



Job Materials Workshop

University Writing Center & Hiatt Career Center

This Session:

Introduce you to the most common materials you will encounter and produce

Give tips and tricks for successful materials

Give you a chance to ask questions



Common Materials in a Job Search

- **Job Description**

A job description is an internal document that clearly states the essential job requirements, job duties, job responsibilities, and skills required to perform a specific role.

- **Cover Letter**

A cover letter is a document that is sent with your job application. A cover letter is your chance to tell a potential employer why you're the perfect person for the position and how your skills and expertise can add value to the company. The letter should be professional but personable, and serve as a sort of introduction.

- **CV/Resume**

A resume is a written compilation of your education, work experience, credentials, and accomplishments. It is a "self-advertisement" that sums up your experience on one page.



Reading the Job Description



JOB DESCRIPTION

Public Relations Specialist

POSITION SUMMARY

Influences the public by gathering information; lobbying business and industry groups; representing the organization to the public; finding public opportunities to highlight executive strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Generate written materials for Neighbors, FB News, state and county newsletters, postcards, & flyers (Senior management to review and sign off on the proof as well as provide direction regarding content and distribution)
- Source and work with free-lance writers for main articles in publications
- Produce video content for stories as well as educational and promotional purposes
- Collect relevant information to identify short-term and long-range issues, write reports on events, chronicle news stories and write short feature articles for publications
- Serve as the liaison between WFB and the media
- Update the WFB website as needed and directed (calendar of events, staff contact information, meeting alerts, news releases, publications, etc.)
- Draft and send Constant Contact messages to appropriate audiences as directed by Senior Management (examples: Notices of Annual Meetings for counties, WFB and AFBF or any special announcements)
- Update contact information contained within Constant Contact as directed
- Work with WFB groups to promote communications methods and practices at the county level
- Other duties as assigned

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Skills to use Microsoft Word, Excel, and Outlook and experience with Microsoft Office
- Experience in writing and production design (print/web)
- Experience in Adobe Creative Suite (specifically Photoshop, Lightroom, InDesign and Premiere)
- Video and photography skills
- Ability to effectively communicate—both verbally and visually

Key Actions:

- Pay attention to required and preferred qualifications and experience
- Check for keywords
- Look for opportunities for growth
- Look for clues as to company culture
- Connect expectation to your own experience

Q: What are the keywords and clues here?

“Clues” in the Job Description

- Titles can have different meanings and “bloat” is common
- Qualifications are often a wish list (but not always)
- Job descriptions often use similar euphemistic jargon— think about what this jargon means in terms of the day-to-day experience of the job.

Jargon— what might the following commonly used terms actually mean?

Self-starter

Good sense of humor

Multi-tasking

Deadline-driven




Common Job Description Concerns

- I don't have the required qualifications— can I still apply?
- They want 3 years of experience and I only have an internship— can I still apply?
- I kind of did something similar but in a different context— can I still apply?
- The deadline says X, can I wait until the last minute?



CV/Resumé: What's the Difference?

CVs and Resumés are not the same thing:

- CV = Curriculum Vitae (literally: course of life): a very comprehensive document that lists all your education, employment, and achievements. Can be many pages long. Common in academic and para-academic settings and for international jobs (esp. Europe)
 - Resumé: a summary of key accomplishments tailored for the specific position you are applying for. Ubiquitous for most North American jobs.
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CV and Résumé Tips and Techniques

- Keep your CV updated— use this as a static “bucket” document
- Bullet point key activities, expertise, and accomplishments for each experience/position
- When tailoring your résumé, use your CV as a grab-bag
- Use active verbs!
- Quantify where possible



Jeff Nash

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EDUCATION

BRANDEIS UNIVERSITY INTERNATIONAL BUSINESS SCHOOL Waltham, MA
Master of Science, Expected May 2014
Relevant courses: Accounting, Investments, options and derivatives
BEIHANG UNIVERSITY Beijing China
Bachelor of Mechanical Engineering
Major: Mechanical Engineering and Automation
09/2008-07/2012

EXPERIENCE

Awesome Accountants Co. Osaka, Japan 02/07 – 02/08
Intern (as required by the Institute of Chartered Accountants of India)
• Statutory Audit of Accounts of a University, a club based on principles of mutuality and a non banking financial company
• Compliance with Japan's law formalities and tax laws such as tax audits
• Accounting for individual persons and preparation of tax returns

Random Electronics Co., Ltd. China
Cofounder 01-07/2012
• Rent site, bought second hand machines, found workers to produce
Hands warming bags
• Went to wholesale markets of inland cities to find customers
• Gained Experience on pricing orders, lowering cost, products positioning and finding new markets

Cycle Stereo Co., Ltd. London, England
Summer Intern 09/2010
• Worked at the Mold Department
• Learnd in 2D Design Department to help 2D-Modeling
• Trained in technical process for precision molds and environment control

Acme Bank Boston, MA
Summer intern 01-02, 07-09/2008
• Researching portfolio allocation tools financial products related to online brokerage and banking across Top 100 banks
• Designing frameworks for online brokerage and online banking
• Developing and operating modules for proprietary retirement income management products

OTHER

Computer skills: MATLAB, AutoCAD, Solid Works, CAXA

Languages : English, Basic Cantonese, Basic Japanese

What Makes This A Bad Resumé?

- No action verbs
- Emphasis on the TASK rather than the SKILL
- Spelling mistakes (“Learnd”)
- Inconsistent formatting
- Cannot tell what position he is applying for

EDUCATION

BRANDEIS INTERNATIONAL BUSINESS SCHOOL Waltham, MA
Master of Business Administration, GPA 3.5, anticipated graduation May 2015
Relevant Courses: Marketing Management, Marketing Research, and Marketing Communications
Hassenfeld Fellow Leader, Business Immersion program Turkey 2012

UNIVERSIDAD SAN FRANCISCO DE QUITO Quito, Ecuador
Bachelor of Arts in Business and Marketing
2005-2009

EXPERIENCE

BRICK MARKETING LLC. Boston, MA
Marketing and Sales Manager (Exit – Sold Shares) 2009-2013

- Created overall go-to-market product and sales strategies: product development & positioning, channel integrations systems (VMS) resulting in 100% growth in one year and improving customer satisfaction and loyalty achieving 90% repurchase of service in second year
- Produced cost efficiencies and growth strategies with partners, resulting in increase of clients by 50% reduced costs by 40%
- Designed and executed advertising campaigns including: TV, radio, print media, and digital media concepts, with campaigns and growth strategies for such clients as: Abbot, Merck, Sbarro and Pfizer

THE Y COMPANY Boston, MA
Marketing and Sales Representative 2008-2009

- Created Vertical Marketing System by researching Russian market place through interviews, focus groups and analysis of competition achieved: USD \$80,000 in first year, new client identification, 30% increase of total sales in 2009
- Developed Go to Market print communication campaigns for company's exposition in International fairs
- Created Brand Equity through packaging and slogans for subsidiary company within the group, achieving brand position in the US and Russian Market
- Elaborated value chain analysis for future growth expansion in the US market

LATIN PANEL ECUADOR Quito, Ecuador
Service Representative 2005-2008

International company with a team of 3,000 people and services covering more than 50 countries dealing in consumer knowledge and insights based on continuous consumer panels.

- Delivered marketing presentations and analysis while measuring consumer behavior in purchase and use of brands
- Presentations featured insights on: analysis on change in markets, demand/environment, analysis of demographic and psychographic variables, solutions - variables measuring purchase behavior: penetration, frequency, volume, value, loyalty
- Insights created growth opportunities for different clients in different categories: accounts managed: Coca Cola, Avon and Unilever

OTHER

Computer Skills Microsoft Office suite, SPSS, Flex Panel, Powerview
Activities President, Graduate Latin Club / Vice-President, Brandeis Graduate Marketing Club
Languages Fluent Spanish and English, intermediate Portuguese

What Makes This A Good Résumé?

- Obviously relevant experience
- Action words to begin each sentence
- Focus on SKILLS gained, especially transferable skills
- Quantitative information where applicable

Cover Letters and Your Resumé

- The cover letter and the resumé work hand-in-hand
 - The resumé summarises actions, achievements, and skills
 - The cover letter allows you to put these actions, achievements, and skills within a narrative context that:
 - Explicitly shows your suitability for the position
 - Explicitly demonstrates your potential contributions to the organization
 - Suggests something personal about your learning style and mode of being



Anatomy of a Cover Letter

Cover letters have three main parts:

- One page only
- Think what you bring to the organization not how the position fulfils your own career goals
- Demonstrate your “growth mindset”

	Your Street Address City, State, Zip Code
	Date of Letter
Use complete title and address.	Contact Name Contact Title Company Name Street Address City, State, Zip Code
Address to a particular person if possible and remember to use a colon.	Dear _____: Opening paragraph: Clearly state why you are writing, name the position or type of work you're exploring and, where applicable, how you heard about the person or organization.
Make the addressee want to read your resume. Be brief, but specific.	Middle paragraph(s): Explain why you are interested in this employer and your reasons for desiring this type of work. If you've had relevant school or work experience, be sure to point it out with one or two key examples; but do not reiterate your entire resume. Emphasize skills or abilities that relate to the job. Be sure to do this in a confident manner and remember that the reader will view your letter as an example of your writing skills.
Ask for a meeting and remember to follow up.	Closing paragraph: Reiterate your interest in the position, and your enthusiasm for using your skills to contribute to the work of the organization. Thank the reader for his/her consideration of your application, and end by stating that you look forward to the opportunity to further discuss the position.
Always sign letters.	Sincerely, Your name typed

Hook

Pitch

Close

What Makes This A Good/Bad Cover Letter?

Ms. Susan Carey
Senior Manager
Wholesale Wine USA
23 Green St.
Boston, MA 02116

Dear Ms. Carey:

I am writing to apply for your position in wine wholesale as advertised on Crimson Careers. This exciting opportunity appears to be a wonderful fit with my professional experience, personal interests, and career goals.

I am returning to Boston to complete my final year at Harvard University Extension School, where I am majoring in French and economics. Having spent the year working and traveling, I am eager to incorporate myself once again into the local wine community, to which I can bring experience in a number of sectors of the industry.

Through eight years in the restaurant field, I have acquired a deep love of and appreciation for wine and cuisine. I have been known to wax rhapsodic over specials; nothing made me happier than discussing a bottle with a table. This enthusiasm allowed me to introduce a list of reserve selections to Shay's Pub and Wine Bar. The result was an appreciable increase in sales for the restaurant and repeat attendance by customers. My position at Aspen's award-winning Montagna allowed me to expand upon my knowledge of wine, locally inspired cuisine, and the highest standards of service. Our weekly blind-tastings fueled my desire to further myself in this field, and I am in the process of acquiring certification through both the Court of Master Sommeliers and the Wine Spirit and Education Trust.

Most recently, I have returned from France where I was lucky enough to work on an organic vineyard in Beaujolais. I adored working with the young, dynamic, vigneron who ran the estate, the largest of its kind in the region. A position at your wholesale wine company would allow me to draw upon this experience and to facilitate the success of such producers. Additionally, it would enable me to replicate the most enjoyable components of my experience overall: working with my colleagues in the local restaurant industry, as well as with distinctive, iconoclastic wine-makers.

I am readily available via email or phone in order to arrange an interview, and have attached my resume below per your request. Please do not hesitate to contact me if you have any questions. I appreciate your consideration and look forward to hearing from you.

Sincerely,

Georgina Santiago

- How can we improve the hook?
- How does she leverage her experience?
- What do you think?

QUESTIONS?

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