

Job Search

Resume Writing

Cover letter

Interview techniques

Proporsal writing

1. The three RS of Searching for a job

When beginning your job search, consider the three RS: Research yourself, Research the company, and research the position.

- **Research yourself**

You are not right for every job, nor is every job right for you. To ensure that you are applying for the correct position, ask yourself the following questions.

- What are your skills, attributes and accomplishments?
- What do you have to offer this company?
- What can you bring to the company that is unique?
- What are your selling points?
- How do our qualifications meet the positions's requirements?
- What interests you about this company and the position?

- **Research the Comapny**

By Researching the company, you educate yourself about the comany's culture, values, products, and services. To research the copmany, view the employer's Web site, read anual reports, or speak with an employee. Consider these questions:

- How does the employers future look?
- What is the employers product or service?
- How do your values agree with the companys values?
- What is the companys culture?
- What are the needs or problems of the employer?
- Is the employer expanding?

- **Research the position**

When you consider the job opening, review its requirements and duties. Doing so will help you to determine if this job is right for you. Askk yourself these questions:

- What are the job responsibilites?
- What are the pay and benefits for this job?
- What skill and talents are nedded for the position?
- What is the strucutre of the department?
- Who does the position report to?

2. How to find job Openings

When it's time for you to look for a job, how will you begin your search? You know you can't just wander up and down the street, knocking on doors randomly. That would be time consuming and exhausting. Instead, you must approach the job search more systematically.

- **Visit your college or university job placement center**
 - A college's job placement center is an excellent place to begin a job search, for several reasons.
 - The center will be able to tell you when companies will visit campus for job recruiting.
 - The service might keep on file your letters of recommendation or portfolio. The job placement center can send these out to interested companies upon your request.
 - Your school's job placement service has counselors who will counsel you regarding your skills and job options.
- **Attend a job fair**
 - Many colleges and universities host job fairs. A job fair will allow you to research job openings, make contacts for internships, or submit resumes for job openings. If you attend a job fair, treat like an interview. Dress professionally and take copies of your resume and letters of recommendation.
- **Talk to your instructors**
 - They may know of job openings or people who might be helpful in your job search.
- **Network with friends and past employers**
- **Use social media for your job search**
 - LinkedIn
- **Research the Internet**

3. Criteria for effective Resumes

Once you have found a job that interests you, it is time to apply. Your job application will start when you send the prospective employer your resume. Resumes are usually the first impression you make on a prospective employer. If your resume is effective, you have opened the door to possible employment. If your resume is ineffective, you have closed the door to opportunity.

TWO TYPES OF RESUME

- **Reverse chronological resume**
 - A recent high school or college graduate
 - Hope to enter the profession in which you have received college training or certification
 - Have made progress in one profession
 - Plan to stay in your present profession
- **Functional Resume**
 - Not a recent high school or college graduate
 - Plan to enter a profession in which you have not received formal college training or certification
 - Have changed jobs frequently
 - Plan to enter a new profession

Ethical consideration when writing a resume

- Following are examples of resume fraud that you must avoid:
- Including a degree that you have not earned.
- Listing colleges or universities that you have not attended
- Inflating your job title
- Inflating your job responsibilities
- Inflating your job achievements
- Listing jobs that you have not held
- Claiming technical knowledge that you don't have

Key resume components

- Identification
 - Your name
 - Contact information
 - Location
 - Your email
- Career Objective: The career objective line is like a subject line in a memo and email.
- Summary of Qualifications: A summary of qualifications allows the employer an immediate opportunity to see how you can add value to the company.
- Employment
 - Your job title
 - The name of the company you worked for
 - The location of this company
 - Email
- Education
 - Degree
 - School name

- Year of graduation
- Professional skills

CHRONOLOGICAL RESUME

Sharon J. Barenblatt

1901 Rosebud Avenue
 Boston, MA 12987
 Cell phone: 202-555-2121
 E-mail: sharonbb@juno.com

Objective

Employment as an Account Manager in public relations, using my education, work experience, and interpersonal communication skills to generate business.

Summary of Qualifications

- Over five years customer service experience
- Experience in public relations, writing public service announcements
- Proven record of written and interpersonal communication abilities
- Outstanding leadership skills, shown by my management background
- Fluent in Spanish

Education

BS, Business. Boston College. Boston, MA 2010

- 3.2 GPA
- Social Justice Chair, Sigma Delta Tau, 2010
- Study Abroad Program, Madrid, Spain 2009
- Internship, Ace Public Relations, Boston, MA 2008

Frederick Douglas High School. Newcastle, MA 2007

- 3.5 GPA
- Member, Honor Society
- Captain, Frederick Douglas High School tennis team

Work Experience

Salesperson/assistant department manager. Jessica McClintock Clothing Store. Boston, MA 2009 to present.

- Prepare nightly deposits, input daily receipts
- Open and close the store
- Provide customer service
- Trained six new employees

Salesperson. GAP Clothing. Newcastle, MA 2007 to 2008

- Assisted customers
- Stocked shelves

Professional Skills

- Made oral presentations to the Pan-Hellenic Council to advertise sorority philanthropic activities
- Helped plan community-wide "Paul Revere's Ride Day"
- Created advertising brochures and fliers

FUNCTIONAL RESUME

JODY R. SEACREST
1944 W. 112th Street
Salem, OR 64925
(513) 451-4978 jseacrest12@hotmail.com

Objectives

Management position using my expertise in merchandizing, administration, interpersonal communication, and computer skills to help a company meet its revenue goals

Professional Skills

- Operated sporting goods/sportswear mail-order house. Business began as home-based but experienced 125% growth and was purchased by a national retail sporting goods chain.
- Managed a retail design studio producing over \$500,000 annually.
- Hired, trained, and supervised an administrative staff of 15 employees for a financial planning institution.
- Sold copiers through on-site demonstrations. Exceeded corporate sales goals by 10% annually.
- Provided purchaser training for office equipment, reducing labor costs by 25%.
- Acquired modern management skills through continuing education courses.

Work Experience

Office manager, Simcoe Designs, Salem, OR 2010 to present.
Sales representative, Hi-Tech Office Systems, Salem, OR 2006 to 2010.
Office manager, Lueck Finances, Portland, OR 2004 to 2006.
President, Good Sports, Inc., Portland, OR 2002 to 2004.

Computer Proficiency

Microsoft Office XP, Visual Basic 6, C++, Oracle, Microsoft SQL Server, Network Administration

Military Experience

Corporal, U.S. Army, Fort Lewis, WA 1998–2002. Honorably discharged.

- Served as Company network administrator.
- Planned and budgeted all IT purchases.

Education

BA, Communication Studies, Portland State University, Portland, OR 1998.

What is a cover letter?

Cover letter, also known as an application letter, is a three to four paragraph memo to employers explaining your interest in the job and company and your fitness for the role

What to consider before you write

Before you craft your cover letter, gather all the information you may need. Here are some things to consider before you write a cover letter:

- Think about your experiences
- Think about the company you're writing to and what drew you to it
- Think about who you are writing to.

Cover letter format

A cover letter should be formatted like a business letter with these sections:

Header with date and contact information

- Your name
- Your city and ZIP code
- Your phone number
- Your email address
- Date
- Name of recipient
- Title of recipient
- Company name
- Company address

Header example:

Ali Lang
ali.lang@email.com
555 Orchard Lane, Las Vegas, NV(555) 8884000May 5, 20XX
Terry Washington
Revolve Inc.
123 Vineyard Drive, Las Vegas, NV

Salutation or greeting

- Greetings example:
- Dear Hiring Manager,
- Dear Tyler Wallace,

Opening paragraph

In the first paragraph, mention the job title you're applying for and where you saw the position posting.

Opening paragraph example:

"I'm excited to apply for the Graphic Designer position at Cloud Clearwater I found on Indeed. I understand you're currently adding several new product lines, and I believe my skills in video and animation provide a significant advantage for creating a successful launch. As a longtime fan of your products, I'm thrilled at the opportunity to bring my unique style and passion for beachwear to the company."

Middle paragraph(s)

Your paragraph should be a brief overview of your background as it relates to the position.

Second paragraph example:

"As the Director of Human Resources at Wes Morgan Philips, I was a key senior leader in the organization and was responsible for improving the efficiency and performance of the company's 540 employees. Before that, I worked in human resources, equal employment opportunity and diversity for Jenkins Technology Solutions, Inc. At Jenkins Technology, I developed an employee retention plan involving a wellness program, an internal training program and a promotions selection process. This led to a 50% reduction in the overall employee turnover rate."

Closing paragraph

You should end your cover letter with a paragraph summarizing why you are applying for the role and why you would be a great fit

Signoff example:

"Thank you for your time and consideration. I look forward to learning more about the sales position and TradeLot. Growth is essential to my continued success, and I'm excited for the chance to be a part of TradeLot's industryleading team. My proven track record and TradeLot's quality products are a winning combination for increasing the company's market share.

Sincerely,
Malik Rabb

Brand copywriter

Job descriptionWe are looking for an experienced copywriter to join our team. If you have a great eye for balance, a quick wit, and can adapt a brand voice for any medium, this role is right for you. Responsibilities:

- Write for branded communications, including ads, emails, events, landing pages, videos, product marketing and more
- Maintain and develop the voice of our brand in collaboration with others
- Develop copy for internal communications that generate excitement about our company culture
- Work independently and manage your time well
- Strong copyediting skills for your work and others

Requirements:

- A portfolio of your work
- Minimum 5 years of copywriting, ideally within an agency
- Strong attention to detail

Cover letter

Hello, There are at least two less-than-obvious ways to improve your vocabulary (and by extension, your copywriting skills): studying for the GRE and becoming a crossword puzzle enthusiast. I've done both, but for this job application, I'd like to focus on the latter.

My grandmother was the best writer I've ever known. She wasn't a professional writer, but a love of writing was something we shared. It wasn't until last year that I also took up her passion for crossword puzzles and immediately saw how the two went hand in hand. Before long, I was solving Monday Wednesday puzzles in the New York Times, needing to look up words less and less frequently as time passed. Soon, I was able to complete Thursday and Saturday, too. Throughout this process, I could feel my stock of quips, rejoinders, and turns of phrase steadily growing. Eventually, I worked up the courage to attempt the Sunday puzzles.

It was this courage that was the real turning point for me. In my current agency, I'm known as a hard worker and creative spirit; my peer and manager evaluations have made this clear. But while I felt confident in my abilities, I had never seen myself as particularly daring. Considering new challenges and mastering each one along the way gave me a renewed sense of myself and clarity about my chosen profession.

I began a career as a copywriter because I was skilled at finding combinations of words to fit a thought or feeling. I'm continuing down that path as I've realized how I can shape and hone that skill to reach new heights. I want copywriting at [name of company] to be the next step in my journey.

All the best,
[Your name]

Techniques for interviewing effectively

The goal of writing an effective resume and letter of application is to get an interview. The resume and letter of application open the door only a successful interview will win you the job.

Dress professionally: Professionalism starts with your appearance. Business suits are still best for both men and women.

Be on time: Plan to arrive at your interview at least 20 or 30 minutes ahead of schedule.

What your body Language: To make the best impression, don't slouch, chew your fingernails, play with your hair or jewelry or check your watch. Sit straight in your chair, Even leaning forward a little to show your enthusiasm and energy.

Turn off your cell phone:

Watch what you say and how you say it: Speak slowly, focus on the conversation, and don't ramble.

Bring supporting documents to the interview

Research the company

Be familiar with typical interview questions

- What are your strengths and weaknesses?
- Why do you want to work for this company?
- What did you like most about your last job?
- What starting salary would you expect?
- Job acceptance letter
- The writing process at work

What is proposal?

Proposal is a formal document, its goal is to sell an idea persuasively (effectively).

Consider this scenario:

Your university is growing quickly. To keep up, it needs a bigger campus, which could be downtown, by expanding the current site. New facilities should include gyms, daycare, dining options, gaming rooms, and labs for students. Additionally, the university should hire new computer science faculty and improve diversity in admissions and hiring.

How will you convey these ideas to upper_level management?

this topic is large and a short informal report will not be enough so you will have to write a formal report (proposal)

There are two types of proposal

- Internal proposal
 - Writing proposal to your company's management.
 - Writing proposal to the VC of Sukkur IBA for expanding facility in Kandhkot campus.
- External proposal
 - Our university is launching specialized educational programs for high schools. With STEM workshops, college prep seminars, and summer camps, students gain valuable skills for their academic journey and future careers. Join us for an enriching partnership!

Request for proposal

An RFP is like a "help wanted" ad for projects. Organizations say what they need done and ask companies to send in their plans and prices. It helps organizations find the best option for their project.

Q: When I read about proposals, I see terms like RFP, T & C, SOW, boilerplate, and solicited and unsolicited. What do these words mean?

A: Here's a table defining these common proposal terms:

Proposal Terms	Definitions
Boilerplate	Any content (text or graphics) that can be used in many proposals
RFP	Request for Proposals —means by which external companies and agencies ask for proposals
Solicited Proposal	A proposal written in response to a request
SOW	Scope of Work or Statement of Work —a summary of the costs, dates, deliverables, personnel certifications, and/or company history
T & C	Terms and Conditions —the exact parameters of the request and expected responses
Unsolicited Proposal	A proposal written on your own initiative

Criteria for Proposals

To guide your readers through a proposal provide the following.

Title page

- Title of the long report
- Name of the company, writer, or writer submitting the long report
- Date on which the long report was completed

Report on Multicultural Workforce at StartCo Insurance

Prepared by: _____ Date: _____
Pete Niosi
Assistant Director, Human Resources

Reviewed by: _____ Date: _____
Leah Workman
Manager, Accounting

Cover letter:

your cover letter perfaces the long report and provides the reader an overview of what is to follow.

- Why you are writing
- What you are writing about
- What exactly of importance is within the report
- What you plan to do next as a follow up
- When the action should occur
- Why that date is important

Table of contents

Long report are read by many different readers, each of whom will have special area of interest. The managers who read your reports will be interested in cost concerns.

Your responsibility is to help these different readers find the sections of the report that interest them.

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Abstract

An abstract in a proposal is a brief summary that outlines the main points of the proposal and it is designed to give the reader a quick understanding of the key elements without having to read the entire document.

Why abstract?

Your reader will be managers, supervisors and highly exective and these readers are very busy in management. They may have little bit technical knowledge and they need your help in two ways: Quick information in low tech.

- 3 to 10 sentences.
- Problem
- Suggested Solutions
- Benefits your audience will drive

Abstract

Due to deregulation and the recent economic recession, we must reduce our workforce by 12%.

Our plan for doing so involves

- Freezing new hires
- Promoting early retirement
- Reassigning second-shift supervisors to our Desoto plant
- Temporarily laying off third-shift line technicians

Achieving the above will allow us to maintain production during the current economic difficulties.

Problem:

Our university campus is struggling with limited space, outdated facilities, and insufficient resources for the growing student population.

Suggested Solutions:

- Expand the campus with new buildings
- Modernize classrooms and laboratories
- Provide diverse dining options and recreational areas
- Hire more faculty, especially in computer science

Benefits to Students:

The expansion will offer stateofheart learning environments, better services, enhanced academic support, and a more inclusive campus life, improving overall student experience and career readiness.

Introduction

Your Introduction should include two primary sections

1. Purpose
1 to 3 sentences, tell your readers the purpose of your proposal.
2. Problem
To clarify for the audience why this proposal is important, explain the problems leading to your suggestions.

Purpose:

This proposal aims to expand and modernize our university campus to support our growing student population and enhance educational quality.

Problem (Needs Analysis):

- Limited Space : Current facilities are overcrowded.
 - Outdated Facilities : Classrooms and labs need modernization.
 - Insufficient Facult More faculty, especially in computer science, are needed.
 - Lack of Diversity Admissions and hiring practices need to improve for better inclusion.
-

1.0 Introduction

1.1 Purpose Statement

This is a proposal for a storm sewer survey for Yakima, Washington. First, the survey will identify storm sewers needing repair and renovation. Then it will recommend public works projects that would control residential basement flooding in Yakima.

1.2 Needs Analysis

1.2.1. Increased Flooding

Residential basement flooding in Yakima has been increasing. Fourteen basements were reported flooded in 2011, whereas 83 residents reported flooded basements in 2012.

1.2.2. Property Damage

Basement flooding in Yakima results in thousands of dollars in property damage. The following are commonly reported as damaged property:

- Washers
- Dryers
- Freezers
- Furniture
- Furnaces

Major appliances cannot be repaired after water damage. Flooding also can result in expensive foundation repairs.

1.2.3. Indirect Costs

Flooding in Yakima is receiving increased publicity. Flood areas, including Yakima, have been identified in newspapers and on local newscasts. Until flooding problems have been corrected, potential residents and businesses may be reluctant to locate in Yakima.

1.2.4. Special-Interest Groups

Citizens over 55 years old represent 40 percent of the Yakima population. In city council meetings, senior citizens with limited incomes expressed their distress over property damage. Residents are unable to obtain federal flood insurance and must bear the financial burden of replacing flood-damaged personal and real property. Senior citizens (and other Yakima residents) look to city officials to resolve this financial dilemma.

Discussion(The body of proposal)

When writing the text for your proposal, sell your ideas persuasively, develop your ideas thoroughly through research, observe ethical technical communication standards, organize your content so the audience can follow your thoughts easily, and use graphics.

- Persuasive Communication
 - Sell Your Ideas : Convince your audience of the value and importance of your proposal.
- Thorough Research
 - Support with Research : Back up your ideas with solid, reliable information.
- Ethical Communication
 - Be Honest : Ensure your writing is transparent and credits original sources.
- Clear Organization
 - Stay Organized : Use headings and bullet points to make your content easy to follow.
- Effective Use of Graphics
 - Use Graphics : Include charts, graphs, or images to clarify and enhance your points.

Conclusion/Recommendation

- Sum up your proposal, Providing your reader closure.
- Summarize the key elements of proposal.

EXAMPLE: PROPOSAL FOR UNIVERSITY CAMPUS EXPANSION

Title Page

Proposal for University Campus Expansion

Prepared for:

[University Name]

[University Address]

Prepared by:

[Your Name]

[Your Position]

[Your Contact Information]

Date:

[Date]

Cover Letter

[Date]

[Recipient Name]

[Recipient Position]

[University Name]

[University Address]

Dear [Recipient Name],

I am pleased to present a proposal for expanding our university campus. With our rapid growth, we need more space and updated facilities. This proposal outlines our plans to expand the campus and add new amenities to support our students and staff.

Thank you for considering this proposal. I look forward to discussing it further.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]

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Abstract

Problem:

Our university is growing quickly and needs a larger campus. Current facilities are not enough.

Solution:

Expand the campus with new buildings, labs, gyms, daycare, dining options, and gaming rooms. Hire more computer science faculty and improve diversity in admissions and hiring.

Benefits:

Better facilities and services will enhance student life and support a more inclusive campus.

Introduction

Purpose:

This proposal aims to expand and modernize our campus to keep up with growth and improve educational quality.

Problem (Needs Analysis):

Limited Space: Overcrowded facilities.

Outdated Facilities: Need for modern classrooms and labs.

Inadequate Resources: Lack of gyms, daycare, and diverse dining options.

Insufficient Faculty: More computer science teachers needed.

Lack of Diversity: Need better diversity in admissions and hiring.

Discussion

Proposed Solutions:

Expand Campus:

- Build new classrooms and labs.

- Add gyms, daycare, dining options, and gaming rooms.

Hire More Faculty:

- Increase computer science faculty.

- Improve diversity in hiring.

Improve Diversity Initiatives:

- Enhance admissions practices to attract diverse students.

- Adopt inclusive hiring practices.

Implementation Steps:

- Conduct a feasibility study.

- Secure funding.

- Plan construction phases.

- Launch recruitment drives.

Resources Required:

- Financial investment for construction and hiring.

- Additional staff for project management.

- Time for phased implementation.

Challenges and Mitigation Strategies:

- Seek grants and partnerships for funding.

- Minimize disruption during construction.

- Offer competitive packages for recruitment.

Conclusion

Benefits:

The expansion will provide modern facilities, improve student services, and create a more inclusive campus environment.

Recommendations for Action:

Start with a feasibility study and secure funding to begin the expansion. This will help us provide better education and support for our growing student population.