

Chapter 12

Written Communications in Job Hunting



Presentation Overview:

- Letters in the job search process
- Writing resumes
 - Resume styles
 - Alternative resumes
 - Career objectives
 - Resume vs. vita
- References
- Record-keeping system
- CIP perspective on resumes

Letters in the Job Search Process

- Letter of inquiry
- Cover letter (most common)
- Interview appreciation letter
- Letter of acknowledgement
- Letter of acceptance
- Letter of declination



Cover Letter

- Read and reread job ads & answer the ad ASAP
- Follow instructions in the job listing carefully
- State when you would be available to meet for an interview and include contact info
- Be brief! Letters should be individualized, concise, truthful, and factual.
- Be straightforward, professional, and businesslike
- Remember the purpose is to get you an interview

Cover Letter

- Standard business letter format
- Personalize/slant to the employer or job
- Highlight relevant qualifications
- Proof carefully for grammar and typos
- Avoid overuse of the word “I”
- Use quality paper

Cover Letter Format

1ST Paragraph - OPENING

- Reason for writing
- Name of position, career area
- How you heard of the opening

2nd Paragraph - BODY

- Highlight related experience/qualifications
- Slant to employer's point of view
- Why interested in organization, work, location
- Refer reader to any enclosed materials

Cover Letter Format (continued)

3rd Paragraph - CLOSING

- Request opportunity to visit employer
- Best means to reach you if they need additional information
- Indicate whether you will follow-up by phone
- Thank reader for considering your application

Sincerely,

• *Sign your name*

Type Full Name

Purpose of a Resume



- document qualifications for a position
- self-marketing tool of qualifications
- summary of one's personal, educational, and work experience
- designed to help obtain an interview

Style of a Resume

➤ Length

- generally 1 page for college graduates
- longer for persons with graduate degrees

➤ Format

- choose appropriate categories for job target and for information being presented
- order categories of information from most relevant to least relevant
- be consistent with format

Alternative Resumes

- Resumes for Internet posting
 - keep each line to 65 characters or less
 - use keywords that reflect skills and qualifications needed in position
 - assume that anyone will be able to see it
- Scannable resumes
 - emphasis on your specific skills
 - use lots of white space
 - avoid fancy formatting
 - do not fold or staple



Formats

- **Chronological**
- **Functional**

EXPERIENCE

Student Assistant, FSU College of Communication, Tallahassee, FL ,
September 2007-Present

- Advise undergraduates on course selection; maintain resources in peer advising center, and assist the dean in carrying out administrative duties.

Securities Agent Trainee, A.L. Williams Co., Boca Raton, FL, May
2007-August 2007

- Learned the securities industry by co-managing accounts and compiling research on investment opportunities for clients.

Account Executive, Advice Advertising Agency, Tallahassee, FL ,
January 2007-April 2007

- Developed marketing strategies for local businesses, supervised media and market research; managed local accounts.

Data Entry Assistant, FSU Center for Professional Development,
Tallahassee, FL, September 2006-December 2006

- Helped organize professional workshops; entered data on conference activities and maintained record keeping system.

Chronological Resume

- Lists and describes details of each job
- Place items in reverse chronological order
- Advantages:
 - Employers most familiar with format
 - Easy to prepare
- Most appropriate for:
 - Emphasizing job continuity

Functional Resumes

- Most appropriate for:
 - Documenting skills you want to perform
 - De-emphasizing gaps in employment or education
 - People with varied work history
- Sample functional headings

Administrative

Design

Fundraising

Marketing

Management

Organize

Resume Categories

- ✓ **Identification**
- ✓ **Career Objective**
- ✓ **Education/Training**
- ✓ **Experience**
- ✓ **Optional Categories**
- ✓ **References**

Identification

Name

Address

Street

City, State, Zip

Phone Number(s)

E-mail Address

Career Objective

Focus internally on your:

- Skills
- Education
- Goals

Focus externally on the organization's:

- Career areas
- Position titles
- Type of organization
- Functional areas
- Populations served

Career Objective Examples

- **Skills**
 - Seeking a position which uses my **database management, technical, and administrative skills.**
- **Education**
 - Seeking a position where I can use my **technical training and information studies degree.**
- **Career Area/Type of Organization**
 - A position in **sales and marketing** with a **consumer products organization.**

More Career Objective Examples

➤ Position Title

- To secure a **copy editor position** a publishing firm.

➤ Functional Area/Population

- To obtain a human services position **working with the elderly** where I can use my counseling and administrative skills.

➤ Type of Organization

- Seeking a data analyst position in a **sports media company**.

Education/Training

- Name of Degree
- Date of Degree
- Name & Location of Institution
- Major/Minors(s)
- Overall GPA/GPA in Major
- Relevant Coursework
- Academic Honors

Experience

Can include:

- Paid/Non-paid
- Part-time/Full-time
- Internships
- Volunteer/Community Service
- Military

Other Category Names:

- Related Experience
- Additional Experience

Experience

What to Include:

- position title
- name of organization
- organization's location (city, state)
- dates
- duties/skills used/responsibilities
- accomplishments/results

Sample Action Verbs

- Administered
- Advised
- Balanced
- Compiled
- Created
- Demonstrated
- Designed
- Expedited
- Organized
- Planned
- Proposed
- Supervised
- Trained
- Updated

For a more complete list see Table 12.1 in the text

Action Verb Examples

- **Sales Representative**
 - **Initiated and completed all services for new customers, as well as handled all billing problems and service change orders.**
- **Teaching Assistant**
 - **Instructed 110 students in basic speaking techniques; designed and implemented new lesson on effective non-verbal communication skills.**

Personal Data

(Generally omitted from resume)

- Marital status
- Birth date
- Health
- Photo
- Height/Weight
- Willingness to travel/
relocate



Optional Categories

- Activities
- Awards
- Computer skills
- Consultation
- Honors
- Languages
- Licenses
- Certifications
- Memberships
- Presentations
- Professional activities
- Publications
- Service
- Special skills
- Travel

Reproducing Your Resume

- Word Processed
- Templates
- Tip:
 - Use best printer and paper available

Jan Lynch
900 Seminole Lane, Apt. 124
Tallahassee FL, 32308
(850) 545-3926
j1029h@fsu.edu

Education
The Florida State University, Tallahassee, FL
Bachelor of Science, April 2011
Major: Sport Management
Overall GPA: 3.35 GPA

The University of Kentucky, Lexington, KY, 2007-2009

Related Experience
Counselor, Florida State Softball Camps, Tallahassee, FL (2009-2011)
University of Kentucky Softball Camps, Lexington, KY (Oct. 2007-2009)

- Educated young athletes about collegiate athletics
- Administered proper techniques for catching and hitting
- Cared for and provided safety for those attending camps
- Managed the time and schedule for camp clinicians and participants

Instructor, The Baseball School, New Brunswick, NJ (July-Dec. 2006)

- Provided individual instruction in the sport of softball
- Organized and administered camps

Activities/Service
Florida State University Softball Team (2009-2011)
University of Kentucky Softball Team (2007-2009)

- Participate in 20-hours of NCAA sanctioned in-season activity per week
- Caswell Park for inner-city children (help young children grow in sports)
- Champions Beyond the game luncheon

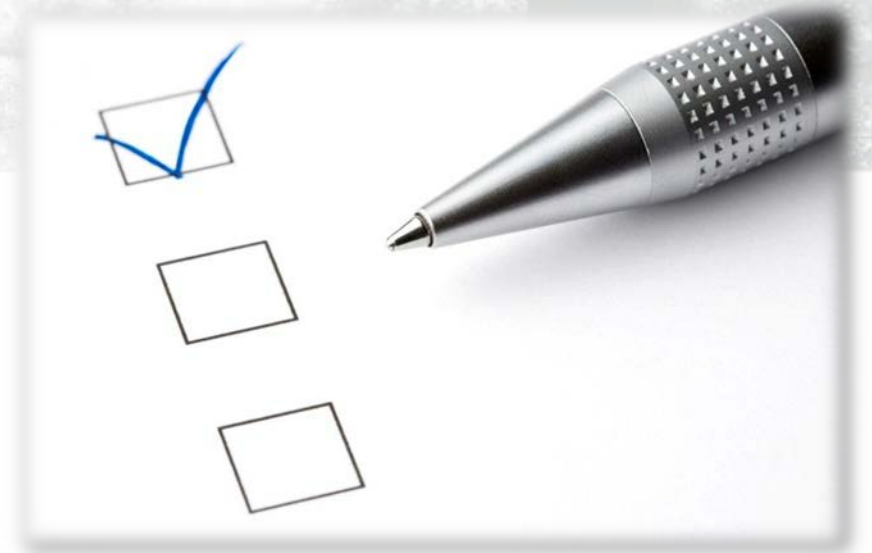
Honors
Women's Softball Scholarship, The University of Kentucky and Florida State University
2009 Thomson Center Scholar Athlete
2009 Third Team ESPN The Magazine Academic All-American Honoree
2009 ESPN The Magazine Academic All-District IV First Team Selection
2008 All-SEC Freshmen Team Member
2008 Two-Time SEC Freshmen of the Week Honoree
2008 NFCA Scholar-Athlete Team
2005 Junior Women's National Team Finalist

Skills

- Able to time manage
- Able to organize and manage athletic events and competitions
- Able to work well and communicate with young athletes and fellow employees

Resume Do's

- Be brief
- Be consistent
- Be positive
- Be honest
- Be neat



Resume Don'ts

- State salary requirements
- Give reasons for leaving employers
- Limit geographic range
- Expound on philosophy
- Offer any negative information

Resume vs. Vita

They differ in terms of:

- Purpose
- Setting
- Target audience
- Categories
- Length



References

- 3-4 persons who can speak about your qualifications
 - former employers, supervisors, faculty members, advisers
- Check with references before using them
- Prepare a list of references with complete contact information
- Make them part of your job campaign team

Using References

- Indicate available upon request
- Use credentials files
- List names and contact information on a separate sheet

See sample reference page, table 12.5 in text

Establish a Record-Keeping System

- Folders for each lead or contact
- Employers contacted & responses
- Web page printouts & organization literature
- File correspondence sent & received
- Interview schedules
- Trip arrangements & records
- Follow-up needed



A CIP Perspective

➤ **Self-Knowledge:**

- use resume and cover letter to communicate your values, interests, and skills

➤ **Option Knowledge:**

- know what is available and how your qualifications match those position(s)

➤ **Decision-Making:**

- targeting employers and following through with a plan involves each phase of the CASVE cycle

➤ **Executive Processing:**

- think positively about what you have to offer