idea of what your most important values are and the priority that you give to each. You will be satisfied with the decisions you make, notably job considerations if you can bring your activities more in line with organizational goals. Many people find that the most satisfying and meaningful work is highly compatible with their values.

## PERSONALITY

Many variables influence your personality, including your family, culture, experiences, and surroundings. Some of your personality's essential qualities are also inherited. Whatever your personality's origins, it is a significant aspect of your identity that might influence how fulfilled or happy you are in specific jobs or fields. The more you know about yourself and how you operate in the world, the more likely you are to locate employment or occupations that are a suitable fit for you.



## THE FAMILY AND CULTURE

Every day, a multitude of external circumstances impact your decisions, and choosing a profession or career sector is no exception. For better or worse, your family and cultural upbringing can impact the type of career or work that you decide to pursue. They also tend to shape the personal values that can serve as an important reference point when weighing your career options. Your awareness of these influences will help you make more informed, thoughtful decisions as you consider your career options

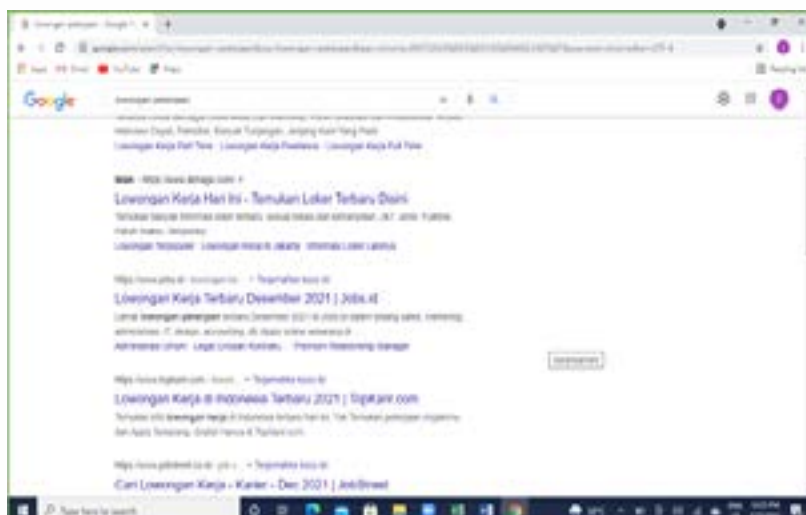
## Looking for job vacancies according to your interests and skills

Job vacancies are really needed by job seekers to finance their daily lives. Looking for job vacancies that match your interests or hobbies is a must so if you are accepted for a job, you will not be burdened when you run it. Interests or hobbies that are in accordance with the work to be involved in will usually help workers to be more productive in producing something. The quality produced is better than those whose work does not match their interests.

Some people do not know where to apply for a job. Even though there are many companies that open job vacancies, many people do not know that the job vacancies are open. This is due to the lack of information obtained regarding open job vacancies. Before sending a job application, make sure you have the qualifications as requested, you do have the competence for the position being offered. In this chapter, the author will provide suggestions on several ways to obtain job vacancy information.

### A. Google Job Vacancy Site

Through online-based job search, we can find various sites that provide job vacancies. In these job vacancies, usually, companies that open vacancies provide information about requirements, positions, job placements and some even attach salary information. The advantage of a site that provides job vacancies is we no longer need to print a diploma, curriculum vitae, or other complementary documents. You are only directed to fill in your personal data and upload some of the required documents and some additional documents. In addition, you can also search for job vacancies quickly according to the desired position and skills. There are various sites that you can visit, such as jobs.id, karir.com, jobindo.com, and several other online sites. The following is an example of looking for job vacancies on the internet.



Picture 3.1. Google Job Vacancy Site

Source: google.com

There are lots of information about job vacancies on the internet. You can search for job vacancies by category, by posting date, by type of job and you can also directly write the desired company name in the search field.

### B. Through Social Media Online

You can get job vacancies information on social media such as on Instagram, LinkedIn, Facebook, or Twitter. You only need



to join a page or join a group that provides job vacancies. The page or group will contain about job vacancies, whether it is job vacancies from companies or mini store.



Picture 3.2. Example of job vacancies on Twitter

Source: twitter.com



Picture 3.3. Example of job vacancies on Instagram

Source: instagram.com

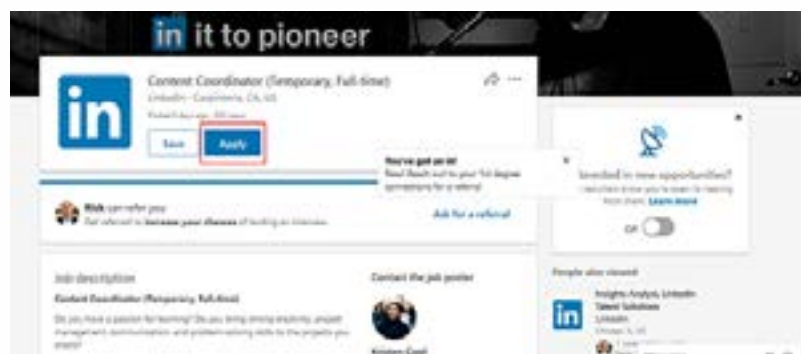
# How to Find a Job on LinkedIn?

LinkedIn is a platform that can make it easier for you to find relevant job vacancies that match your skills and qualifications. You can find a job on LinkedIn via the search field at the top of the main page. You can also adjust your work location, type of industry, and type of work according to your interests. Here are the details on how to find a job on LinkedIn quoted from the official LinkedIn page:

- At the top of the LinkedIn homepage, click the 'Jobs' icon.
- Enter a keyword or company name in the 'Search jobs' field.
- After editing your profile, you can also choose from LinkedIn's suggested employment roles based on your qualifications.
- Enter your desired job location in the Search location field and click Search.
- Use the filter option at the top of the search results page to filter the results according to your preferences
- You will get many job vacancies according to your preferences and qualifications that suit your needs.
- 

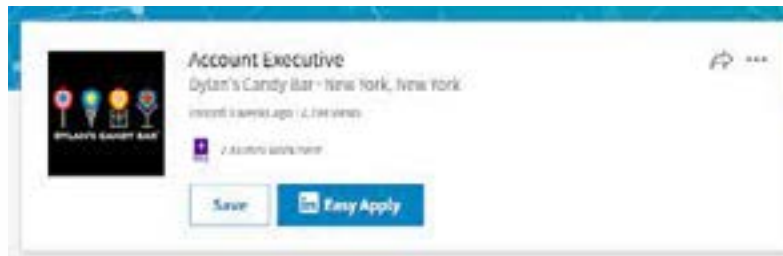
## How to Apply for a Job on LinkedIn?

After finding a job on LinkedIn, this part will explain how to apply for a job via LinkedIn. You will get an 'Easy Apply' or 'Apply' button. Through 'Easy Apply', you can apply for a job directly via LinkedIn. Meanwhile, through 'Apply', you will be directed to the company's website or a third party to apply for jobs outside the LinkedIn website.



3.4. Apply Button in LinkedIn

Source: LinkedIn.com



### 3.5. Easy Apply Button in LinkedIn

Source: LinkedIn.com

In more detail, here's how to apply for a job via LinkedIn via the 'Easy Apply' feature:

- Click on a job position to view details.
- Click the Easy Apply/Apply Now button at the top.
- Enter the required information in the popup screen. Click Review to review the application.
- Click Submit application

After you apply for a job via LinkedIn, the person who posted the job vacancy will be able to see your cover letter. When you apply via the 'Easy Apply' feature, you will get updates and notifications telling you whether the person who uploaded the job has seen and downloaded the resume you included in your application. After that, the next process will depend on the company that opens the job vacancy.

## Attending Job fairs

Job fairs are usually held by the government or campus in opening job applications whereas in the job fair there are several companies that open booths for job applications. You can select the job vacancies according to what you want or are interested in. In addition, you can also interact directly with one of the employees who are at the booth where you register. If interested, you will usually be asked to save your CV and other supporting documents. So, before going to a job fair, first prepare all the documents related to job vacancies.





Picture 3.6. Example of job fair poster


Source: jobforcareer.com

## Updating Yourself with Current Skills

In certain jobs, the importance of soft skills may exceed that of hard skills. Soft skills that must be possessed by every applicant are good communication or interpersonal skills, social and emotional intelligence. Do you know what current skills you need to hone and master? One of them is mastery of technology and the world of digital marketing. Skills such as graphic design, photo, and video editing, writing, social media, digital marketing, blogging are skills that are needed today. When you have the additional skills above, all of that will be a plus for you.

You have to use your abilities, passions, and accomplishments to their full potential. You can take some time to consider your abilities. It is possible that you are overlooking them or underestimating their importance. Even talents that we take for granted on a daily basis might be quite useful in the workplace. Are you computer literate or skilled in programs such as Microsoft Word, Powerpoint, or Excel, for example? In your resume, state as much.

Many abilities you have acquired through your education or previous work experience can be valuable, even if they do not appear to be directly relevant to the position you are applying for. Do you have any prior public speaking experience? Do you know how to read Spanish? Did your previous sales position



demand you to work as part of a team? These are all skills that could be useful in the job market.

#### 4. Making an attractive CV

Nowadays, it is more difficult than ever to find a great job great work. It might be hard to grab people's attention and get that initial interview when there are dozens, if not hundreds, of applications for each post. Your resume highlights your work history and is frequently an employer's initial impression of you. Recruiters only glance at resumes for a few seconds on average, so it is critical to utilize a structure that makes key information evident right away. A decent resume can help you get an interview, but even slight mistakes can eliminate you from consideration. Have you ever wondered how you could increase your odds? It may take some time for the results to appear, but there are specific formatting techniques you may employ to make your resume more competitive.

##### a. Tailor the resume to the job.

People make a significant mistake when it comes to resumes: they do not personalize them to the job. Employers look for indicators in the formatting of the document itself that you comprehend what the position entails. For most professional jobs, for example, you should write a basic resume. Universities, labs, and other academic employers will search for an academic resume in a specific format.

##### b. Divide your resume into subsections.

Resumes have an expected order. You have to know this order and follow it, reassuring an employer that you are competent and are aware of basic communication practices. Usually, the order of a resume is as follows: header and personal information, education and qualifications, work experience, interests and goals, other skills, and references.

##### c. Prioritize key information.

How to prioritize depends in part on what sort of job you are applying for. Usually, you will give the most space to your related work experience, then to qualifications. Employers look very closely at these two categories. For example, if you are applying for a job as an accountant, you will want to highlight your education and bachelor's degree in accountancy. In your experience and qualifications sections,

focus on your year-long internship with a tax firm and the fact that you have passed the professional certification exam.

### **How to make a great resume?**

Present a complete, detailed, honest and interesting technical presentation. Include portfolio, proof of certificate if needed. Do not include unimportant things that have nothing to do with the field of work you are applying for, unless it is a soft skill that you have, include it to add to the plus value you have.

## **The things that should do after getting the job vacancy**

1. Do some research about the company you are applying for

Before applying for an existing vacancy, do not forget to do some company research. What's more, recruiters are usually more interested in candidates who have a "relationship" with the company. In this relationship for example you have been in the same industry, you study with a major related to the company's business model. In addition, you can also assess the suitability of their vision, mission, and work culture. Do you think all of that is in line with your goals and working principles? The research process can also ensure that you avoid fraudulent job vacancies.

2. Create a friendly ATS CV



Picture 3.7. Applicant Tracking System (ATS)

Source: Almultiple.com

Companies that search for candidates online usually use an applicant tracking system (ATS). ATS is software that functions to

sort out candidate CV's. Therefore, you must create an ATS-friendly CV. That way, this application can assess you well until you are finally called for an interview. The characteristics of the CV that ATS "likes" are:

- The format is PDF.
- Containing the right keywords, for example, recruiters are looking for candidates who can use Google Forms, you write Google Forms in your CV.
- Lacking pictures, graphs, or tables.
- Using great design
- Using simple bullet points.



#### Contoh CV ATS Friendly



#### Contoh CV tidak ATS Friendly



Picture 3.8. Example of CV

Source: Almultiple.com

## CHAPTER 4

# READING AND UNDERSTANDING JOB OFFER

**JOB OFFER?**



The last step in the hiring process is receiving a job offer. Have you ever received a job offer letter? If you have, congrats! You have the opportunity, but do you know what a job offer is?



After having an interview with HRD (Human Resource Division), a candidate will receive a job offer if the company considers he or she can be in a certain position. Usually, the HRD sends a job offer through e-mail or telephone. Thus, the job offer is an invitation to work in a company. It includes some details such as job title, starting date, potential benefits, salary, and working hours. When receiving a job offer, a candidate can accept, reject or negotiate it with HRD. That is why reading and understanding the job offer before accepting it is so important for a candidate. The wrong decision would make a candidate loses the chance or regret accepting it. Please take a look at the picture below.



Picture 4.1. Job offer letter structure.

Source: <https://www.thebalancecareers.com/job-offer-letter-2061695>

## Job title

The job title in a job offer letter is the position and the company where the candidate has applied for the job vacancy. In this part, the candidates will know what position they get accepted. Remember that the position may not be the same as what they have applied for before. By reading this part, the candidates can consider whether they want to accept the position or not. That is why it is important to read a job offer letter from the beginning since the position can be changed during the hiring process.



## Job description

In the job offer letter, the company explains how the candidates will be working on the position. This part includes when they can start working and also its working hours. When reading the job description, the candidates have to consider whether they can work with the demand or not.

## Salary

The company also puts the amount of the salary that the candidates will earn when accepting this position and how the salary will be paid to them. The candidates should consider whether the salary is worthy or not before accepting it.

## Benefits information

Besides considering the salary and the job description, the candidates should consider the benefits checkup given by the company. Mostly, the new candidates such as fresh graduates overlook benefits. This part illustrates what facilities will be given by the company to the candidates when accepting the job offer. The facilities can be medical coverage, overtime pay, sick time, and insurance.

## Acknowledgement of offer

Receiving a job offer is not the end of the hiring process. The candidates have to answer the company if they accept the job offer or decline it. Commonly, the company asks the candidates to attach the documents to fulfill the administration. By completing the documents, the candidates are accepted to be an employee of a company.

If the candidates feel that these offers need to be discussed more, it is okay to negotiate with the HRD. The director of the Society for Human Resource Management HRD Knowledge Center, Amber Clayton, said that negotiating the job offer does not hurt the HRD. Negotiating the job offer is not only about negotiating the salary but also discussing the things that make the candidates feel comfortable working in a company. Before negotiating, the candidates should

know what is fixed and what can be negotiated. Many things can be discussed with the HRD before accepting the job offer, such as:

### The starting date



If the candidate wants to negotiate the starting date, he or she must know the strong reason why they should change it. For instance, the candidates have a medical checkup routine or they need more time to move if they should work out of town. The candidate can reschedule their starting date for that reason.

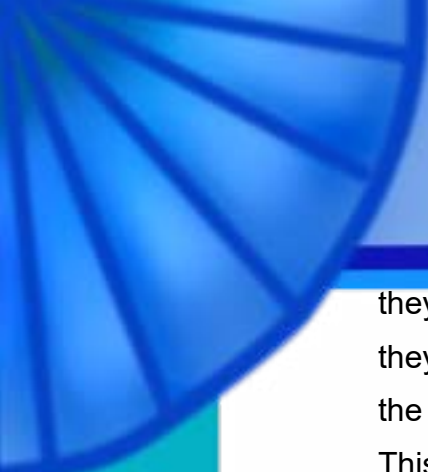
When the candidates negotiate the job offer, they should avoid the negative sentence. Instead of saying “I cannot start working on that day”, they can use the positive sentence and say “It would be better if I start working on this day since I have the schedule to do a medical”.

### Working hours



Second, working hours can also be negotiated. By accepting the working time, the candidates should consider whether





they are okay with the schedule or not. As an example, the position they accepted asks them to start at 6.00 am, but they do not have the transportation to get there or the working time is during rush hour. This can be negotiated to avoid problems that may arise if the working hours don't change.

The thing that should be borne by the candidates is they have to emphasize that the change will still benefit the company. For instance, by changing the working hours, the candidates can maximize their performance at work.

## The job title

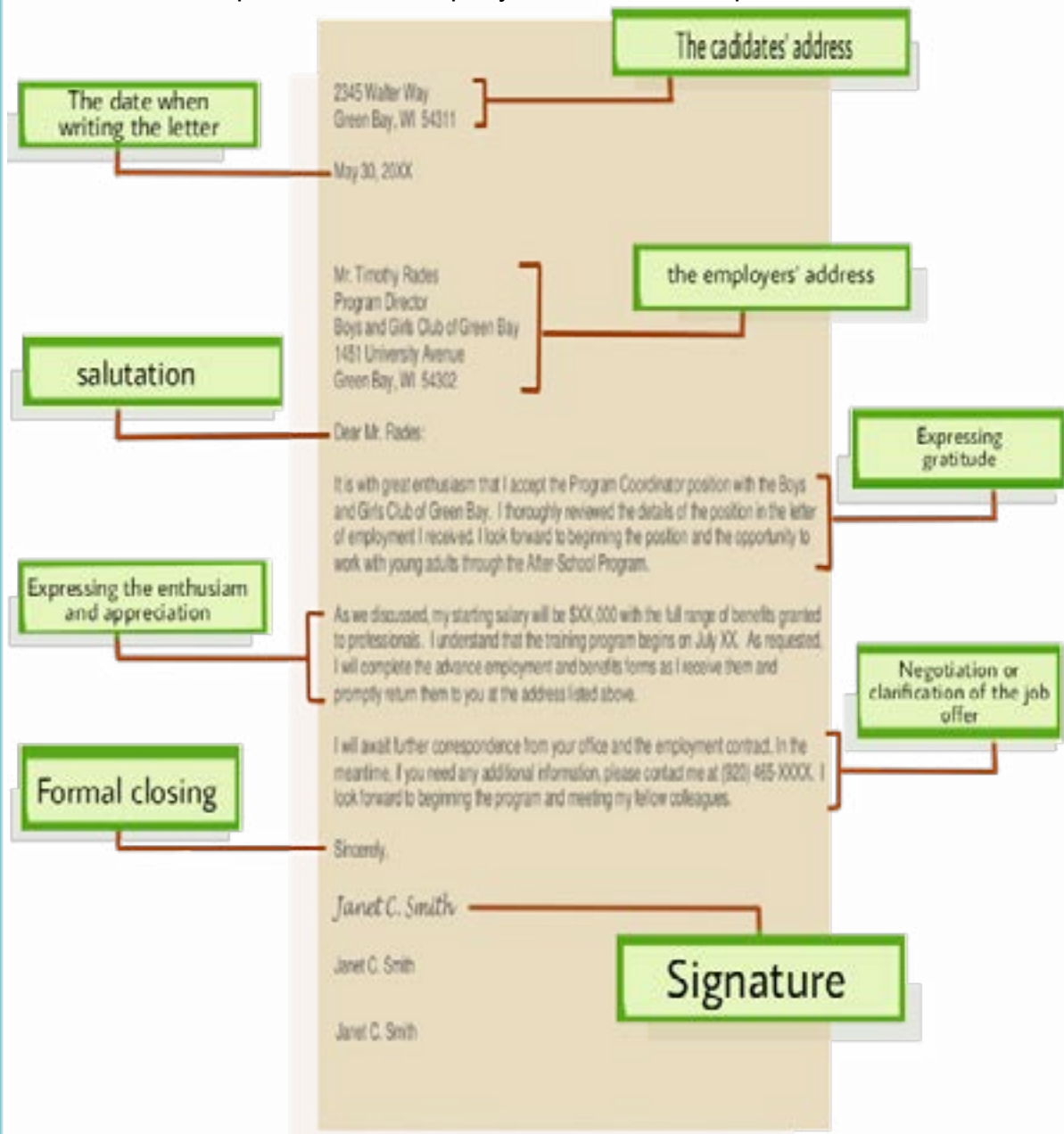
Sometimes, the candidates do not feel that the job title given by the company does not relate to their ability. Therefore, there is no harm in negotiating the job title. In negotiating the job title, the candidates should persuade that they will work well if they are placed in the certain position they want. Once again, the candidates should avoid the negative sentence when negotiating the job offer. Instead of saying “this position does not fit me well” or “the position given to me is not related to what I applied before”, the candidates can say “It is an honor to be accepted for this position. However, I strongly believe that I will contribute more if I am given the role of the general manager since I have that experience.”

## Salary

Sometimes, when reading the job offer, the salary given by the company is not the same as in the interview. The salary can be lower than what the candidates expected. Therefore, the candidates can ask and discuss it more with the HRD. If the candidates feel like being underpaid, they can give the minimum wage as the reference to how much the certain position gets paid. The phrase that can be used in negotiating is “Based on my research, the minimum wage of this position is.....”.

After receiving the job offer and considering all things, the candidate should give a response to it. Every job offers needs to be

replied to tell the employer whether a candidate accepts or declines it. The letter that is written to accept a job offer is called the acceptance letter. An acceptance letter is a letter of gratitude to the employer for not only interviewing the candidate but also accepting him/her to a certain position in a company. Here is an example.

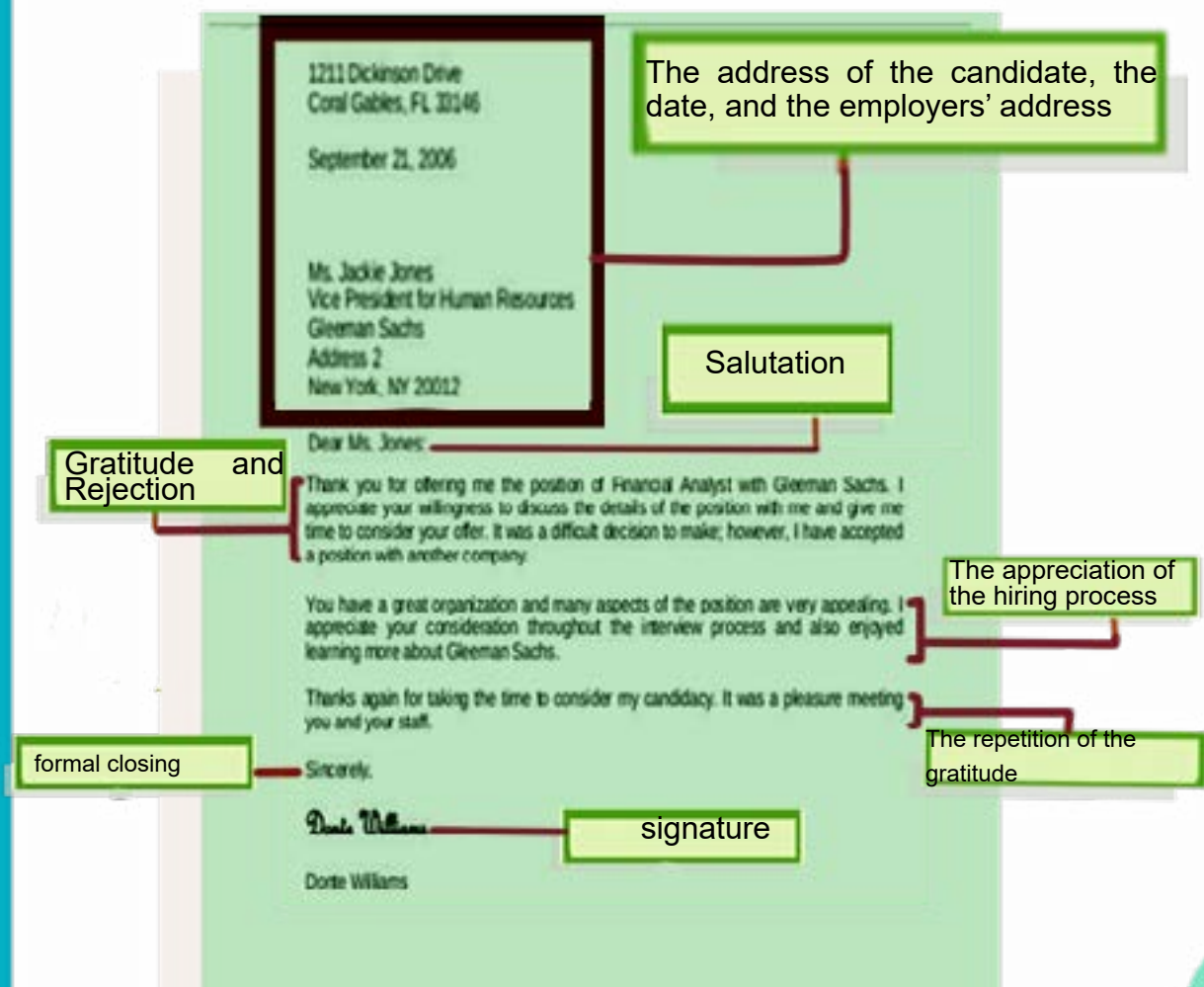


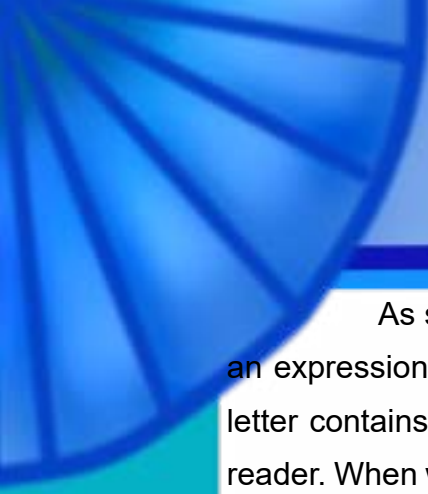
The job acceptance letter should be short (to the point). Generally, an acceptance letter consists of three paragraphs. In the first paragraph, the candidate thanks the job offer. Express gratitude for being accepted to a position and provide the complete job title in the letter.

The second paragraph contains the clarification of the job offer. It is okay if the candidate needs to negotiate the job offer in the acceptance letter. For instance, the company wants the candidate to start working on 9 April 2012 but that day is too short to prepare everything due to the moving. Then, he/she can negotiate it in the acceptance letter.

Last but not least, the third paragraph shows the enthusiasm by asking if there is any administration that should be completed by the candidate. The candidate can put any information to reach the candidate.

Otherwise, if the candidate declines the job offer, he/she should write a rejection letter. In some instances, the candidate may feel this job offer does not suit them. This leads him/her to reject it. When writing the rejection letter, the candidate must select the words carefully and the words chosen must be polite. As a result, the candidate will not only project him/herself positively to the employer but he/she will keep the door open for more future opportunities. The below is an example of a job offer rejection letter.





As shown in the example above, a rejection letter should include both an expression of appreciation for the offer and a written rejection. Besides, the letter contains the candidate's address, the date, as well as the address of the reader. When writing a rejection letter, the candidate does not need to explain the detailed reason why he/she rejected the position, such as a poor environment. One of the reasons that can be put in a rejection letter is being accepted for another offer. In the hiring process, it is common that the candidate applies for more than one job vacancy. As a candidate, he/she is looking for the opportunity. Therefore, he/she applies for a job that suits him/her. Thus, it is okay to reject an offer when the candidate is accepted in another offer.

## CHAPTER 5

# WRITING A PERSONAL PROFILE



Have you ever been writing a personal profile?

A personal profile can also be found in a CV. A personal profile in CV consists of a brief information of what kind of the candidate is. By seeing this part, the employer will get interested in knowing more about the candidate. Therefore, he/she should be able to arrange it well. This chapter leads you to know more about a personal profile.



A personal profile or commonly known as a personal statement in a professional field is important since employers use this to learn about the candidates relating to their achievements, interests, and skills. Therefore, writing a personal statement is not easy because the candidates should convince the employer through their writing. According to Lucy Ventrice, Senior HR Business, a personal statement is the opportunity to sell ourselves and highlight what differentiates us from others. The employers and the recruiters are looking for candidates whose skills, experience, and personalities fit in their job. One of the examples of a personal statement can be seen below.



Picture 5.1. A personal statement to apply for a job

Source: resumegenius.com

Usually, a personal statement can be an essay or a narration inserted in a Curriculum Vitae (CV). There are no exact rules in writing a personal statement but it takes around no more than 1000 words for an essay and no more than 150 words on a CV. Then, how to start writing a personal statement in a CV and an essay?

## Start introducing who you are

In this part, the candidates should introduce themselves. This part explains the previous position that they worked on and how long they worked on that position. This part shows the recruiters that a candidate is suitable and experienced for a job position. For a CV, the introduction is shorter than in an essay. Usually, it takes one sentence to describe the candidate such as “A creative content creator with two years of experience creating content on TikTok




and Instagram” or “A highly dedicated and motivated staff manager with over 11 years in managing the administration”. If a candidate is a fresh graduate, he or she can start describing their field such as “A fresh graduate of Political Science certified with Microsoft office expertise certificate”. Remember to always put how long the candidates worked on the previous job if they have experience or put the ability if they are fresh graduates. This part is better written in the form of a noun phrase in order to make it effective.

In an essay, the introduction usually takes one paragraph long. Different from a personal statement on a CV, the candidate can start talking about the reason that takes his/her enthusiasm into the subject. For instance, the candidate opens it with an event or experience that makes the candidate pursue the subject. In addition, writing an essay personal statement is not easy. It depends on what personal statement is used. In order to avoid clichés sentences, try to link the background and the reason why the candidate is interested in applying for a job or a scholarship. This will give the hook to the reader why a candidate is the right person that deserves a position or a scholarship. The followings are examples of an essay personal statement that have a different purpose.

Example 1. The Introduction of an essay personal statement for applying for a scholarship

## Personal Statement

“When the first time I saw a translator translated a text, I have decided to make it my dream since a translator helps people to understand the different language. The desire of being a translator is my motivation to dig the knowledge on Translation Studies. Therefore, I took a Bachelor’s Degree program in Translation Studies. My high motivation and interest in it brought me to graduate cum laude. Otherwise, the more I learn about the subject, the more I realize that I only learned the tip of the iceberg. Therefore, I am applying for The Gates Cambridge Scholarship since I believe that the power of education gives me more knowledge in the subject.”



The example above shows that the candidate feels enthusiastic about Translation Studies. The way the candidate graduated from the previous study proves that he/she is so much interested in the subject. Therefore, the candidate is willing to apply for the scholarship because he/she wants to be a good translator and study more about the subject.

Example 2. The introduction of an essay personal statement for applying for a job

## **Personal Statement**

“When I was a child, I realized that I am interested in learning the language. My interest in language brought me to take Language Academy. In Language Academy, I learned how to sharpen my English basic skills at writing, speaking, reading, and listening. Then, I took my Bachelor’s Degree program in English Language and Literature. Here, I found out that I love Translation Studies. I spent only 3.5 years finishing my study. By graduating with Bachelor’s Degree in English Language and Literature majoring in Translation Studies, I pursue a career as a translator. Here. I have learned the skills to overcome the problem that may occur in translating a text. Fortunately, I see an opportunity in your company as an English Translator and feel interested in applying for this job.”

Based on the example above, the candidate explains his/her interest in language, especially in Translation Studies. It is proven that he/she always studied English and took the education towards it.

## **Describe the relevant achievement, skills, and interest in the previous position**

To make the personal statement convincing, it is better to describe the achievement of the previous position. It will be a plus if a candidate describes his or her achievement on the previous job. Achievement can also be the awards

and certifications earned. For example, there is a candidate who wants to be an English teacher, then it will be better if he or she has TOEFL or TOEIC certification. The purpose is to show that a candidate is not only experienced in the position but also prove that a candidate will give value to the company such as “succeed to increase the revenue within a month”.


Besides, if a candidate mentions his or her skills, then it would be better if he or she has a training certificate to prove that he or she is trained to do a particular job, such as TEFL (Teaching English as a Foreign Language) to apply for a job as an English teacher. For example: “Certified with 120-hour TEFL certificate”. Try to use past tense to describe the skills and achievements in the CV personal statement. The past tense here functions that the candidate achieved something.

Meanwhile, describing skills and achievement in an essay personal statement cannot be done as simply as in a CV. It can take one to two paragraphs long. In this part, the candidate should be able to elaborate on the achievements, experience, relevant skills, and goals. Please look at these examples.

Example 1. Describing the skills and experience for applying for a scholarship

## Personal Statement

“My goal is to become a well-knowledge translator than to face any problem in translating a text. Producing a translation product is not easy since each language has different rules of the linguistic issue. As a translator, I should be able to produce an accurate, acceptable, and readable translation product. To be able to do so, I should enrich my knowledge towards it, and taking The Master’s Degree in Applied Linguistic is a step that I need to do. I choose this program because here I will learn what problem that I should face in translating a text due to linguistic issues. My experience as a researcher assistant and freelance translator gives me many insights and questions about it and I believe that I will find the answer if I take this Master’s Degree. I also am a determined person. Moreover, I strongly believe that I am able to finish my study on time and I have proven it since I could finish my previous study in 3.5 years.”



In applying the scholarship, the candidate should be able to give a strong reason why he/she should take the scholarship. To make it convincing, the candidate is able to put his/her goals. The goals should be relevant to the scholarship he/she applied for. Then, elaborate on the goals of what he/she will give to society. As what is written in the example above, the candidate wants to be a good translator that can make an accurate, acceptable, and readable translation product. Implicitly, he/she hopes that by taking a Master's Degree, he/she could help society to translate a text into other languages.

Example 2. Describing the skills and experience for applying for a job

## Personal Statement

“I was working as an English Translator at a game company for 4 years. When I was working there, I worked individually and sometimes in a team. In the beginning, I also faced a problem related to cultural issues since this game brought Indonesian social culture. Fortunately, I learned how to overcome this problem for only a month from my seniors and the training. Here, I also learned to be responsible to do everything on target. As a person, I also have weaknesses and one of my weaknesses is being a perfectionist. Sometimes, being a perfectionist is good but sometimes not. I always want everything to be perfectly done. Therefore, it made me tired because I always take overtime. But, I learned to solve this by asking the opinion of my friends so I would get new insight from them.”

## Mention the career objectives



Mentioning the career objective does not hurt anyone. It means that a candidate has a strong belief that he or she will contribute more to the position. For example: "Seeking an Indonesian-English translator work which enables to contribute my skills and experiences as a translator"

## Proofread the personal statement



Proofreading the personal statement is useful to avoid wrong spelling and grammar mistakes. Remember that this personal statement is aimed at the recruiters that will recruit the candidates. It is better to check the spelling and grammar used in the personal statement. Nowadays, there are many proofreading applications such as Grammarly to check the spelling and grammar and WordTune to help the phrasing and make the words sound formal.

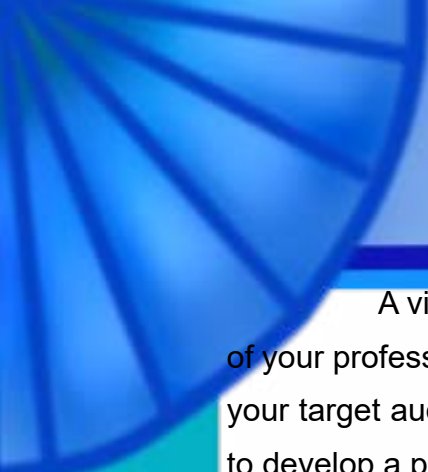
## CHAPTER 6

## MAKING PERSONAL VIDEO PROFILE



Sometimes, a company will ask the candidate to make a personal video profile in its hiring process. When making a personal video profile, the candidate should prepare it well. Therefore, he/she is able to convince the recruiter to make him/her the potential candidate. Let's check this out!





A video profile is a one- to two-minute video that provides a summary of your professional credentials. It explains who you really are, what you do, who your target audience is, and how you might improve their company. Your goal is to develop a profile of your identity in this short amount of time. It is indeed often the first video your public sees on your page, so make it a good one to leave an impression. The most important thing to keep in mind is whether the material you distribute or the manner in which you distribute it (media, language, etc.) must be relevant to the target audience. Creating video footage for your profile as you create your own credentials is requirement. Personal profile videos are becoming increasingly popular as a way to attract recruiters, employers, advertisers, and clients.

A video profile is a brief video prepared by a job candidate and put on the internet or mailed for potential employers to review. The candidate provides thorough information about their talents and expertise in the video. You can utilize the video resume to emphasize knowledge or talent to demonstrate that you are a good fit for the position offered. It also allows you to demonstrate how your ingenuity and personality complement the company's culture. A good video resume should be between 30 seconds and two minutes long.

A video profile allows you to communicate directly to a hiring manager about what qualifies you for the open position. It can be a valuable supplement to your application, allowing you to stand out from the crowd by showcasing your personality and ingenuity. This video is normally used to enhance, rather than replace, a written resume. A video CV, like a print resume, can be general or tailored to a specific position or firm. You may hire a professional to do it for you, or you can do it yourself.

People can upload video resumes into their profiles on some job search and networking sites. A video profile may be beneficial to your job application, depending on your industry. It's critical to remember that a video CV will not land you a job. It can, however, help you advertise yourself to employers.

In the following instances, you might want to consider including a video resume:

- **The employer insists on it.**

Some employers may need you to submit a video resume with an "elevator pitch" to demonstrate your suitability for the open

position. This strategy also allows you to demonstrate your personality in a way that other aspects of your application may not.

- **You have a lengthy CV.**

If you have a lot of valuable experiences, you might want to consider incorporating a video resume to summarize your key attributes and help the hiring manager understand what makes you a particularly qualified candidate. They may remember your main highlights after watching your video resume while studying your traditional resume, cover letter, and other items.

- **Make your application distinctive.**

Even if it isn't required by other employers, incorporating a video CV in your application can help it stand out from other candidates. The hiring managers' minds may be left with a positive memory after seeing your face, hearing you speak, and watching you display your abilities.



employer

Do you already know the best ways to create a video resume? Not yet? Here are the ways to create your video resume

Creating a video resume is not the same as creating a resume or writing a cover letter. It necessitates stage preparation as well as technical skills like visual storytelling and editing. The procedures to creating a video résumé are as follows:

## Prepare a script



Make a plan for the video's appearance in this first step. Determine whether you want to simply speak in front of the camera or include action footage of you displaying talents. If you're going to include action, make a list of each stage of the video so you can follow it. You should establish what you want to express in addition to the visual appearance of the video. Consider drafting bullet points of the precise talents, experiences, and qualities you want to showcase if you want to appear more conversational rather than scripted. If you want to come across as more prepared and polished, write out exactly what you want to say. Consider including strong action verbs in your speech that you may see in a typical resume to improve the impact of your remarks.



- a. Do not improvise in front of the camera (to not deliver spontaneously). You want to appear natural and spontaneous, but you also need to know what you are going to say and how you are going to say it.
- b. Avoid reading directly from a script or your resume, as this will result in a boring video.
- c. Considering the video to be a sales pitch for why a certain organization should hire you. As a result, your primary goal should be to communicate the benefits you will bring to the firm, as well as your objectives, talents, and achievements.



### WHAT IS ACTION VERBS?

Action verbs are words that express an action. In a resume, action verbs are used to highlight your skills, experience and accomplishments. They are specific, clarify your contributions and bring a confident tone to your resume. Using action verbs that are unique and powerful can increase your chances of capturing the attention of an employer and moving to the next step in the hiring process.

#### d. Set up a filming location



Set up a room with a neutral background and pleasant lighting if you have images of you sitting and speaking directly to the camera. You can include properties that blend in with the surroundings and do not draw attention away from you. If you want to add action shots, make sure the space has the right features and equipment. You might also want to limit the number of persons in the background or those who appear in the frame with you. Changing locales is an excellent technique to demonstrate rather than tell your message while also keeping the images fresh. To begin, identify three potential sites and arrange your script into sections that can be shot in various locales. When you're creating your storyboard, write this down. Are you looking for a venue that is both indoor and outdoor? Remember that lighting is really important. Check that the locations you've chosen are well-lit. In your video, you do not want to appear as a silhouette. The filming could be completed in half a day if you're well-organized and the three locations are nearby.



### Employer

When you are filming yourself, here are a few things to keep in mind.

- Maintain a relaxed, open body language. Poor posture is quickly visible on camera, so stand up straight. Maintain a comfortable posture with your shoulders back and muscles relaxed. Take a few deep breaths. Crossing your arms gives you a closed-off appearance.
- Smiling is important, especially at the start of your video. It makes a big difference in how approachable you appear.
- Slightly slow down your speech and make an attempt to pronounce words clearly. Instead of speaking from your throat, use your diaphragm.
- If you are feeling nervous, use properties to keep your hands busy. Writing on a whiteboard, for example, can help you focus on something other than the camera.
- Rehearse, rehearse, rehearse. Examine a video of yourself and note places where you might improve. Then make a concerted effort to improve those areas.



## Get a recording device ready.



Choose a recording device that can record high-quality images and audio, such as a smartphone, tablet, computer, or camera, to ensure that your face and other visuals, as well as your words, are clear. Continuous autofocus is high enough to cover your face and shoulders, but far enough away to get your entire profile. If you are using movement shots in your video, make sure the camera records you completely.

## Take a few different recordings



Record each section of your video resume using your script or outline. To guarantee that you appear confident, interested, and sophisticated throughout your video, record it numerous times with different expressions and speaking tones. Consider breaking up your speech into shorter parts if you are standing still while speaking so you can simply repeat or try something fresh. This stage will aid in the selection of the greatest takes and may speed up the editing process.



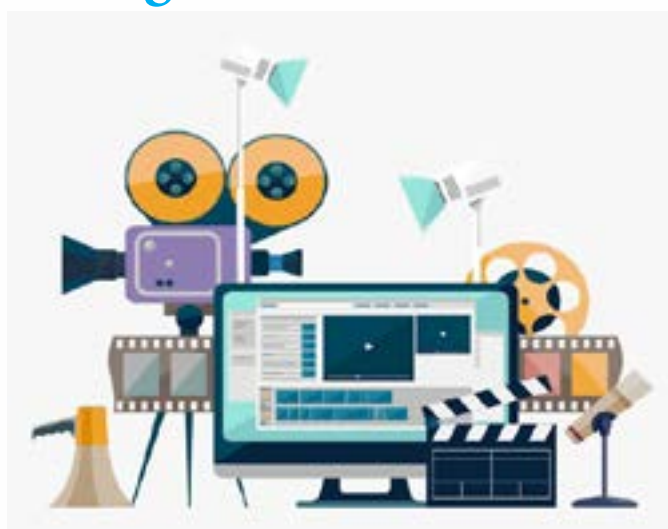
You can record a longer section of repeated activities without needing to stop and restart if you are recording an activity. This stage allows you to pick a certain section of your action footage to incorporate, as well as make the action appear more genuine rather than scripted.

## Collect additional visuals

You might choose to include features like instructional slides, infographics, images, or clippings in your video CV, depending on the content. Consider gathering all of the things you might want to incorporate in addition to the footage you took before or early in the editing process. These features can dynamically and engagingly give more information.

Some people feel nervous in front of a camera. Without your face in the video, there are other options to express your narrative. A PowerPoint presentation with voice-over is the most basic video format. To record your screen and talk over your PowerPoint, you can use free tools such as QuickTime. You might even hire an animator to sketch your story and voice actors to read it. So, even if you're bashful, you can make a fun video.

## Video Editing



Examine all of the footage you've shot and pick the best shots. You can start trimming and assembling footage to fit the scenario you developed using your script or plan. You can also include additional graphics under the audio of you speaking, such as references to achievements or accolades, to visually demonstrate what you're talking about. You can use editing software or

an application that allows you to trim, organize, and save videos to put together the video. Video editing software is available on some desktops, tablets, and smartphones.

One of the main professionals that you will want to hire is a video editor. If you need it, the editor can also apply effects to your video. The first draft of the video would almost certainly exceed the two-minute mark. It can be trimmed down by your editor to make your video more concise and plain. Make sure to request that the final video be produced in a variety of formats suitable for YouTube, Facebook, Instagram, and other social media platforms. If you prefer to do it yourself, you can learn to edit basic footage with a simple tool like iMovie or Windows Movie Maker. However, I advocate hiring pros to free up your time so you can focus on what you do best.

## Obtain feedback



Check your final cut a several times to make sure it is straightforward and well-organized. You can also have your video résumé reviewed by a friend, coworker, colleague, or mentor. They can provide you with constructive suggestions to help you enhance your video and make a better first impression. Getting input from others is a crucial step. Request that a few others see your video, and then make modifications and edits based on their feedback.



## **X THE DON'TS**

- Do not mix your personal life with your professional one.

Keep your personal and business life private. If you have anything on your Facebook or Twitter profile that you do not want employers to view, do not include it in your video CV.

- Do not expect your video resume to replace your traditional resume.

Your video resume will not be able to take the place of your standard resume. Some businesses are wary about video resumes, while others are concerned about discrimination issues, such as employing someone based on how they look and sound rather than their qualifications. A well-made film, on the other hand, can help you land a job

## AN EXAMPLE OF VIDEO RESUME

Hello DataSense, Inc.

My name is Valerie Akiyama, and I want to become your new social media specialist. Since DataSense is newly active on social media, I want to apply my experience in online community engagement to help your company get more involved in the lives of its customers.

In my spare time, I run the social media accounts for my friend's book review podcast. I use the sites' analytics to determine when his listeners are most active on his social media pages, and I schedule posts to publish at the ideal time every week and when a new episode goes live.

I also create monthly polls to ask his listeners what books they liked the best and ask them to provide recommendations for him to review. With this fun side opportunity, I've successfully created an online book club around my friend's podcast and increased his social media engagement—and his listenership—by 15%.

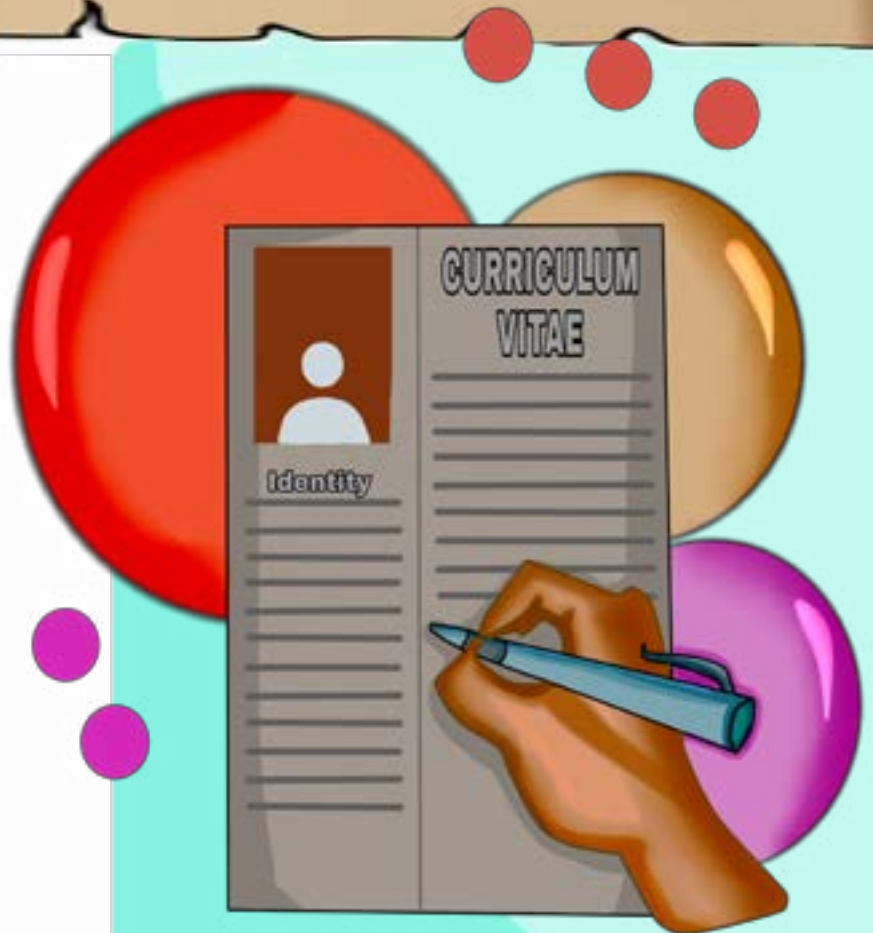
I am confident that this experience has prepared me to transform DataSense's online presence and build a strong community of customers.

Sincerely,  
Valerie Akiyama

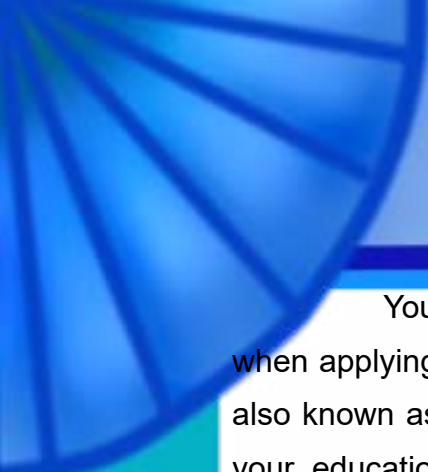
Source: [www.indeed.com](http://www.indeed.com)

## CHAPTER 7

# WRITING A CURRICULUM VITAE

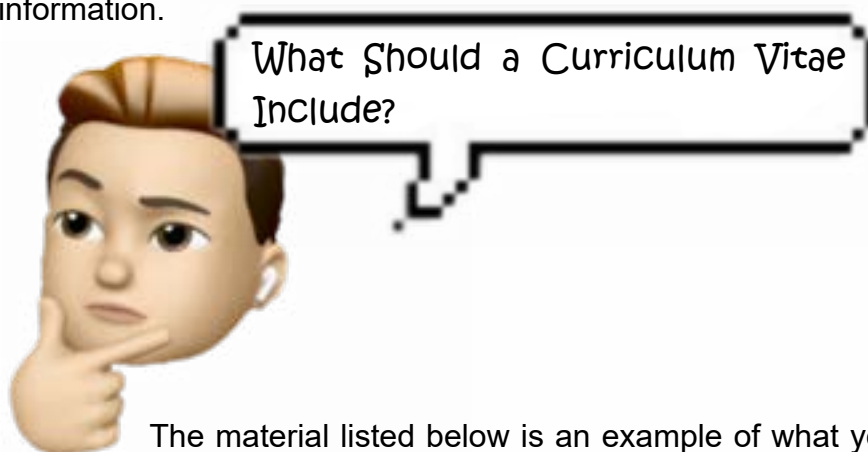


In a hiring process, a company needs the curriculum vitae. A curriculum vitae lies the previous jobs and some information about the candidate. Then, how to arrange a good CV to attract the employer?



You may be supposed to submit curriculum vitae instead of a resume when applying for some jobs in the United States and abroad. Curriculum vitae, also known as a CV, has more information than a resume, such as facts about your education and academic achievements, research, publications, honors, affiliations, and more. A curriculum vitae (CV) summarizes your work history, academic background, including teaching experience, degrees, research, awards, publications, presentations, and other accomplishments, abilities, and credentials. In the United States, CVs are commonly utilized for academic, medical, research, and scientific applications. Some curriculum vitae are utilized in the United States when applying for academic, educational, scientific, or research positions. You can also utilize curriculum vitae to apply for scholarships or awards. Employers in Europe, the Middle East, Africa, and Asia may expect to receive curriculum vitae instead of a resume.

A curriculum vitae (CV) is a summary of your professional and academic achievements. While a CV might resemble a résumé, it is most commonly used when applying for teaching or research positions, grant or fellowship applications, or further academic training. The procedure will be similar to that of drafting a resume, however CVs are often lengthier and contain considerably more thorough information.



The material listed below is an example of what you could include in your curriculum vitae. The things you include will vary depending on the position you're applying for, so make sure your CV has the most relevant facts to support your candidacy.

- Name, address, phone number, and email address are all examples of identifying information.
- Education: List your expected degree, previously earned degrees, majors, institutions, and dates of completion in alphabetical order.



- **Dissertation:** Include the title and a brief summary of your thesis.
- **Research Interests, Specializations, or Competencies:** Include any expertise or primary research and teaching interests in this section.
- **Experience:** This is largely divided into areas like research, teaching, industry experience, and professional experience.
- **Fellowships, Awards, and Honors:** Include the date of the award as well as the monetary amount if applicable.
- **Professional Affiliations or Associations:** List all implemented a wide range of subscriptions held.
- **Languages:** Make a list of the languages in which you are expert, proficient, or have a vague understanding.
- **Publications and Presentations:** Include a complete list of any publications and presentations that you have authored.



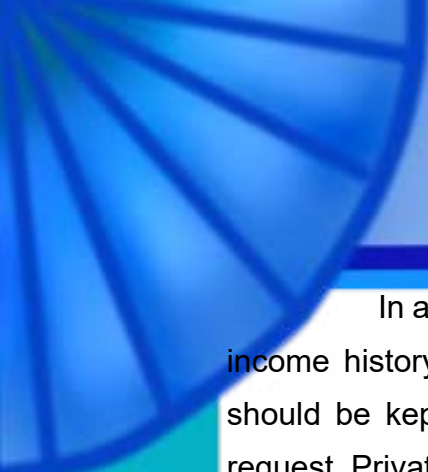
What are the differences between CV and resume?

Category	Curriculum Vitae	Resume
What is it?	A full list of your professional and educational history.	A selection of your experience and skills that are most pertinent to the advertised position.
How long is it?	May be many pages; length is not important.	Usually one page only for entry-level positions. Multiple pages may be appropriate for more advanced or research-oriented positions.
When do you use it?	Used for academic positions and research positions in government and industry.	Used for every other type of job outside of academia and research science.
Do you include your publications?	A full list of publications is essential.	Even a partial list of publications is rarely included.
How important is style and layout?	Content is what matters most. As long as material is clearly presented, style doesn't matter that much.	Style and content are both important. Bad style is a liability.
Are references listed?	Typically references are listed at the end of the CV.	References are not listed on a resume. If requested, you may submit a separate list of relevant references.

Table 7.1. The distinction between curriculum vitae and resume

Source: linkedIn.com





In a CV presented for a job application, no need to provide your photo, income history, reason for leaving your prior work, or references. References should be kept separate from your resume and provided to companies upon request. Private information such as your date of birth, nationality, marital status, number of children, and a photograph may be required in other countries.

A great entry curriculum vitae should be two to three pages in length (CVs for mid-level professionals, especially in academia and medical research roles, may run longer). The goal of the CV is to have coherent, structured, brief, and informative keywords. Using bullet points instead of complete sentences can help you cut down on the number of words you use.

## How to Write a CV

### Keep It Simple

Try to keep your CV as short as feasible. Instead of a long list of details, use summaries of your work and education. Use formal language (no slang or acronyms), and write clearly and simply.

### Be honest with yourself.

It is all too easy to over-polish a CV and make our school credentials or employment background sound better than they are. If you are inclined to embellish your employment history, do not do it. You will pay the price for it afterward. If your curriculum vitae do not match your actual job history or education, you will most likely be cut as a candidate or fired if you have already been hired.

### Verify the Format

Examine your curriculum vitae's format. Is there a lot of open space? Is it a jumbled mess? Is your formatting (bold, italic, spacing, etc.) consistent, and does your CV provide a professional and polished image? Make sure there are no typos or grammatical issues in your curriculum vitae. Then have someone else look it over for you. It is often difficult to spot our own mistakes.

## CV format

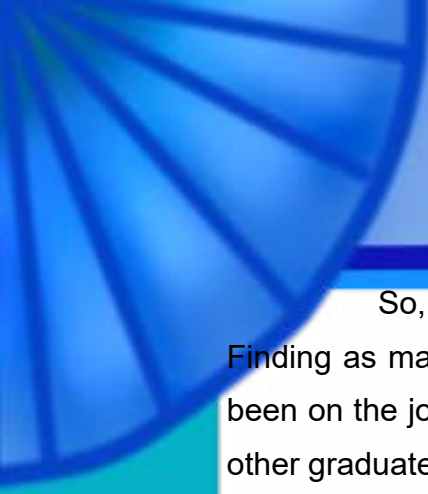
- Do not use the terms 'curriculum vitae' or 'CV' in the document's title. It's a waste of space. Allow your name to act as the title instead.

- Using section headings to divide up your CV is a fantastic idea. Make them larger (font size 14 or 16) and bold to make them stand out.
- Fonts like Comic Sans should be avoided. Arial, Calibri, or Times New Roman are examples of professional, clean, and easy-to-read fonts. To ensure that potential employers can read your CV, use a font size of 10 to 12. Ensure that all fonts and font sizes are the same across the board.
- Make a reverse-chronological list of everything. The recruiter will initially look at your job history and most recent accomplishments.
- Use precise spacing and bullet points to keep your writing concise. This CV structure enables potential employers to rapidly scan your CV and pick out the most crucial information.
- When saving a document, give it a name rather than merely saving it as 'Document 1'. Make sure the document's title is professional and unique to you, such as 'Joe-Smith-CV.'
- Unless the job advertisement specifies otherwise, you should submit your CV and cover letter as a Word document, saved with a .docx file extension. The PDF file extension ensures that it can be read and viewed on any computer.
- If you are sending your CV by mail, make sure it is printed on white A4 paper. If you do not want your CV to arrive crumpled, only print on one side and don't fold it.



Is there any formula of Curriculum vitae?

One of the most crucial things to keep in mind while writing your curriculum vitae is that there is no one-size-fits-all approach. Each discipline has its own emphasis, and a good CV stresses the aspects that are regarded the most significant in your discipline while also adhering to conventional patterns.



So, what are these conventions, and how do you find out about them? Finding as many examples of CVs from people in your field who have recently been on the job market is a great place to start. You can locate these by asking other graduate students and junior faculty in your department for their CVs, or by searching the Internet for CV samples in your field.


Sample CVs for many areas can be found in books like *The Curriculum Vitae Handbook* by Rebecca Anthony and Gerald Roe (Rudi Publishing: Iowa City, 1994). One thing to keep in mind about examples is that they should never be regarded as models to be followed to the letter. Instead, they should be used as a source of ideas on how to best deliver your material. Because your experiences and strengths will differ from someone else's, the most effective formatting for you will most likely be recognizable from the most effective formatting for them, and you will benefit from formatting tailored particularly to your scenario.

## Writing The Work description in CV

Gapping and parallelism are two typical strategies that apply to both CVs and resumes. Using unfinished sentences to express your facts as clearly and concisely as possible is known as gapping. Instead of stating, for example, "I spent four years as a composition teacher, planning classes and activities, grading papers, and creating tests. "Composition Instructor," you can write, "I also met with students on a regular basis for conferences" (2000-2004). Course activities that have been planned. All assignments were graded. Student conferences were held on a regular basis." You take away superfluous words and allow your reader to see what you've been up to quickly by employing incomplete sentences.

Parallelism is also essential for a successful CV. In general, the structure of your phrases and/or sentences should be constant throughout your work. As a result, if you use verb phrases to define your responsibilities in one section of your CV, aim to employ them across your CV. Make sure that the structure of your phrases is exactly parallel, especially inside entries, so that your reader can readily understand what you are saying.

Bullets are more common in resumes than in CVs. Whether or not you use bullets to separate lines in your CV should be determined by how the bullets will affect the CV's presentation. Bullets are a wonderful technique to separate multiple descriptive remarks about your work that are all roughly a line long. If



you have a lot of short sentences, though, splitting them up into bulleted lists might free up a lot of space that could be put to better use. Always keep in mind that conciseness and ease of use should be the guiding principles in whatever decision you make.

## WHAT OTHER HELPS DO I HAVE WITH MY CURRICULUM VITAE?

There are a variety of helpful materials available, both online and in print. Here are a few examples.

- The Chronicle of Higher Education's job portal has a number of items that may be useful to first-time job seekers.
- Rebecca Anthony and Gerald Roe's Curriculum Vitae Handbook (Rudi Publishing: Iowa City, 1994) contains sample CVs for several disciplines as well as advice on how to construct CVs in various situations.
- Mary Morris Heiberger and Julia Miller Vick's Academic Job Search Handbook (3rd Edition), which includes sample cover letters and CVs, are the authors of the Chronicle's "CV Doctor" column.

## CHAPTER 8

# WRITING A COVER LETTER



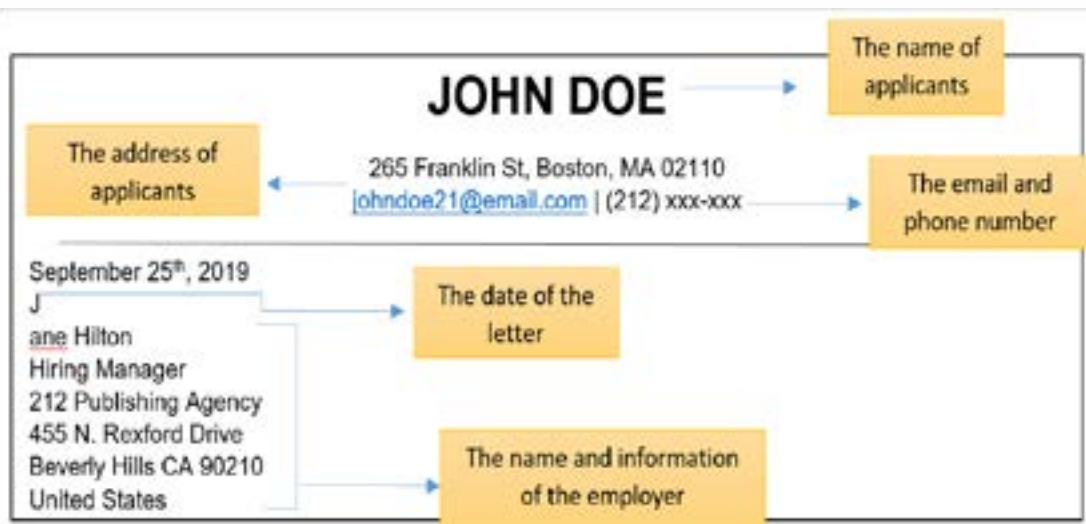
Cover letter has important role in the hiring process. Through this letter, the candidate persuade the employer that he/she fits in a position. Do you know what should be written in a cover letter? Let's find out.



A cover letter is a document that summarizes the job of the candidates, professional qualifications, and their motivation to apply for a position. Its main purpose is to support the resume or Curriculum Vitae (CV) of a candidate. A CV emphasizes the qualifications and accomplishments and a cover letter elaborates the accomplishments and the personality and explains why the candidates fit in a certain position applied. Therefore, through a cover letter, the employee knows the motivation of the candidates and their related experiences in a position.

Nowadays, a cover letter in the job vacancy on, such as Indeed, Jobs. id, Joblum, and so on is optional. Many job vacancies do not need a cover letter. But, if there is a vacancy that needs to apply for a cover letter, it is better to apply it because it helps the applicant stands out when applying the competitive opportunities. Moreover, the candidates should be able to sell their skills and abilities in a cover letter.

A cover letter also has its structure. It starts with the header containing information about the candidates, such as the full name, address, email, and phone number. Look at this picture below.



As can be seen through the picture, the header contains the information of a candidate such as a name, his or her address, zip code, and the contact such as email address or phone number on the heading. Then, it is followed by the date and the information of the employer: name (if the candidates do not know the name, they can directly mention the position of the employer), the position, the company, and the address of the company.

After finishing the header, the candidate moves on to the body of



the cover letter. The greeting must be written before the body of the letter. The salutation is aimed to address the employer. The salutation can be “Dear, [the name of the hiring manager]”. “Dear, Sir/Madam,” or “Dear the Hiring Manager”. But, in a formal cover letter, it will be better if the candidate mentions “the Hiring Manager” or the name rather than “Sir/Madam”. The use of this salutation is not gender-specific and it eliminates gender issues. Using this salutation is recommended since it is a clear simple phrase that makes it obvious to whom you are trying to reach. After giving a salutation, the candidate must introduce him/herself. The introduction must consist of the name, where they get the job vacancy, mentioning the position they want to apply for, how long experience they have in a certain position, and what personality they have that fits in the position. Below is the example of a salutation and the introduction.

Dear Mr. Reese,



Salutation

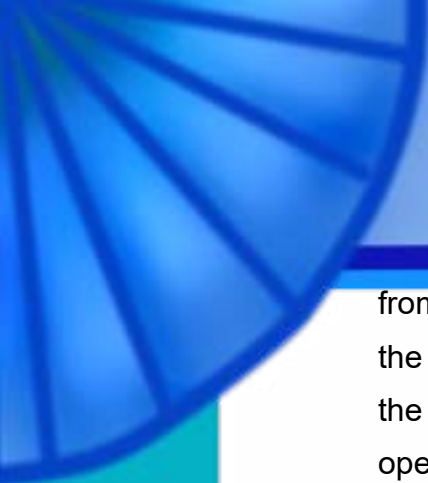
After writing the salutation, the next step is writing the cover letter body. This section contains detailed information on where the candidate obtains the job vacancy, what experiences they have to be in a certain position, and how the candidate elaborates their ability, personality, and experiences into the reason why they are capable in a particular position. In other words, the body of your cover letter tells the company what position you are applying for, why the employer should choose the candidate for an interview, and how the candidate will follow up.

## The Structure of a Cover Letter

A cover letter consists of the opening paragraph, the body, the closing paragraph, and the signature. The followings explain each part of the cover letter.

### The opening paragraph

The opening paragraph contains the reason why the candidate is writing the cover letter. This is the chance to seize the reader's attention. In this part, the candidate should make it personal and give some specific and focused information regarding the job as well as a few fundamental skills illustrating the suitability for the position. The candidate may begin by stating where he/she graduated




from and which major he/she studied. This shows the employer that the applicant has completed or is pursuing an education relevant to the intended job. These phrases might be helpful to start writing the opening paragraph:

- I am a fresh graduate from..... with GPA .....
- As posted on ....., I am interested in applying for this position since I graduated with a Bachelor's Degree of .....
- I possess the ability of.....
- As a person that has experienced as ..... for ... years, I am capable at .....

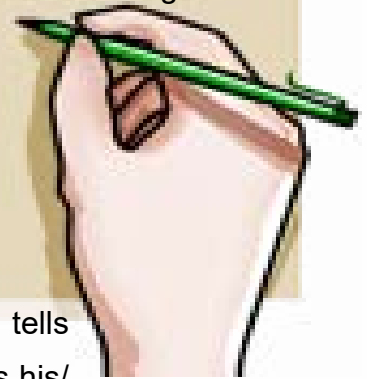
## The cover letter body

After introducing his/herself, the candidate writes the body. If the opening is the claim of a person, the body gives proves that a candidate is like what he/she states in the opening paragraph. In simple words, the candidate describes the achievements he/she got when in the previous position. This is the hook where the candidate highlights examples of the work performed and achieved results. The experiences that he/she describes should be relevant to the job applied. The candidate does not only copy from the CV but he/she should describe it in detail. The achievement here is not only the award that he/she gets. It can be the contribution in the previous position, such as “In my role as a member of the marketing team, I’ve succeeded to increase the income up to 25% in a month” or “As a research assistant, I’ve proved myself that I could finish the research only in a month and contributed to bringing the silver medal.”

The next is describing why he/she is good for the company. At this point, the company wants to see that the candidate fits the company culture. Therefore, the candidate should research the company: what is the business model? What is the product or service sold by the company? And how is its culture like? Look at the example below.



I use the product of JKL company and in my opinion, the products of this company are innovative. Rarely do I find the products like JKL companies. companies are many struggles this company had when maintaining its quality. I admire how JKL company thrives on excellent products especially in responding the complaint when a customer has trouble with the product. As someone who is experienced in customer service, I strongly believe that this company and I will be a good match.



This example shows that the applicant tells that he/she uses the product and he/she elaborates his/her experience in using the product with the desire to apply for the job. This will convince the company that the candidate is a good match for the company.

## The Closing Paragraph

Last but not least, the closing. The candidate wraps up what the candidate can do in the position and suggests a call. Then, close it by thanking the hiring manager for their time. In closing, it is better to show that the candidate shows enthusiasm in applying for a position. The closing can be like the following example below.

I hope I will be able to help JKL company to give the best service to the customers. I am looking forward to speaking about this chance with you. Thank you for looking into my application.

Best Regards,  
Emma Wallers

In the example, it shows that the applicant is very enthusiastic in applying for a job by saying "I hope I will be able to...". It means that he/she wants to be a part of the company. He/she also suggests a call to discuss the position by saying "I am looking forward to speaking about...." It shows the employer that the applicant is ready to be interviewed and confident in applying for the position.

When the cover letter body is finished, close it with formal closing like "Sincerely" or "Yours truly." A cover letter is professional correspondence, so don't use informal closings like "Cheers" in the letters you write to apply for jobs. The signature in the cover letter is determined by whether it is submitted on paper or through email. If you're writing a letter on paper, type your name after the salutation, allowing room for your handwritten signature. After your salutation, put your name and contact information if you're sending an email cover letter.

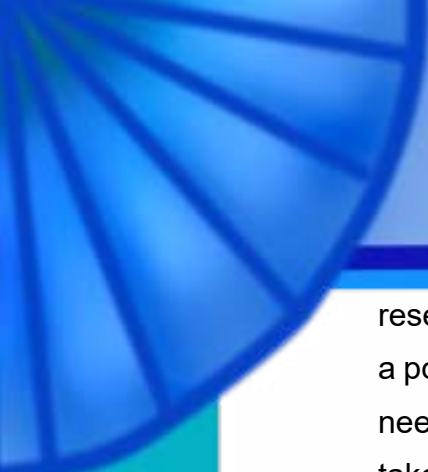
## Selling point



In writing the cover letter body, the candidate should consider the selling points that they should put on it. What is the selling point in a cover letter? A selling point is a point that uncovers the relevant talent of a candidate that can make his or her desirable and different from others. Then, how to arrange the selling point?

### Do research on the job description

Generally, a job vacancy will automatically include a job description. Before writing the points, the candidates should do a



research of the job description such as what background is needed for a position, what the product they offer to the people, what the skills are needed in the position, and how the candidate does the job. Please take a look at the picture below.

### **Purchaser**

Sinarmas Land

Tangerang

#### **Job Descriptions:**

- Responsible for the procurement process to provide the company's goods needs (marketing, mechanical electrical part, civil part, office equipment etc)
- Doing administration for tender
- Create FPS (form penunjukan supplier) & PO (purchase order)
- Controlling the delivery of goods
- Doing payment request
- Creating a report for purchasing and tender
- Scheduling tender with vendors

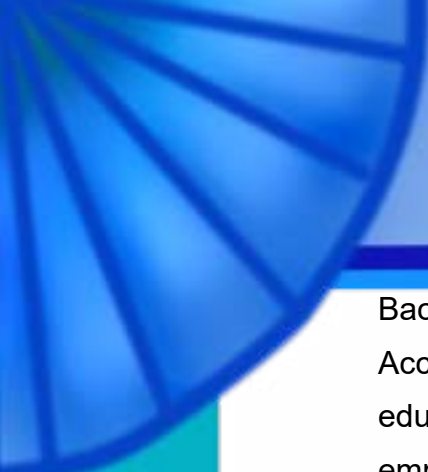
#### **Job Requirements:**

- Minimum Bachelor Degree in Any Major
- Minimum 1 year of working experience as Purchasing or Procurement staff. Fresh graduates are welcome to apply
- Computer literate (Ms. Office)
- Familiar with SAP
- Familiar with the administration process
- An innovative, communicative, and highly motivated person
- Able to work with deadlines
- Willing to be placed in BSD

Picture 8.1. The example of job description and requirements

A job description refers to any information showing the need of a person who is responsible for a certain position. For example, the procurement division that provides the company goods and needs, doing administration for tender, controlling the delivery of goods, creating a report for purchasing, etc. In another way, it needs a person who has a keen eye for the documents related to the purchasing goods and needs. Therefore, the candidate can mention whether his or her ability fits to the job offered.

Do not forget to read the job requirements. Some job vacancies need minimum educational background such as “Minimum



Bachelor Degree in any major” or “Minimum Bachelor Degree in Accounting major”, etc. This part is important. By mentioning what education of the candidate has accomplished, he or she proves to the employer that they have the skills to overcome problems.

## Support Your Claims

As the candidate says that he/she is skillful at performing for a position then just prove it. When writing the cover letters, it should not simply state what they are good at it. The candidate should show it and give examples. The example can be any experiences which he/she used the skills to solve particular problems. They can look at their resume and choose the relevant experience fits to the position.

For someone who has experienced in a professional work, it would be easier to choose what experiences that support his/her claims. But, what is about the fresher? As a fresher, a candidate might not have any working experience that can support the claims. Therefore, it is important to highlight the soft skills that he/she gained in the college, extracurricular activities, organizational experiences, or any internship they had. For example, if the candidate was a secretary in an organization, he/she should highlight this experience. The candidate should explain how this experience as the secretary develops his/her soft skills, what contribution he/she made as a secretary, and how he/she elaborates this experience to the position.

## Write Professionally

A cover letter is very much different from a resume. In the resume (or CV), the tenses used mostly begin with the past tense without a subject. Otherwise, a cover letter should be written in complete sentences and the candidate should avoid using an abbreviation. Besides, writing in the active voice is recommended and also they can sprinkle the letters with action verbs. This is aimed to avoid misunderstanding and make every sentence clear. The candidate should remember to keep the correspondence brief, make it to the point, and do not include irrelevant information. Avoid using



# CHAPTER

9

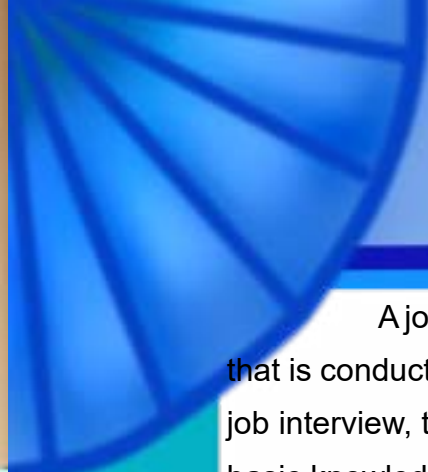
# PREPARING FOR A JOB

## INTERVIEW

cliches and slang, and avoid any references to political or religious beliefs, or other unnecessary, unrelated information.



Did you get the call to conduct an interview? Congratz. You almost get there. A good interview will make the employer know the candidate directly. Therefore, the candidate should prepare to conduct the interview. What things should be prepared by the candidate?



A job interview is an interview between the employer and the candidate that is conducted to obtain information about both the job and the candidate. In a job interview, the employer will find out information about the skills, abilities, and basic knowledge of the candidate and the candidate will get to know how he/she works in the position and what he/she gets when he/she is accepted for a job. In other words, a job interview is not one-way communication. Both the interviewer (the employer) and the interviewee (the candidate) have the same opportunity to ask and answer the questions. Hence, as a candidate, he/she must not hesitate if he/she has a question to ask.

Nowadays, a job interview can be conducted in many ways. They are phone interview, video-call interview and the traditional on-site interview. One thing that should be kept in mind is a job interview must be conducted in a professional manner, no matter how it is conducted. It means that the candidate should prepare it well from the way he/she dress up (if he/she has a video-call interview and an on-site interview), answer and ask the question. Then, how to prepare ourselves for a job interview? Let's check this out.

## Practice to introduce yourself

Introducing ourselves might seem very trivial, but it is the important thing that the candidate should do well. In a job interview. The first thing asked in the interview is introducing yourself although the employer has CV or resume of the candidate, When the employer asks to introduce his/herself, the employer does not expect that the candidate will retell every part in the CV or resume. The purpose of this is the employer wants to know the candidate more, something that is implicit or that is not written in the CV or resume. In introducing his/herself, telling where and when he/she was born is optional because it can be found in the CV. In introducing himself/herself in a job interview, it is best to tell what his/her latest project is, what kind of degree he/she gets, what his/her relevant jobs were, and what kind of person he/she is. This will make the employer able to determine if the applicant is qualified to the certain position.

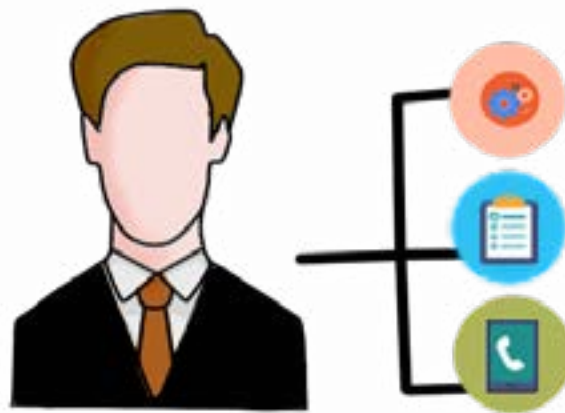
## Conduct research on the job opening

Conducting research on the job must be done in writing the resume or the cover letter before. However, the thing that should be found out is the company where the candidate is applying to. At least, the candidate must know what the company is and what role is applied. When conducting research on the company, the candidate can find out the followings:

### The product or service that the company offers

Having knowledge on what service or product offered by the company will be beneficial for a candidate. By doing this, it shows that the candidate is interested in working in the company. It is better if the candidate has knowledge of the product or service, so he/she can speak from the perspective of a customer, and shows interest in giving the company the best performance.

### The role job

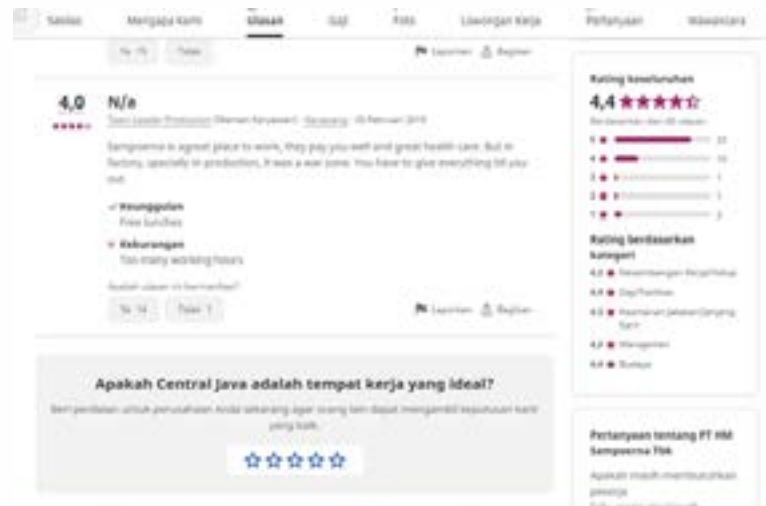


Reading the job description carefully is important to make sure what requirements and responsibilities that come along with the job. When the employer asks what the candidate knows about the role job, the candidate should explain how the role job looks like. It will be better if the candidate has the experience in the same position as applied. Hence, he/she is able to explain how he/she face the problem faced when he/she was in the previous position. This will ensure that the candidate is qualified to handle a certain position.

### Finding out the culture

A good culture in the company will make the candidate able to adapt

easily. Nowadays, finding out the company culture can be found through the ratings in many websites, such as Indeed. Look at the example below.



Picture 9.1. image retrieved from Indeed.com

The example below shows four out of five stars in a review written by a person who works there. By using the example, one can see that the company offers its employees a free lunch, but a weakness is that the work is very long at the company. The review gives the candidate some insight into the company's culture.

Besides searching the review through Indeed, the candidate has rights to ask it in the interview. When the recruiter asks the candidate, “is there any question?”, the candidate should not say he/she does not have a question. He/she is able to ask the company culture to the employer. This makes the employer seems interested in working at the company.

## Knowing the common question and how to respond

In a job interview, there are common questions that is asked by the employer. As cited in Indeed, the followings are the common questions in a job interview.



employer

“Why do you want to work here?”

By asking the question, the recruiter gauges how well literate the candidate is in the company. The recruiter wants to know that the candidate brings the purpose to his/her career goals. The candidate is able to answer as the following:



Candidate

I'd like to work here since I see that this company gives me the opportunity to drain my English skills. Therefore, I strongly believe that my skills will contribute for the success of this company

When the candidate answers this question that way, he/she must know what his/her skills are. In answering this question, the candidate should try to get the look. Therefore, the recruiter wants to know more about the candidate. The candidate can try to write what are the skills and passion that he/she has.



Always keep in mind that the candidate should not answer this question by saying that he/she needs this job because of the benefits and good salary. The recruiter does not want a candidate who thinks about him/herself.



employer

## Why are you interested in this role?

The way candidate answers this question shows how the candidate confident with his/her skills and passions. In answering this kind of question, the candidate should use selling point (read Chapter 8 to know more about selling point). Why does the candidate use selling point at answering this question? Because the candidate offers what he/she can do if he/she is accepted to the position and he/she should give the proof to strengthen the statement. The following below is the example to answer this question.



Candidate

"The reason I'm interested in this job is because based on my experience and the skills I have, I can overcome the challenges I will face when I am accepted since I experienced as content writer. A content writer's common problems are overwriting, structure issues, and having little knowledge of the subject....."





employer

“What are your greatest strengths?”

In answering this question, the candidate should choose one strength relevant to the position and give the proof. For example, if the candidate applies a position as customer service, the strength that the candidate should have is communicative, patient, and problem solving. The following shows how to answer this question



Candidate

I'm a patient person by nature, but when it comes to working with customers and clients, I always put myself in the other person's position and treat them the way I'd want to be treated like what I did in my latest position. Whether someone just wants straightforward information or simple assistance, or they're trying to deal with a multifaceted problem. My goal is to provide attentive, detailed service so the customer feels cared for and appreciated.

.Source: <https://work.chron.com/examples-strengths-customer-service-interview-17909.html>



employer

## What are your weaknesses?

As a person, an individual has his/her own weakness. This question is so tricky. The candidate should make it in a positive way. For example, a candidate just applied a position as a book writer. He/she can answer it as the following below.



Candidate

"My greatest weakness is that I sometimes focus too much on the details of a project and spend too much time analyzing the finer points. I've been striving to improve in this area by checking in with myself at regular intervals and giving myself a chance to refocusing on the bigger picture. That way I can still ensure quality without getting so caught up in the details that it affects my productivity or the team's ability to meet the deadline"

Source: <https://work.chron.com/examples-strengths-customer-service-interview-17909.html>

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## CHAPTER 10

# DOING A ROLE-PLAY JOB INTERVIEW



How was the interview? Did the recruiter ask you to imagine if you are in the position or what you will do when facing the problems? Yes. That is a role-play interview. Here, the candidate wants to know how the candidate could overcome the problem.

When applying for a job, you may have the option of participating in one of several interview formats. The role-play interview is one of these formats. Acknowledging how this interview format works ahead of time might help you prepare sufficiently. In this chapter, we define a role-play interview, describe what to expect during one, list its advantages, discuss what employers look for in this sort of interview, and provide advice for a successful role-play interview.



A role-play interview is a type of interview in which your prospective employer gives you a scenario to act out. In role-play interviews, candidates are given a document outlining a situation and given a set amount of time to prepare for it. After that, the candidate must perform, either alone or with another person, such as a client. Alternatively, the interviewer can play the role of a customer. In most circumstances, the role-play interview resembles a situation that you would face in the role for which you are seeking. Employers choose this kind of interviewing for certain jobs since it allows candidates to demonstrate their skills while also permitting the employer to observe them

Role-play interviews vary in duration and format, but they nonetheless share some common elements. Role-play interviews often last 30 minutes to an hour, depending on the scenario's complexity.

In most cases, the interviewer or hiring manager will provide you with a scenario and offer you the knowledge you need to solve the problem. Often, you'll have enough time to plan out a strategy before getting started.

Following the explanation and preparation, you will execute the role-play with the help of one or more staff members who will play the other roles. After you've solved the challenge, the interviewer will evaluate and provide feedback on your role-playing performance.



## The advantages of a role-play interview

Role-play interviews are very different from more traditional interview formats, which are typically more conversational. Role-playing, on the other hand, has a lot of advantages. Take into account the following benefits:

- Demonstrate abilities

One of the most significant advantages of a role-play interview is the ability to demonstrate your abilities rather than simply discussing them in a conversational interview.

- Submit an application for the position.

Most of the time, the scenario you role play is one you will encounter in the workplace, which can help you prepare efficiently for the task..

- Get Feedback.

Most standard interviews do not involve quick feedback on your performance from the hiring manager, whereas role-play interviews nearly always do.

- Engage staff in conversation

During the role play, you will have the opportunity to meet and work with existing firm personnel, which is something you do not generally receive during a traditional interview.

## The Strategies to Have A Role-play Interview


Knowing what to expect can help you prepare well for a role-play interview. A role-play interview follows the following steps:

### 1. Go over the instructions again.

Your role-play interview will usually begin with either a verbal explanation of the role-play scenario from the hiring manager or a written brief that you will peruse independently. In either case, as you study the scenario, jot down any questions you have or any notes you think may be useful when you begin the role-play.

Not all of the points are clearly stated. You must comprehend and see the problem. As a result, be sure you comprehend all that is being said. The scenario can be difficult, so it's important to know your job and what's expected of you.





In times of stress, a person may read through a paper quickly, only to make a fool of themselves later due to misunderstandings and misconceptions. So, in order to avoid any uncomfortable situations, read the document thoroughly. If you don't pay attention to detail, many recruiters will dismiss your application.

## **2. Ask any clarifying questions you may have.**

After you have looked over the guidelines, ask any questions you have about the situation. Make sure you know what's going on, what your role is, and what you want to happen. Once the role-play begins, you will need this information to devise an effective plan.

The role play script is frequently ambiguous, and it does not specify the exact scenario or your responsibilities. Interviewers want to assess how well you understand the material, as well as how well you ask questions. You will be able to ask the appropriate questions if you have a thorough understanding of the scenario. Asking probing questions like 'explain me about the –' or 'can you elaborate on –' is a good idea. You gain more clarity by asking such queries. Make sure you're not asking inquiries that are too obvious.

## **3. Create a strategy**

Spend the last few minutes of your prep time devising a plan for finishing the role play. Write down how you want to solve the problem based on the scenario and the best way to establish an action plan.

## **4. Emphasize crucial points**

Make sure to highlight the essential elements in your strategy in a way that is easy to understand so that you can rapidly access the information you need when in the middle of the scenario. To ensure that you do so during the role play, develop a list of bullet points with significant phrases or skills you wish to demonstrate.

## **5. Follow and adapt**

As soon as the role play begins, stick to your plan. If you need to refer to your notes, do so, but try to stay as natural as possible during the role play. Keep in mind that you will need to adapt dependent on the reactions and actions of the other participants in the role play, so stay flexible throughout the situation.



## 6. Put your best foot forward.

Complete your situation with confidence. There's no reason to be concerned, yet the role-play interview can be nervous because you have no idea what to anticipate. Keeping your calm, on the other hand, can help you perform better. As a result, being cool and focused on the task will yield positive results. Show no signs of anxiousness and constantly speak with a grin on your face. A grin goes a long way when interacting with customers. When you converse on the phone with a smile on your face, the other person notices it and is thrilled to know that you are happy to assist him. While speaking, be enthusiastic, polite, and energetic. Consider making a closing statement that outlines how you resolved the situation and the steps you took to obtain an effective conclusion, if relevant. Make a point of highlighting the abilities and tactics you employed to come to a beneficial decision.

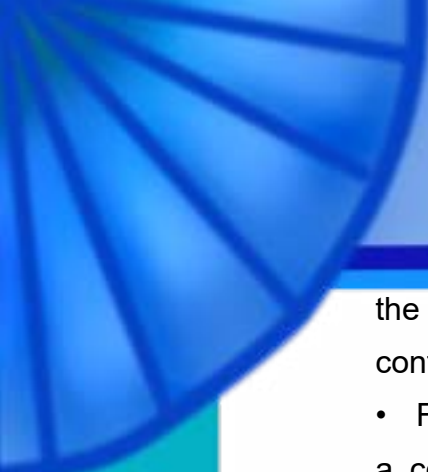
## 7. Discuss the outcome

You will discuss the conclusion with the other participants as well as the interviewer or recruiting manager once you have completed the role-play scenario. This is yet another great opportunity to talk about the particular and deliberate techniques you utilized to get a favorable result, as well as the talents you displayed via your actions..



Employers look for a few specific things during a role-playing interview:

- Confidence: Hiring managers want to know whether you are self-confident or not and you will be able to handle the responsibilities of



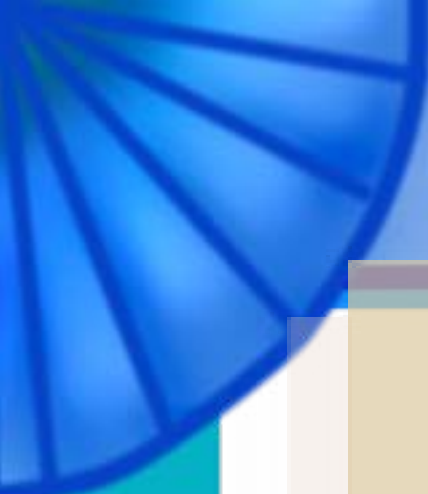
the job. During the role-playing situation, they will be looking for your confidence.

- **Flexibility:** Although you will not always be able to anticipate how a colleague worker or client would behave in a real-life situation, the ready to respond and adjust to the other actors in the role-play interview is crucial.
- **Specific skills:** During your role - plays, the interviewer will search for the mentioned abilities and traits from the job advertisement. They will want to see you use these abilities to make sure you are capable of doing so.
- **Critical thinking:** The majority of role-play scenarios will require you to use critical thinking to quickly process and respond to a problem or impediment.
- **Professionalism:** Above all, regardless of the amount of stress in the scenario, the hiring manager will want to see you communicate professionally with the other people involved.



To assist you to succeed in your next role-play interview, consider the following suggestions:

- **Research potential scenarios.** Consider the role for which you are applying and the obstacles or scenarios you would encounter in that position. This can help you figure out what kind of circumstances you will face throughout your role-play interview.
- **Practice with a friend.** Request assistance from a buddy in doing a practice role-play interview based on a situation you've read online. As a result, you'll have some practice before your actual interview.
- **Review the job description.** Use the job description to figure out what abilities and attributes the hiring manager will be looking for during the role-play interview. Knowing which abilities to



emphasize during the interview will aid you in developing an effective role-play plan.

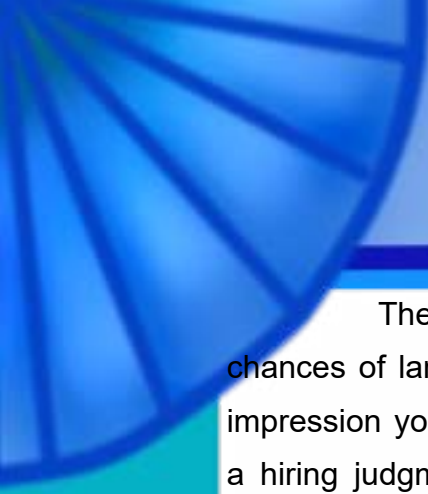
- Enlist help from others. Request assistance from friends or colleagues in your sector in identifying possible scenarios that may arise during your role-play interview.
- Ask questions. If you have any queries before your role-play interview, you should ask them now. Knowing the right facts can help you perform with confidence throughout the role-play.
- Stay calm. As part of the role-play interview, the interviewer or recruiting manager would most likely incorporate a stress aspect to measure your patience and stress response. During the interview, maintain as much calm and confidence as possible while concentrating on your strategy.

## CHAPTER 11

# GROOMING FOR A ROLE PLAY JOB INTERVIEW



How was your look in the interview? It is important to build a good first impression at first. This is what is called grooming. In this chapter, you will learn how the candidate behave in a job interview.



The way you present yourself at an interview can make or break your chances of landing the job. Even if you have an outstanding résumé, the first impression you make during the interview is crucial. Since they have to make a hiring judgment based on that first impression, your prospective recruiters will analyze everything about you. Even if you have excellent qualifications, bad grooming may convey to the interviewer a negative impression. During an interview, bad grooming is simply distracting. When starting a new work, you should also pay attention to your grooming and appearance. Candidates who present themselves in a polished, professional manner have an advantage over their competitors. You must recognize the significance of grooming in order to start your interview on the right foot.

## How to Get Ready for a Job Interview

The way you dress for an interview provides potential employers an initial idea of how professional you are. When a potential employer meets you for a job interview, the first thing they notice is your appearance. A neat appearance conveys confidence, elegance, and preparedness. If you do not dress adequately for an interview, you create the idea that you do not respect yourself or the people you are meeting with, even if you seem wonderful on paper. A professional appearance defines you as someone who takes their work seriously, whereas an untidy appearance can create the impression that you are unprofessional and unconcerned about your image. Dressing professionally and being well-groomed can help you make a good first impression. Being well-groomed entails being clean and odorless.

## What Should You Wear to a Job Interview?

What is the most appropriate attire for a job interview? The answer will differ depending on the position and organization with which you are interviewing. You always want to create a good first impression, but the clothes you wear depend on whether you are interviewing for a formal corporation, a casual startup, or a casual summer job or internship. Here is a common example of how to dress for a job interview.





Picture 11.1. How to dress for a job interview

Source: Jim interviews dress code.com

## PROFESSIONALISM

Dressing professionally for work is more than just about looking professional; it also shows that you understand that conventions and standards exist because they are expectations that must be met. Even if you believe you should be judged on your talent and abilities rather than your appearance, wearing appropriately for the setting demonstrates your respect for your employer and clients, as well as your willingness to obey workplace directives

## CONFIDENCE

Dressing professionally can increase your confidence and help you focus on your task. It's also suggested that you dress professionally for phone interviews, because it puts you in a different mentality than if you're interviewing in your robe or shorts. It's possible that when you look your best, you'll perform your best.





## **JUDGEMENT**

An employer's first impression of your judgment skills is based on your outer appearance during an interview. If you are applying for a high-level professional job in an industry where business suits are the norm, showing up in anything other than one can imply that you don't know what's expected of you or that you don't care and are disregarding the rules. Conversely, if you're interviewing for a position as a kindergarten teacher and show up in clubwear, you're exhibiting that you're not interpreting the scenario right.

## **RESPECT**

Dressing appropriately for an interview demonstrates that you are serious about the job, that you value the interviewer's time, and that you're genuinely interested in the role. It also displays that you are aware of the corporate culture and that you would easily fit into the working dynamic.

# **Maintaining Your Confidence During A Job Interview**

The way you hold yourself during an interview can make or break your chances of getting the job. Even if you have good answers to the questions, you will have a difficult time winning the job if your manner or body language is off-putting to the interviewer. An interviewer wants to conceive of you as a prospective

colleague, which can be tough if he doesn't feel a connection with you.

The way you present yourself at a job interview is just as essential as what you say. For interviewers, your body language is a vital indicator of your comfort, confidence, and curiosity. To make the best possible impression in your interview, be aware of your body language.

## Body Language

With your posture, gestures, facial expressions, and motions, you may transmit your feelings through body language. Although most people's body language is unconscious, with practice, you may learn to control it and portray confidence to those around you.

Certain bodily movements and positions convey negative feelings such as uneasiness or disgust, while others convey curiosity and comfort. The interviewer can focus on what you're saying rather than how you look if you use neutral or positive body language. You are more likely to be called back with a job offer if the interviewer can readily process what you are saying.

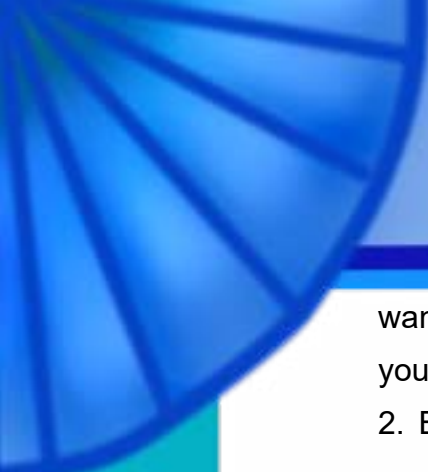


How can I be confident in a job interview by using body language?

Follow these tips if you want your body language to show confidence in your next job interview:

1. Prepare in private

People who are confident are well-prepared. Take some time before entering the facility to gather your paperwork, silence your phone, and review any information you may have received. You'll be dealing with company employees as soon as you walk in, and you'll



want to show confidence to them right away. In a private space, collect your thoughts and materials.

2. Be aware in the waiting room

While it may seem like a good idea to catch up on emails or send a text while waiting for the interview to begin, your time would be better spent introducing yourself to the receptionist and waiting patiently. If possible, take a seat where you can see the entrance via which you believe the interviewer will enter, so there is no awkwardness when they do.

3. Keep the good posture

Keep a straight back. Maintain a straight posture while you are in the interview room. If at all feasible, sit on a chair with a straight back and keep your chin and shoulders up. Confidence can be seen in great posture.

4. Keep your palms outstretched

If speaking with your hands is natural for you, make sure to maintain your palms open while doing so. Palms facing upwards show you have nothing to hide and are confident in what you're expressing.

5. Make good eye contact

Treat the interviewer as an old friend when it comes to eye contact. Maintain eye contact with them on a regular basis, yet glance away when it feels right. When shaking hands, make sure to keep eye contact.

6. Be responsive

When the interviewer speaks, give a nod and a grin to show you're paying attention. These actions demonstrate that you comprehend and agree with what the interviewer is saying.

Adaptableness.



## TIPS

### how to keep positive body language during an interview

To ensure that your body language conveys confidence, positivity, and interest during your next interview, keep the following guidelines in mind. Keep the following tips in mind during your next interview to make sure your body language indicates confidence, positivity, and interest:

1. Handshake:

The interviewer will most likely shake your hand. Your handshake should be firm and last for a few seconds.

2. Posture:

Always be conscious of your posture. Maintain a relaxed posture with your shoulders back and down and your chin elevated. Regularly practice this position until it becomes natural to you.

3. Leg position:

If at all possible, keep your legs still and uncrossed. Since crossing your legs can be painful, you should stretch them out during the interview. This unease could be perceived as a lack of enthusiasm for the interview.

4. Restlessness:


If you have an anxious behavior, such as jiggling your knee or tapping the table, try to overcome it. Restless behaviors can be distracting, and they can show the interviewer that you're uneasy or uninterested.

5. Hand position:

Keep your hands visible if you are sitting at a table or desk for the interview. This will show you don't have anything to conceal. Keep your hands in your lap with the palms visible if you are sitting in a chair with nothing in front of you to signify openness.

6. Your items:

If you have a briefcase or pocketbook, place it by your side on



the floor so you can easily take it and shake hands with the hiring manager after the interview. If you intend to deliver any documents or take notes, take them out of your bag as soon as you enter the room to avoid disrupting the conversation.

7. Mirror:

We have a natural tendency to reflect the people with whom we are conversing. To put the interviewer at ease, be mindful of this and mirror the interviewer's body language.

8. Walking:

Between the waiting area and the interview room, walk smoothly and confidently. Maintain good posture while walking and keep a firm grip on your possessions to avoid dropping anything.

9. Breath deeply:

Deep, even breaths can aid to relax the body and lessen the impulse to jiggle your leg or drum on your arm when you're frightened.

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