

# LESSON 4

HTTP-5205 Career Connections

# REVIEW

## PART 1: FINDING A JOB

# Part 1: Finding Jobs

- ▣ What type of job do I want to find?
- ▣ Strengths Quest: Identify Top 5 Strengths
- ▣ "What is your weakness?" 3-Step Strategy
  1. State your "flipside" strength.
  2. State the perceived weakness.
  3. State the specific actions you have taken to negate this "weakness".

# Part 1: Finding Jobs

- ▣ Where do I find jobs?
- ▣ What types of jobs will I find there?
- ▣ What is the best way to find a job?

# Finding a Job:



- ▣ Where do I find jobs?
- ▣ How do I know if I'm suitable for the job?
- ▣ How do I know if the job is suitable for me?
- ▣ How can I be findable?

# PART 2

# APPLYING FOR A JOB - 1

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# JOB POSTING ANALYSIS

# Hard Skills & Soft Skills

## Hard Skills

Industrial abilities, skills or techniques.

- ▣ HTML
- ▣ PHP/MySQL
- ▣ Database Design
- ▣ Information Architecture

## Soft Skills

Interpersonal “People” skills

- ▣ Communication
- ▣ Teamwork
- ▣ Leadership
- ▣ Adaptability
- ▣ Time Management



# KEYWORDS & TONE

**KEYWORDS** are non-skill words that provide extra information about the company.

**TONE** is the 'personality', or, overall feeling of a company.

Using keywords to match the tone is a way to show that you are a match for the company.

Examples:

- ▣ "Mobile applications"
- ▣ "Ninjas" or "Rockstars"
- ▣ "Branding solutions"
- ▣ "Passion"

# COVER LETTERS

# 5 Parts of a Cover Letter

## HEADER

**Richard Huang**  
20 Kensington Avenue  
Clarkston QLD 4005  
E: Richard@mymail.com  
T: 07 9999 9999  
M: 0404 111 000  
W: richardhuang.com.au  
ABN: 999 999 999 999

[date]

**Steve Jenkins**  
IT Recruitment Coordinator  
ABC Recruitment  
2/43 Murphy Street  
Caulfield QLD 4000

## SALUTATION

Dear Mr Jenkins

Ref: WD765

Please accept this letter and the attached resume as my application for the role of Web Designer/Developer as advertised on seek.com.au on 17 October.

I believe that, with my skills, experience and attitudes, I can bring a lot to the company and am excited about the prospect. My background is in web development but in the past few years I have turned my focus to web design and hope to develop my career further within a design agency.

## INTRODUCTION

I am proficient using HTML, CSS, PHP, Flash, ActionScript, Java and C/C++. My last project at Resin8 IT Designers involved designing an SQL database, which I was able to complete well before deadline and for which the company has had very positive feedback. The project before that involved building custom interfaces and the client was impressed with my diplomacy skills and the way I was able to communicate to find out exactly what he wanted, and then bring the planned vision to life, working under pressure.

W3C standards, SEO and capabilities of different web browsers are factors I always keep in mind while designing and developing web content and my referees can speak for my excellent coding standards.

I enjoy working in a team. At university I offered my IT/design skills to the Chinese Club and I was an IT volunteer at the 2006 Commonwealth Games. I regularly volunteer some time to the RSPCA for their web design/development needs.

I am also productive and focussed working independently. You can see some of my work on my personal projects on my website at richardhuang.com.au.

## BODY

Please refer to my resume for my full skills matrix and I hope to hear from you soon.

Yours sincerely

[sign here]

Richard Zhou

## CLOSE

# Header

- ▣ Your contact information
- ▣ Their contact information (and title)
- ▣ The date

# Salutation

- ▣ Greet the person you are contacting
- ▣ Avoid “Dear Sir/Madam”
- ▣ Avoid “To Whom It May Concern”

# Introduction

Who are you and what do you want?

Who are you?

- ▣ Junior Web Developer
- ▣ Recent graduate
- ▣ Front-end Magician
- ▣ Database Specialist

What do you want?

- ▣ Apply for posting found on website
- ▣ Follow up on recommendation
- ▣ Include reference # if provided

# The Body

Why should we consider you for this position?

- ▣ Use your strengths and experience to match their keywords
- ▣ Don't just say it, show it – give examples
- ▣ Match the company tone
- ▣ Follow any instructions given
- ▣ Spelling and grammar are *critical*

# The Close

Request future contact

- ▣ “I look forward to hearing from you.”
- ▣ “I look forward to a chance to meet with you to discuss my other qualifications.”

Refer to future contact

- ▣ “I will email you in three days to setup an appointment.”

Sign off and your full name.

- ▣ Yours sincerely,
- ▣ Best regards,
- ▣ Later Skater,



# Answering Questions – Part 1

- ▣ What are your strengths?
- ▣ What are your weaknesses?
- ▣ How much are you expecting to earn?
- ▣ What kind of work are you looking for?
- ▣ Front End or Back End?
- ▣ .NET or PHP?
- ▣ What is your stack?

# Answering Questions – Part 2

- ▣ What is your name?
- ▣ The "Elevator Pitch"
  - "Tell me about yourself."
- ▣ The Behavioral Question
  - "Tell me about a time when..."

# Utilize the S.T.A.R. Method

**S**ITUATION

**T**ASK

**A**CTION

**R**ESULTS

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