



## Chapter 17

### Employment Communication and Interviewing

# Application Letter

- A marketing tool that highlights your most attractive qualifications as a potential employee
- A cover letter for the transmittal of your résumé
  - Targeted (for solicited position)
  - General (for unsolicited position)

## Example of a Good Targeted Application Letter

17211 Jadestone Court  
Chesapeake, VA 23323  
October 17, 200-

Ms. Lisbeth Williamson, Manager  
McCullough's Department Store  
Center City Mall  
Virginia Beach, VA 23451

Uses positive, direct approach.

Dear Ms. Williamson:

Your advertisement in the *Virginia Beach Beacon* for a credit manager appeals to me because the requirements for the position match well with my education and experience. As your credit manager, I believe that I would make an immediate contribution to the continued success of McCullough's Department Store.

Matches skills to job requirements.

### Your Requirements

BS degree in Business Finance

Experience in retail credit

Ability to work with people

Ability to solve problems

### My Qualifications

- BS in Business Administration with a Finance specialty; received award as Outstanding Senior in Business Finance.
- Three years' part-time department store experience as Assistant Manager; had responsibility for credit approvals; held three-year bad debts to a maximum of .2 percent.
- Good relationships with colleagues and supervisors; served two years as student council treasurer at the university.
- Managed fund-raising campaign that raised \$15,000 for emergency loans for students with a B or above average who needed a short-term loan for tuition.

Shows enclosure of résumé.

As requested, I have enclosed my résumé with further details of my qualifications and accomplishments. I look forward to meeting with you to discuss how I would fit into your organization. You may contact me by phone at 757.555.6568 or e-mail at owen.harrell@yahoo.com. I would appreciate the opportunity for an interview at your convenience.

Makes contact easy; reinforces interest.

Sincerely,

*Owen Harrell*

Owen Harrell

Enclosure: Résumé

# An Application Letter Achieves:

- Attention
- Interest
- Desire
- Action



# Attention

- Gain favorable attention.
- Express interest in the position.
- Motivate the receiver to read the entire application letter.





# Interest

- Market your qualifications
- Identify special strengths and attributes and relate how they meet job requirements.



# Desire

- Describe selected accomplishments that show how you can benefit the company.
- Motivate the receiver to look closely at your résumé.



# Action

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- Request an interview or propose a future meeting.
- Provide easy-to-use contact information.
- Suggest scheduling alternatives.





# Application Letter

- Must be an accurate, clear, and concise message
- Should be brief—no more than 1 to 1½ pages
- Use same paper as résumé and enclose in a 9 x 12-inch mailing envelope
- Should be individually prepared, not photocopied



**CONTACT**

965 Ossington Ave  
Toronto, ON M6G 2T2

416-289-3233

janesmith@mail.com

**JANE SMITH**

DIGITAL CONTENT MARKETER

**COVER LETTER**

02/15/2020


Dear Mr. O'Neal,

I am writing to apply for the Digital Content Marketer position with Axel Media. I am a communications professional with a Master of Arts in Professional Writing and four years of experience writing online content for various publications.

In my current position as Content Manager for Johnson Communications I assign and edit articles publish blog posts and other content as well as maintain the company's social media accounts. I am a very organized person with great attention for detail and am able to handle a number of responsibilities at once. I have supervisory experience and can manage remote writers efficiently and with a fair hand. My communication and writing skills are my greatest strength. I have been praised by past supervisors for my contributions to online content as well as my ability to keep team members on track. I would thoroughly enjoy the chance to bring these skills to the online communications team at Axel Media as your new Digital Content Marketer.

I have no doubt you will find my credentials portfolio and references to be excellent. Please contact me at your earliest convenience to schedule an interview. I look forward to meeting with you and thank you in advance for your consideration.

Best,  
Jane Smith



**REFERENCES**

Sandy Peppercorn  
Manager at Twist Once Inc.  
416-289-3233  
sandy@twistonce.com

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Manager at Twist Once Inc.  
416-289-3233  
sandy@twistonce.com



# Employment Application

A signed record of your personal  
and employment history

<b>Employment Application</b>		COMPANY OR EMPLOYER NAME: _____	
		Position applying for: _____	
EMPLOYEE INFORMATION			
Name: _____			
Last		First	Middle
Telephone: _____		Email: _____	Alternate telephone: _____
Address: _____			
Are you able to perform the essential functions of the position with or without accommodations? <input type="checkbox"/> Yes <input type="checkbox"/> No		<b>If necessary for the job, I am able to:</b> Work overtime? <input type="checkbox"/> Yes <input type="checkbox"/> No Provide a valid Alaska Driver's License? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If necessary for the job are you older than: <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input type="checkbox"/> 16 (Check one) <input type="checkbox"/> 18 <input type="checkbox"/> 19 <input type="checkbox"/> 21		If so, fill out the following: Issuing state: _____ Type: _____	
I am legally eligible for employment in the U.S.? <input type="checkbox"/> Yes <input type="checkbox"/> No		Endorsement(s): <input type="checkbox"/> Hazardous Material <input type="checkbox"/> Passengers <input type="checkbox"/> Tankers <input type="checkbox"/> Tank with Hazardous Materials <input type="checkbox"/> School Bus <input type="checkbox"/> Double/Triple trailers	
I am seeking a permanent position: <input type="checkbox"/> Yes <input type="checkbox"/> No		Work the following shifts: (check all that apply) <input type="checkbox"/> Any <input type="checkbox"/> Day <input type="checkbox"/> Night <input type="checkbox"/> Swing <input type="checkbox"/> Rotating <input type="checkbox"/> Split <input type="checkbox"/> Graveyard Other: _____	
<b>I will be able to report to work</b> _____ days after being notified I am hired.			
EMPLOYMENT HISTORY			
List most recent employment first. Include summer or temporary jobs. Be sure all your experience or employers related to this job are listed here, in the summary following this section or on an extra sheet of paper if necessary. No more than 10 years history recommended.			
Employer name and address: _____ _____ _____ Pay: \$ Per: _____	Position title/duties, skills: _____ _____ _____ Supervisor: _____ Telephone: _____	Start date: _____ End date: _____ Reason for leaving: _____	
Employer name and address: _____ _____ _____ Pay: \$ Per: _____	Position title/duties, skills: _____ _____ _____ Supervisor: _____ Telephone: _____	Start date: _____ End date: _____ Reason for leaving: _____	
Employer name and address: _____ _____ _____ Pay: \$ Per: _____	Position title/duties, skills: _____ _____ _____ Supervisor: _____ Telephone: _____	Start date: _____ End date: _____ Reason for leaving: _____	
Employer name and address: _____ _____ _____ Pay: \$ Per: _____	Position title/duties, skills: _____ _____ _____ Supervisor: _____ Telephone: _____	Start date: _____ End date: _____ Reason for leaving: _____	
Rev. 8/2010		Employment Application	
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# Three Key Elements of an Application

- Complete information for comparison to skills required for the position
- Integrity (accuracy) of the information
- Legibility of the application



# Interviewing for a Job

- Preparation
- Participation
- Types of interviews

# Preparing for an Interview

- Be ready to answer questions.
  - Traditional questions
  - Behavioral interview questions
  - Illegal questions
- Respond to the salary question.
- Prepare questions about the position.
- Research the company.
- Prepare yourself personally.



BE ENTHUSIASTIC



KNOW THE JOB



LISTEN TO THE QUESTION



APPROPRIATE LANGUAGE



PRACTICE YOUR ANSWERS



KNOW YOUR CV

## INTERVIEW TIPS



GIVE EXAMPLES



KNOW THE SKILLS



DRESS FOR THE JOB



ASK QUESTIONS



KEEP CALM



NON VERBAL COMMUNICATION



# Participating in an Interview

- Greet the interviewer.
- Shake hands.
- Sit when asked.
- Respond in a businesslike manner.
- Maintain eye contact.
- Be alert to signals the interview is ending.
- Express appreciation for the time.
- Ask when you will receive notice of the decision.
- Shake hands.



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NON VERBAL COMMUNICATION

An overhead view of four people sitting around a white rectangular table in a modern office setting. The people are diverse in age and ethnicity. The table is cluttered with various items including papers, notebooks, pens, a smartphone, a small potted plant, and a water bottle. The background is a light-colored wooden floor.

# Types of Interviews

- Screening interviews
  - Telephone
  - Face-to-face
  - Computer-assisted
- Subsequent interviews
- Telephone interviews
- Video interviews
- Online interviews
- Group interviews
- Alternative interviews



## Purpose of Other Employment Communication

- Following up on an application
- Accepting an interview invitation
- Following up an interview
- Accepting employment
- Rejecting employment
- Expressing appreciation to references and others
- Resigning from a job