

How To



To An Internship/Job

You found a job and you are interested in applying!

What comes next?



Read through the Job/Internship Posting Carefully

To increase your chances of getting an interview, make sure your application content matches the job for which you are applying.

- Scan the job postings for **key words** and **skills** that the employer is looking for.
- If there are several jobs that interest you, **prioritize** the order of applying based on the job that your skills match best.
- Employers frequently receive an overwhelming amount of applications from candidates whose skills do not align with the job posting. To manage the vast number of applications, recruiters **screen out applicants** whose skill set does not match the job description.





Writing Your Cover Letter

Create a Cover Letter for Each Position

Some postings will require a cover letter and others will state a cover letter is optional. It is best to create a new cover letter for every position when applying. Since competition for jobs is steep, personalized applications show both effort and interest and also require much less effort for the employer to identify your skills.



CREATIVE SELF-MARKETING;
YOU'RE DOING IT WRONG

Do Your Research

Gathering information about the company and the job can help you complete your application.



- What is the mission of the employer and/or company?
- What are the requirements for the position?
- What are the job responsibilities?
- Will your role involve working with clientele?
- What is the culture and reputation of the employer and/or company?
- What are the new products or services that the company is providing?

Cover Letter

Your cover letter should highlight your accomplishments and how it pertains to the job description.



"We're a big company with big ideas,
and by gosh, I really like your big résumé!"

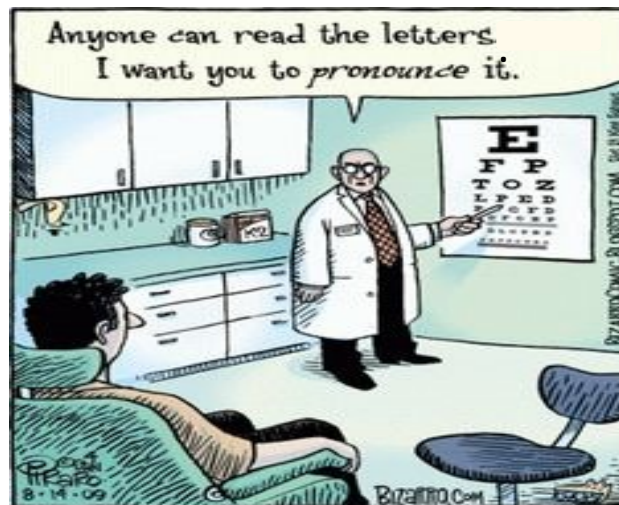
- How can your skills and your knowledge be beneficial to the company and to the position?
- How does the company's mission align with your values?
- What do you hope to gain from working in this position?
- What do you have to offer that sets you apart from the other candidates?
- What about this position specifically appeals to you?

Filling Out an Application



Read the Application Form Carefully

Some companies ask you to complete an application along with submitting a résumé and cover letter. If you are required to complete a supplemental application, it is important to carefully read the questions and pay close attention to **ALL** the instructions and fine print on the application. **Be sure that you answer the questions that are asked.** Remember this is your only opportunity to make a first impression. Vague answers that do not specifically provide the information the employer requests, can communicate carelessness, lack of effort, and poor attention to details. This will significantly weaken your application!



Fill Out the Application With Care

Applications can be submitted several different ways. Each method of submission has its own set of issues so be prepared. Here are some issues that should be considered for **ALL** submission types:

What is your qualification for this job?

Why do you want to join our organization/company?

What has attracted you most about this job?

Can you explain the main responsibilities of this job position?

Name the reasons for leaving your last organization?

Are you satisfied with salary package offered you for this post?

Have you done any special certificate course for this job?

Where do you see yourself after 10 years?

- ✓ “Please see my résumé” should not be a response to questions ask.
- ✓ Applications containing less than a 100-word response to questions about your skills (for example, teamwork, problem solving) suggest either you don’t have the skill or are too lazy to write about it.
- ✓ Responses should be written in a formal manner, with correct grammar and punctuation.
- ✓ All questions should be answered. Blank spaces may show a lack of effort. For any questions you cannot answer because of lack of understanding or uneasiness, you can write “to be discussed” next to the question.
- ✓ Acronyms should not be used without initially typing out the full spelling. Never assume the employer knows the meaning of the acronym.
- ✓ Do not abbreviate words, such as bio for biology.
- ✓ **DO NOT** speak poorly about a previous employer.

Filling Out a Paper-Based Application

Filling out paper applications can be time consuming. Sometimes the employer will permit you to take an Application home, allowing you more time to carefully review and complete the application. When completing a paper-based application, there are certain things you should always abide by!



Write Neatly- *You want the employer to easily understand what you have written on your application. You also want to demonstrate solid writing skills.*

Don't Scribble Mistakes- *If you make an error place a line through it. Scribbling and messy cross outs will make an unfavorable impression on the employer.*

Be Careful With Spelling- *Check the spelling of words that you are unsure of before writing them down on your application. This is one time when you can use your phone!*

Proofread Your Application Before Submitting- *Many of us rely on grammar and spell check. With paper applications, you need to depend on your own correct grammar and spelling skills! Be sure to proofread, proofread, and proofread again. Nothing can sink your application more than poor spelling and grammar.*

Filling Out an Online Application

Many companies are now using online applications to reduce the hassle that accompanies paper-based applications. Online applications can vary. Some applications may ask for typed responses. Others will ask you to upload, scan or copy and paste your résumé so that responses can be automatically populated. There are several things to be aware of when filling out an online application:

Screening Systems- Online applications have a built-in screening system that filters out applicants that do not have certain key words that match the position

Pre-Populated Responses- Automatically populated responses are not always correct. It is important to review these fields.

Review Tools- Most online application forms do not contain grammar or spell check programs. To address this issue, you can type your response in Microsoft Word and copy and paste it into the form.

Candidate Profile- You should maintain one candidate profile per company. If there are multiple profiles, an employer can accidentally pull the wrong profile and rule you out for a position in error.

Digital Footprint- Be cautious when responding to questions online as you create a digital footprint that can negatively impact future applications.

Save Your Work- Application forms can incrementally time out, causing you to lose your work. If the form allows you, be sure to frequently save your work as you fill out the application.



Résumé Preparation for an Online Application



Prepare Your Résumé

A professionally prepared and reviewed résumé is a must for all application types. If you do not yet have a competitive résumé, please visit the Center for Career and Professional Development's website for templates that can help you create a beginning résumé draft. Then schedule a brief appointment at the Center for assistance in finalizing a competitive résumé that will impress employers and recruiters. After you have completed the résumé preparation process, you may need to make some changes to the formatting for online submission.

<http://www.csi.cuny.edu/career/>



Formatting Your Résumé for Online Submission

Some versions of Microsoft Word may not be entirely compatible with your own version and can load your document with formatting errors. If you are uploading your résumé to a site or emailing it to a recruiter, it is best to use a PDF version as it ensures that your document will load properly.

While many applications will allow you to upload a copy of your résumé in Microsoft Word or PDF format, other companies will request a text only version to avoid the risk of viruses. A text only résumé does not have many of the formatting benefits of a Word document, such as **bold**, *Italic*, **colors**, different fonts, and different font sizes. There are other ways to make your resume flow even without these formats.

TEXT ONLY FORMAT TRICKS

- *Use capitals for headings.
 - *Use careful spacing for separating sections.
 - *Use asterisk in place of bullets.
 - *Use a series of dashes to separate sections.
- (See sample on the next slide)

Before sending any version of your résumé, email yourself or a friend a version to see how it loads.



Text Only Resume Example

JESSICA SAMPSON

555-555-5555

jsamp@gmail.com

123 Pleasant Street, Boulder, CO 12345

MARKETING MANAGER

Campaign Development * Product Management * Strategic Planning

Highly knowledgeable, innovative, and progress-driven marketing professional with proven strengths in creating and driving successful campaigns and business development initiatives. Valued ability to lead multidisciplinary teams, manage multi-million dollar project budgets, and collaborate effectively with staff on all levels. Continually search for ways to improve processes, increase efficiency, cut costs, and expand territories. Identify and capitalize on new growth opportunities through market research and analysis, product expertise, and proven business acumen.

Key skills include:

- * Project Management
- * Brand/Identity Development
- * Resource Allocation
- * SEO
- * Outreach & Public Relations
- * Multi-channel Marketing
- * Vendor Relations
- * Client Satisfaction
- * Staff Training
- * Event Planning

PROFESSIONAL EXPERIENCE

COMPANY NAME - Boulder, CO 2007 to 2011

Owner, Marketing Manager

Built, owned, and operated highly successful athletic events organization company. Employed staff of 6 including Events Director, Office Manager, Bookkeeper, Marketing Coordinator, Volunteer Manager, and Operations Manager; supervised 50+ volunteers. Facilitated total of 25 competitive and non-competitive events with 2.5K participants. Orchestrated all marketing initiatives and managed annual budget of \$50K. Defined metrics to measure plan success and determine best strategy for resource allocation. Sourced and retained sponsors and collaborated with outside graphic designers to produce company collateral, website, email campaigns, logos, and merchandise, ensuring brand and message consistency.

- * Increased revenues and cut costs each year, including 50% reduction in expenses in 3rd year and 30% increase in profitability in 4th year of operation.
- * Identified vendor in China for cycling musette bags, saving 80% over US manufacturers' costs.
- * Built brand and expanded participation in Tour de Boulder event; developed and launched successful merchandise marketing plan resulting in complete sell out of cycling jerseys and t-shirts.

Applying to a Position with No Job Posting



How To Apply to a Company That is Not Currently Hiring



If you have identified a company that you are interested in and cannot find a position posted for application, you can compose a letter expressing your interest in seeking employment in that company. A sample “Letter of Interest” developed by Newstoliveby.com can be seen on the following slide.

Sample Letter of Interest

Dear Mr. Smith or

Dear Mrs. Jones

(always try to get a specific name so you can address that person directly)

I am contacting you to express my interest in working with your company. I realize that you do not have a job posting for a (job title; for instance, “web developer,”) but I would still like to make introductions and explore ways I can help your team on (however you can add value; for instance, “website projects.”).

I am a (recent graduate from _____/ or job title and your expertise; for instance, a “web developer who specializes in small business websites.”). I researched (company name’s) website and like the projects the company involved in, in particular (name some and explain why; for instance, “the landing page for the Tampa hospital system and the ecommerce page for the rental car startup. The two sites are executed well and are easy to navigate. That is the kind of work that I would like to be involved in.”)

(Then, give a little info on your experience; for instance, “For the past _____ years, I have worked with (talk about your experience so far and list examples of past clients)”); for instance, “various media firms in Houston to create sharp websites for a range of clients. I have completed websites for a veterinary clinic, auto body shop, 24-hour gym, family-owned grocery and a teacher’s supply store.”)

Please see a few examples of my work below:

– (link to examples of your work, if available; you can also attach files if it makes more sense)

(If you are a recent graduate with no real-world experience, provide links to college projects, case studies, internship projects or volunteer efforts. Let the person see what you’re all about.)

I have attached a copy of this cover letter and my resume to this email. Please let me know if I can provide you with any further information. I look forward to speaking with you.

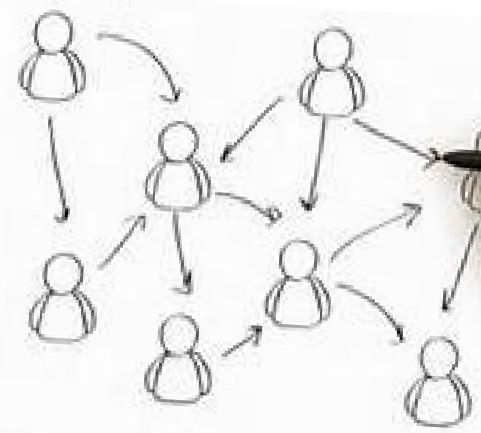
Sincerely,

Your Name Here



References

Application References



References

Though you may not have to provide a list of references immediately, you should start exploring your options for references early in your job search process. Speak to any individual about their willingness to provide a reference for you and secure their permission. Never put forth the name of someone as a reference without first discussing this with them.

You should secure at least three references, two of which should be individuals that could speak to your job performance, such as employers and coworkers. Personal references may also be used in addition to professional references. Personal references include family friends, community figures, etc. Personal references should never include family members such as parents and siblings.

Be sure your references understand the importance of their role. A reference that does not show effort or provides a lackluster commentary can jeopardize your chances of being hired.



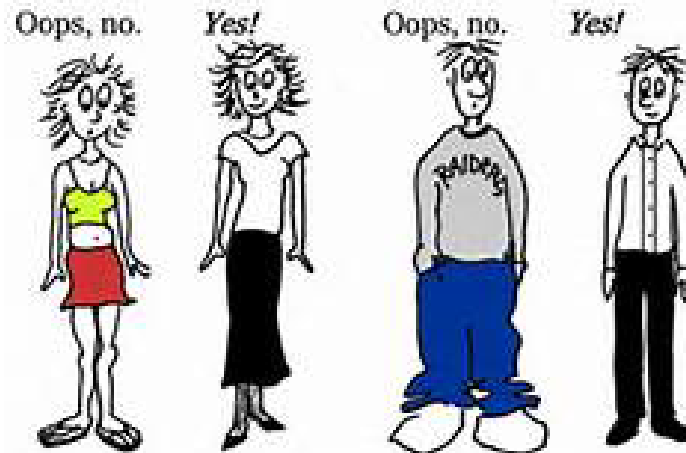
Submitting Your Application



Submitting Your Application

Always review your application thoroughly before submitting it. If possible, have a friend or relative scan your application for any errors as well.

Be sure to deliver your application to the appropriate person and in the manner specified. Some postings will not have a method specified. When possible, you should deliver these applications in person, professionally dressed. This will set you apart from other applicants, show your interest in the position, and allow the employer to get a sense of how you present in person.



What To Do After You Apply



Follow Up

Checking on the status of your application shows interest in the position and makes you stand out above the other applicants. It is important that you time this communication appropriately. Pay attention to the closing date for applications. It is best **not** to call before this date as you may seem over eager and demanding. If there is no closing date, you should wait a week after submission.

When you do contact the hiring manager, try to avoid demanding comments like, "*I haven't been contacted yet.*" Questions such as, "*Have any decisions been made yet?*" are more amicable phrases one can use. If no decision has been made you should ask if you might contact them again in one week.



Don't forget to
follow-up!!



How to Identify When a Posting is a Scam

Job Posting Scams

It is important to be aware that some postings may be fraudulent. Fraudulent postings are typically designed to gain personal information or access to your funds. It can be easy to fall prey to these scams. To

help minimize the risks, look over the red flags posted on the following slide. If you are in doubt of any job posting, please contact the Center for Career and Professional Development for assistance.

<http://www.csi.cuny.edu/career/scholarships.html>



Red Flags



Listings for "Administrative Assistant" or "Customer Service Representative" that may also say that you can work from home.



Listings that do not provide a company location. Some may say they are international and are unable to interview you in person. Research the company's name to find out further information.



Job listings that require you to pay for a background check, credit check, or ask for your bank account or credit card information to process your application.



Job listings that ask you to send money and/or to set up a bank account for the purpose of paychecks.



Listings that ask you to subscribe to another site for more job listings or to receive web training.



Job offers without an application, interview, or discussion with the employer.



Listings that ask for personal information like your social security number or driver's license number.



Listings that promise you a high pay for not much work.

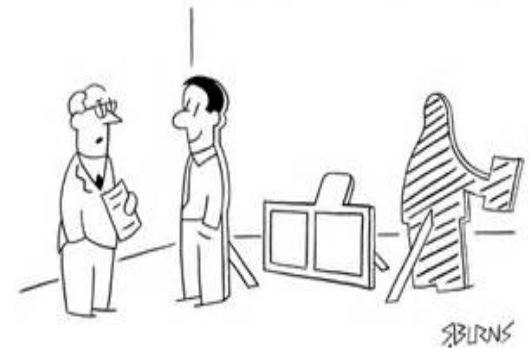


You're asked to cash a check and forward some of the money to a third party.



Postings that provide public domain emails as their main contact information (i.e. @yahoo.com, @gmail.com, and @aol.com). *Some legitimate postings for small businesses may use these domains as their primary contact.*

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"We've had some reports of fraud in this department, Milby. Know anything about it?"

For further assistance with your professional development

Center for Career and Professional Development

Building 1A – Room 105

718-982-2300

<https://www.csi.cuny.edu/campus-life/student-services/center-career-and-professional-development>

