

WE FOCUS ON YOU!

# 5 Tips to Land that Great Job

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WHEN HUNTING FOR YOUR FIRST JOB,  
FOCUS ON SHOWCASING YOUR POTENTIAL.

Finding a job is tough work, especially when you can't figure out exactly what employers want. Although every employer is not looking for the same thing from candidates, there is one surefire way to get noticed. Submit a stellar application.

For entry level jobs, it's less about what you've already done and more about how the experiences you've had to date signal your potential for success in the future. Your education and experience might be varied so it's up to you to connect the dots for employers in your resume and cover letter and prove you're the best person for the job.



**KNOW AS MUCH  
AS POSSIBLE  
ABOUT THE  
EMPLOYER**

**TIP 1**

Showing you've done your research is a sign of respect that can go a long way. Read whatever you can possibly find about the employer including what it does, who its customers are and the latest news about the organization by browsing its website and following its social media accounts. You can even go a step further and read up on the industry as a whole. This information will help tailor your application and knock their socks off during the interview.



**TIP 2**

**DISCUSS  
ACCOMPLISHMENTS,  
NOT ACTIONS**

One of the most important mistakes young jobseekers make is listing tasks on their resume instead of accomplishments. Employers can probably make an educated guess about what you did as a sales associate at a clothing store or an events coordinator for a student group, so use the space on your resume to tell them something they don't already know. For example, specify how much store sales increased while you worked there or how many more students attended your group's events this year compared with last year. Whenever possible, use numbers such as dollars or percentages to measure accomplishments.



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## HIGHLIGHT LEADERSHIP EXPERIENCE

Employers aren't just looking for grunts to fill low level jobs. They're hiring students and new graduates to become the future leaders of their organizations which means they're looking for leadership potential from the start. Whether you coached a sports team, led a group project in class or managed a team of other students, interns or volunteers, emphasize this experience on your resume to stand out during the application process.

## TIP 3



## REMEMBER KEY WORDS

Most employers use an applicant tracking system (ATS) to receive, manage and vet resumes, which means software reads your resume long before it ever reaches a human being if the software doesn't like what it sees, your resume might end up in the virtual trash can. Customize your resume for each and every job by replacing common words with the keywords found in the job description—the more relevant keywords you have, the higher the ATS software will rank you.

## TIP 5



## FOLLOW UP

Employers receive hundreds — sometimes thousands — of applications for each job but few jobseekers ever follow up on their application or after their interview. Find a way to follow up on your application at appropriate times and don't forget to send a thank you note to the employer after the interview. This is a chance to get noticed, demonstrate how passionate you are about the opportunity and briefly re-emphasize why you're qualified for it.

## TIP 4

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