

UNIT-8

Employment Communication

Employment communication revolves around written communication and conversation between the employer and the job-seekers. The employer communicates with the job-seeker about the vacancies, company culture, perks and benefits and security, etc. Employers use creative means to attract and retain the best talents.

① Getting started on Employment Communication:

Employment communication includes a resume, a cover letter, a follow-up letter, and possibly a registration letter.

Resumes and the related letters are important because they:

- Create a professional, favorable impression.
- Allow us to control the presentation of our skills on paper.
- Encourage an employer to call you to arrange an interview.
- Give employers something to look at before we fill out any applications they may require.
- Maintain goodwill between we and our employer.

Assess Your Strengths:

Use the following questions to help you determine your strengths as an employee:

- 1) Education: What is your grade point average (GPA)? What special classes have you prepared for a particular job? What degrees do you hold? Where did you go to school, and when did you graduate?
- 2) Employment: What jobs have you held? Write the job title, city and state, and dates for each job you now have or have previously held. Describe your duties and special projects on the job. Be specific.
- 3) Accomplishments: List your accomplishments (scholastic, job-related, extracurricular, or community) over the last several years. Include any honors or awards you received.

4) Skills: What are your special talents? What can you do well?
Are you a good problem solver, creative thinker, good communicator?
Do you have special skill sets - with computers, machinery, sales?

5) Character or personality traits: Are you dependable, honest and flexible? Are you outgoing, calm and optimistic? Do you have a good sense of humor?

⊗. Formatting and Organizing Resumes:

To see format of resume or CV
OR how Resume is written you can refer my sample from www.roshanbist900.com.ng by clicking on download CV

A resume is a short and precise document which gives prospective employer information about profile, work experience, education and skills of employee. The resume is our introduction to the employer and is meant to persuade him to call us for an interview. This is our first impression on our prospective employer in terms of our job skills, previous job profiles and our education.

The Americans prefer to use as resume or call as resume whereas in British English it is called as CV (Curriculum Vitae), both terms are same.

Because employers may spend no more than 15 to 45 seconds looking at our resume during the initial screening, we must make the resume memorable. Here we have the opportunity to show off our skills with page design using special features, appropriate headings and organizational schemes.

Making Resume Stand Out:

Like a newspaper ad, the resume must impress a reader in little space. For a high school student or a newly graduated college student, the resume should be only one page long. For people with several years of impressive work experience, a two-page resume is acceptable.

While designing resume special features such as boldfacing, underlining, italicizing, CAPITALIZING, bullets (•), makes important information stand out. But too many special features can make our resume cluttered and busy. The resume should look symmetric and balanced.

Deciding Which Headings to Include:

A resume must include basic information such as Identification, Education, Work Experience, Employment, Accomplishments, Skills etc. Identification, Education, and Work Experience are main basic headings out of above.

i) Identification: Include name, complete address, telephone number(s), and e-mail address. We may also include a permanent and temporary address.

ii) Education: Include name, city and state of the school from which you are graduated; your dates of attendance and graduation or expected date of graduation; and course of study. If GPA is good we can also add it, as well as extracurricular activities.

iii) Work Experience: Include the name, city and state of the company and the position or title and description of duties if it is related to the job for which you are applying. You also may include promotions, special accomplishments, and skills.

Besides basic information, we can add some optional headings on resumes like volunteer work, Computer experience, leadership skills, Technical skills etc.

Organizational Strategies:

Two organizational strategies govern the writing of all resumes: reverse chronological order and priority order.

i) Reverse chronological order: Some parts of the resume are presented in reverse chronological order (backward through time). The priority here is time; that is, what is most recent is considered to be most important. In particular, past jobs and schools attended should be listed in reverse chronological order.

ii) Priority Order: Major sections are presented in priority order—from most important to least important. When we have impressive work experience, that experience may be more important to our employer than education. If so, place work experience before education. Similarly in case of other headings also.

① Types of Resumes:

There are two fundamental types of resumes: the chronological resume and the functional resume.

1) Chronological Resume: The chronological resume organizes information in reverse chronological order—or backward in time through a person's education and employment record—with the most recent information presented first, instead of organizing information around time. This resume:

- Provides a history of employment and education in reverse chronological order.
- Accounts for every year the applicant is out of school, with no gaps in time.
- Tends to emphasize dates in the resume's design.
- Uses predictable headings.
- Places education and work experience early on the resume.

2) Functional Resume: The functional resume organizes information around a person's unique skills, giving an applicant the opportunity to highlight his or her special abilities or experience. This resume may have a section devoted to technical skills, sales abilities, or leadership skills. This resume:

- Summarizes the most important qualifications for the job.
- May not account for every year out of school.
- Emphasizes skills, accomplishments, and job titles regardless of time frame.
- Uses less predictable headings designed for the job.
- May present education and work experience later in the resume.

Electronic Resume: Technology has changed the way people look for and apply for jobs. Today the Internet and e-mail offer electronic ways to send and post resumes. An electronic resume is a chronological or functional resume that has been reformatte^d so that it can be sent electronically. It may take one of the following forms:

i) E-mail resume: Sent as a formatted attachment to an email or as part of an e-mail message.

ii) ASCII Text resume: Sent with special text formatting as an attachment to or part of an e-mail.

iii) Scannable resume: Sent as an attachment to an e-mail, part of an email-message, or mailed (but eventually scanned by an optical scanner).

iv) Online resume: Posted on a company's or job search website or posted on an applicant's website.

④ Composing Resumes:

While composing resumes we should work on word choice, language, structure, keywords for scannable resumes, punctuation etc.

Word choice: When writing a resume, we want to present information in as few words as possible. The word choice in a resume may be unlike anything we have written before. A resume has its own grammar rules: Sentences and paragraphs are not used because they take too long to read. Instead, resumes are written in fragments, lists, descriptive phrases, and verbs.

For naming Activities, Honors, Achievements, and Awards, use a list of nouns or nouns + descriptive phrases. Example: Lions Club.
To describe skills, qualifications, and work experience use Verb + what. Example: Sold merchandise, analyzed data, etc.

3) Specific Language: Specific language should be on our resume such that every bits of information we choose are quantifiable. For example the following specific language are suitable instead of Vague language.

Specific Language ✓

Objective: To work part time as a historical tour guide for a seventeenth-century governor's palace.

Vague language X

Objective: To obtain a summer part-time position.

3) Parallel Structure: When setting up headings, providing information, or creating lists for resumes, use parallel structure. Parallel structure provides consistency, enabling reader to anticipate your structure. Descriptions should also be written in parallel structure.

4) Keywords for Scannable Resumes: When selecting keywords for a scannable resume, the rules of resume writing change. The print resume relies on verbs to demonstrate skills performed. The scannable resume, on the other hand, relies on nouns that list skills, qualifications, and job titles in a separate heading, Keywords.

5) Punctuation: Because resumes do not contain complete sentences, applying traditional punctuation rules is difficult. If one piece of information ends naturally on a single line, you may choose not to put an end mark there. For other marks of punctuation:

- Use colons to introduce lists.
- Use commas to separate simple lists of three or more items.
- Use semicolons to separate complex lists.
- Use periods to break up large blocks of text or to indicate a change in information.

④ Composing Employment Letters:

Employment letters give you another opportunity to present your skills. Unlike the resume, these letters are written in traditional paragraphs and complete sentences, also showing the employer how well you write. There are three types of employment letters:

1) Cover Letter: A cover letter is composed of an opening, a summary of qualifications and a request for an interview.

2) Opening: The opening or first paragraph should grab the reader's attention by:

- Starting your interest in the job.
- Describing your qualifications in a way that sets you apart from other applicants.

→ Explaining how you found out about the job.

→ Quickly summarizing your major qualifications for the job.

1) Summary of Qualifications: The second and third paragraphs justify your claim that you can work for the company by providing your credentials. The letter is not meant to be a copy of your resume. The letter should emphasize qualifications but not repeat the resume word for word. To provide proof that you can perform the job:

→ Describe your education.

→ Describe appropriate work experience.

→ Describe related skills.

→ Explain some of your abilities that you do not mention in your resume.

2) Request for Interview: The last paragraph in the cover letter motivates the reader to action by asking for an interview and making it convenient to contact you. Make sure you:

→ Refer to the enclosed resume.

→ Ask for an interview.

→ Tell how and when you can be reached by including your phone number(s) and/or e-mail address.

2) Follow-Up Letter: You send a follow-up letter, sometimes known as a thank-you letter, immediately after a job interview. The follow-up letter should:

→ Thank the employer for the interview.

→ Remind the employer of something positive that was said or that took place during the interview.

→ Explain why you are the best candidate for the job.

→ Express continuing interest in the job.

3) Resignation Letter: Whatever your reason for leaving a job, writing a letter of resignation to inform your current employer of your plans is a professional courtesy. To maintain the goodwill of your employer, follow these guidelines:

- Find out the company procedure and chain of command. Normally, you write the letter to your immediate supervisor who would, in turn, pass the letter up the chain of command.
- Announce your intention to leave the company. Be clear that you are writing a letter of resignation.
- State the last day you will work.
- Use your manners (please and thank you) and qualifying words (might, probably, most likely, and seems) if necessary.
- Compliment your employer and the company.

Note: Job Application or cover letter are of two types: Solicited letter of application and Unsolicited letter of application. The solicited letter of application is written in response to an advertisement published in the media for particular position. On the other hand, the unsolicited letter of application is written to an organization for which we would like to work even though the organization has not advertised for the job. However, the format is same with some little differences in message in both types of letter.

Example:

The Manager
Human resource Department
Akriti International
Anam Nagar, Kathmandu, Nepal.

Job Application
in format example

Lazimpat-8
Kathmandu, Nepal
April 1, 2020

Sub:- An Application for Computer Engineer.
Dear Sir/Madam,

I am looking forward to hearing favourable response from you.
The photocopies of my academic qualifications and CV are enclosed here with.

Body part
here we will
write according
to our way

Yours Sincerely
XYZ

Encl: 1. Resume

2. Photocopies of certified documents.