



Sample Selection Criteria Statement

ADDRESS TO SELECTION CRITERIA

A relevant tertiary qualification and/or experience in a Communications, Public Relations or Marketing role

I recently completed a Bachelor of Arts (Mass Communications) with streams in Journalism and Public Relations and believe that the skills and knowledge attained from this degree fit strongly with this position. Within Journalism I was particularly interested in developing strong writing skills of differing genres across various platforms and I attained Distinctions for units in News Writing and Reporting and Journalism Online Reporting. Within Public Relations I have developed the ability to plan manage and evaluate media relations strategies, to write for media, to manage aspects of social media and to organise events. In my final semester I also completed a practicum placement with XXXX, a well-known nationwide relief agency.

With an expanding interest in creative media I have also developed skills in the use of Adobe Creative Suite and basic HTML and CSS for use with websites. Over the course of my degree, I have completed short online and TAFE courses in the use of these various software packages and web tools.

It is my intention to undertake further postgraduate studies related to Marketing to compliment my undergraduate qualifications.

I have been a student member of the Public Relations Institute since January 2013 and I will be keeping my associate membership current as a graduate.

Excellent interpersonal and communication skills

I believe that I have further developed my strong oral, written and interpersonal and communication skills through my chosen degree, my Public Relations university internship, my involvement with Chevron City to Surf in a voluntary capacity and my employment in both hospitality and retail positions. Working in high end retail and busy front-of-house hospitality roles has allowed me to become adept at dealing effectively with people from a wide range of backgrounds in a variety of situations. Working as part of the help desk and fundraising teams with City to Surf over the past three years has also afforded the opportunity to establish and maintain relationships with donors and partners. At XXXX during my internship it was part of my role to liaise with senior staff, stakeholders and to communicate with the general public through official communication channels including social media networking.

Ability to write, research, proofread and edit for media, publications, websites and social media

Writing is a passion and strength, as is attention to detail with the written word. During my internship with XXXX it was part of my role to maintain and update the company website and to manage both the Facebook and Twitter accounts. You can see evidence of my writing from earlier this year on posts for the official company blog dated March 17, April 7, April 28 and May 12. (Hyperlink to posts) Some posts were related to special events and volunteers, other posts were based on researched information.

In my final year as a Curtin University student, I was involved with two student publications, the student newspaper 'The Western Independent' and the Student Guild magazine the 'Grok'. For a Grok article on student debt I undertook a literature review on current news and peer reviewed journal articles on the subject matter. An online survey using Survey Monkey was then created compiled of appropriate questions using a combination of multiple choice, rank order, Likert scale and open ended questions and posted on the Guild's website, news and social media channels. I also acted as a roving reporter and market researcher by interviewing students on campus whilst recording their answers on iPad. 135 students from across a range of disciplines and year groups responded. The article had to be concise with an allocation of 1000 words inclusive of tables and charts for clarity of presentation of the information. It was my sole responsibility to research my topic and present as ready for print to the Editor. Only minor amendments were suggested prior to publication. This and other articles can be accessed via Dropbox [Hyperlink] where I keep a portfolio of written articles and exemplary assignments.

Other examples of my writing and photographs can be found on my own WordPress journalism blog 'Undercover' [hyperlink] and on LinkedIn. [Hyperlink] I am extremely conscious of grammatical errors, syntax and spelling errors and pay great attention to detail before any post or article is published.

High levels of computer literacy

Completion of a creative degree cannot be managed without high levels of computing skills. I am proficient in the use of Microsoft Office Word, Outlook, PowerPoint and Publisher. I have also had some exposure to Excel; however, this has been used mainly for database capture of information rather than for accounting purposes. I am also familiar with video editing software Camtasia 7, have a basic knowledge of CSS and can use both a Mac and a PC for many applications.

Ability to multi-task and meet tight deadlines

With the equivalent of two years' full-time employment in customer focused roles, voluntary work and co-curricular activities for student publications it has been imperative to develop strong skills around multitasking and meeting deadlines. I have been involved in the preparation of researched articles 'Student Debt' (published Grok, edition 4, 2013) and 'Transition' (published Grok, edition 2, 2014). Both articles required intensive research and had to be presented as proofed and ready for publication on a given date. During my internship it was also my role to take photographs at events to accompany the official blog posts, adding more time to an already time pressured process as the posts needed to be live the day following any events. All posts were prepared and ready to go to publishing on the expected dates. Similarly, keeping up with Social Media must also be timely and during my internship I effectively managed to maintain both XXX's Facebook and Twitter social media sites.

In terms of managing employment and university, I have successfully managed to incorporate 25 hours of employment as a Bar Person with Palace Hotels, where I worked to support my studies in my last year of university and keep up with my studies and other commitments.

Proven ability to work both autonomously and cooperatively as part of a busy team

Conducting research and writing and proofing my articles for the Grok were individual tasks that met the required standard and deadline. During my internship I was also called upon to create copy, adapt writing styles to fit differing audiences from tweets, to Facebook posts and official web site content, and for the most part this work was undertaken as a solo effort; constructive criticism being sought prior to posting in the initial stages of the placement. My many co-curricular activities and the maintenance of my own blog also require autonomous work and attention to detail.

I have worked as part of busy teams in both hospitality and retail and have enjoyed both experiences for the teamwork and camaraderie. Also working as a volunteer with extra-large teams during the lead up to the annual Chevron City to Surf and on the day itself requires commitment and energy and a real team focus.

Having worked casually and to a roster in hospitality I try to be as flexible with my fellow team members as possible, should, for example somebody need to change/swop a shift. I also enjoy the fast pace and when the team comes together to successfully serve everybody in a timely manner, keep everything tidy and organised for changeover shifts and have happy, smiling customers, that can generate a great buzz.

Desired knowledge of desktop publishing applications (Adobe Creative Suite)

Having completed a university design unit as an elective I learned to use multimedia effectively. I am also adept at using Adobe Photoshop 7 and InDesign CS6 and possess basic Dreamweaver CS4 knowledge.