

Employment Empowers

Tips for Standing Out as a Jobseeker

It's a new and different world of work out there. Here are Employment Empowers' 3 top tips to make a great impression as a jobseeker right now:

1. From the top: Stand out with a powerful personal statement

Your personal statement on your resume is your key chance for a strong start. It will be the first thing that a recruiter or hiring manager will read on the whole document, so you've got to grab their attention with an awesome introduction.

- ✦ Highlight your skills, strengths and experiences that make you the perfect fit for the job you're applying for.
- ✦ Show how you can bring value and make a positive impact by including some key points about your successes so far.
- ✦ Make sure you use key words. Big employers run candidates' resumes through systems that basically scan for certain (often industry-specific) words and attributes. That means that sometimes you're not just trying to attract a person's attention, but a system's attention too!

These attributes that they look out for are sometimes called 'hard skills' – the skills that you need to have to do that job.

So, make sure that you have:

- researched the employer and made a note of key words they use and skills they look for
- included those key words in your statement and throughout the application to tailor your resume
- asked your mentor to review your resume
- ✦ Keep it brief – a personal statement should follow a simple structure that you can change for each job you apply to.
 - It should be maximum of 4 to 6 sentences (50 – 150 words)
 - In the first person, e.g. ***I am*** extremely driven; ***my*** skills are...
 - Follow this **3-part structure**:
 - Introduce yourself
 - List key skills and achievements
 - Outline your future ambition

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2. Don't forget formatting

It's more important now than ever that your resume is eye-catching and beautifully laid-out. Having an attractive resume is a great way to stand out from other applicants.

We recommend that you:

- ✦ Make the different sections on your resume really clear
- ✦ Allow for enough white space
- ✦ Look at your resume carefully without focusing on the words – how can you cause the eyes to focus their attention on the important points you want the employer to see?

If you're applying to a bigger employer, they may use a candidate tracking system to scan applicants' resumes. We recommend that your resume follows a simple, standard outline and format, as those systems can get confused by graphics, pictures, boxes and blocks. You can use lines, different font weights and sizes, and a little bit of colour to stand out.

If you're confident that a little more creativity will be well received by the employer, go for it! Keep in mind how you want to put yourself across as the perfect candidate.

[Canva.com has a wide range of simple to colourful resume templates you can use for free.](#)

3. Up your LinkedIn profile game

Your first step, if you haven't done so already, is to work with your mentor to create a profile.

Your LinkedIn profile should not be a copy-paste of your resume. Employers go to candidates' LinkedIn profiles to learn **more** about the person than what they can get from just looking at the person's resume. So, give yourself the opportunity to connect with an employer in a different way.

(More tips on the next page)

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- ✦ Should you choose to share one, a friendly, smiley profile photo can be a great way to build connection with a potential employer. You can get someone to take a photo of you with an iPhone and the right lighting!
 - Present yourself professionally
 - Choose a clear background- it can be as simple as a brick wall
 - Face into the light, preferably natural light that isn't too bright for you!
 - Get your helper to take a photo of you from the shoulders up
- ✦ Your 'headline' should be short and to-the-point. Tell people who you are and what you're about in a unique, effective way.
- ✦ Just like key words on your resume, key words should also stand out in your 'summary' section too.
- ✦ Make sure your contact details are up-to-date if you have them on there! Now is not the time to be missing an important call from a recruiter or employer.
- ✦ People can only 'endorse' you for skills if you have them listed on your profile. You can add as many as you want, but keep them honest, and professional.
- ✦ Ask for a recommendation! This is a great example of how your LinkedIn profile can provide 'more' than a resume can. You could ask for a recommendation from teammates, peers, your mentor... anyone who can speak to your skills, strengths and attributes as a professional. You can offer to write one to whoever's recommending you as a thank you!
- ✦ Now is perfect timing to start connecting with people online. Start engaging with your connections – liking and commenting on posts – sharing relevant updates, and connecting with recruiters/employers and engage with their content too.