

Easy Way



Teach yourself...

**Produce a
Targeted Résumé**

- ☒ Easy to follow
- ☒ Step-by-step instructions
- ☒ Written in plain English

A Cheryl Price Publication

Easy Way – Produce a Targeted Resumé

This book teaches you how to write an accurate targeted resumé to meet the requirements of a specific job. It contains simple step-by-step exercises to guide you through the learning process.

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Section

1

Preparing a Targeted Resumé

Learning Outcomes

At the end of this section you should be able to -

- ☐ Recognise a targeted resumé
- ☐ Identify the type of position for which you would like to apply
- ☐ Identify the requirements needed to successfully gain that position
- ☐ Identify your own skills that would be of interest to potential employers
- ☐ Collate documentation in support of your resumé

What is a Targeted Resumé?

A resumé is a summary of your education, your professional history, your skills and qualifications – usually designed for a prospective employer.

When you apply for a job using a resumé you want it to show you in your best light, highlighting your relevant work history and your achievements, skills and attributes with the aim of getting a job interview at which you can discuss these further. A resumé is a **self-promotional document** so you can use it to say what you want to say about yourself – it is not a confessional so you do not have to reveal anything that you don't want to, with the proviso that you tell the truth where you do choose to state something.

A *targeted resumé* is a resumé tailored for a specific type of job or employer. If you saw an advert for a job you like in the situations vacant column of a newspaper, you would read or establish what background, training and skills the employer is seeking and then write your resumé with those specific requirements, skills and training in mind, ensuring that you highlight all parts of your background and training that relate to the skills and training required for the job. Alternatively, you may not have one particular job in mind, but a *type of job*, eg customer service work or computer troubleshooting. In this case, you could still write a targeted resumé, but it would reflect those skills, abilities, personal attributes and training that you believe an employer seeking to fill such a position would seek.

A targeted resumé therefore addresses the needs of your potential employer.

Why use a targeted resumé?

In short, because recruitment staff don't have much time. Whenever a job is advertised, the member of staff responsible for sifting through the resúmes that are sent in response is likely to be inundated with applications and simply won't have the time to read them all. The staff member is likely to scan them briefly (it could take as little as 15 seconds each) and make a quick decision on whether or not this applicant looks like they deserve an interview. A targeted resumé will more easily display to the reader that the applicant has appropriate skills and/or experience by setting out that information clearly and distinctly early on in the resumé. A more general document may well include the same information but it would be found within a mass of other information and in the short time available the reader may not spot it.

If you are sending your resumé to two very different groups of organisations (eg shops for sales work and offices for administrative work), you should produce two resúmes, each with a different focus to reflect what each of those organisations will be looking for.



It's in your interests to make life as easy as possible for recruiters and to give yourself the best possible chance of being interviewed for positions that you like the look of. Therefore taking the time to prepare a targeted resumé for a specific job or particular type of employment is time well spent.

What can you do with the resumé created in this book?

By the end of this book, you will have produced a targeted resumé that can be distributed to employers who have the types of positions in which you are interested or in response to a particular job advert, if you have found one that interests you.

Consider the reader

The *reader* is the person considering your resumé with a view to deciding whether you would be appropriate to interview for a job. Always keep this reader in mind when you are writing your resumé.

In a large organisation, the reader is likely to be a member of the human resources (or ‘personnel’) department, ie someone whose *job* it is to read and assess resúmes. In a smaller organisation, it is likely that your resumé will be read by someone – probably a manager – in the department in which you have expressed an interest in working or perhaps the owner of the business.



How is a targeted resumé organised?

A targeted resumé must display on the first page the skills you have that the reader will be seeking – it is important to ‘hit the reader between the eyes’ with all the most relevant and impressive information.

This may comprise a ‘job objective’, which is a statement about the job you want (so that that reader knows how focused you are), and then a skills summary and achievements section. This is designed to show *what* you have learned from your jobs or education (rather than *where* you learned it), so that a prospective employer can see how you and your skills would fit within their own workplace. So, for instance, rather than saying “I was an accounts receivable clerk at Budgens Supermarket for two years”, you would say “I have excellent time-management skills, am used to working under pressure in a client-facing environment and have experience of bank statement reconciliation”, which serves to show the reader what you can do rather than merely what your job title was.

Next comes information on your personal qualities. These will help the employer get an idea of your personality and if you have the appropriate approach and attitude to do the job well.

This should be followed up by a summary of your work experience and education in *reverse chronological order*, that is your most recent employment (or education) comes first, and then the reader is led back through previous jobs (the assumption being that what you have done most recently will be the most relevant to the next position you are seeking – not to mention also likely being the most senior position you have held).

If you have been in the workplace for a while, the further back you go, the less important that experience is likely to be, either because you were much more junior then or because you have since changed career direction. Therefore the most detail is likely to occur in the write up of your more recent jobs.

Example of a targeted resumé

Brian Mills

24 Seychelles Drive, Papamoa
Tel (07) 123 4567; brianm@email.com

Objective

To achieve a senior sales position in a business to business food manufacturing company, with customer focus as well as junior sales staff responsibilities.

Skills Summary

- Seven years' experience in food sales with two different companies.
- Assisted Board in setting and monitoring sales targets.
- Experienced at people management having managed a team of four sales executives for five years.
- Team management; assigning tasks, tracking, monitoring and reporting on progress.
- Organisation of in-house customer service training.
- Presentation of reports and demonstrating Quality Assurance procedures to clients.

Achievements

- Won 'Sales Executive of the Year' three times in seven years.
- Regularly met or exceeded monthly sales targets.
- Staff turnover reduced to nil during my period of office.
- Designed online order form for customer use – increasing sales to key customers by approx 5%.

Personal Summary

I am an outgoing person who prefers to take a friendly approach to sales, rather than the 'hard sell'. The success of this approach is demonstrated by my staff retention statistics and my achievement of all specified sales targets.

Work History

July 2010 – present date
Martyn's Gourmet Foods, 5 Albany Close, Papamoa
Job Title: Sales Executive

March 2006 – June 2010
Lorimer's Biscuits, 76 Beattie Road, Tauranga
Job Title: Assistant Sales Executive

March 2005 – February 2006
Christiansen's Food Packaging, 85 Harley Street, Tauranga
Job Title: Food Packager

Educational History

2004 Sixth Form Certificate
2003 School Certificate

References

Marjorie Martyn, Sales Manager, Martyn's Gourmet Foods, 5 Albany Close, Papamoa
Laurie Sharp, Assistant Sales Manager, Lorimer's Biscuits, 76 Beattie Road, Tauranga

Step 1 – What Positions are you Interested in Applying for?

Think about whom you are going to ‘target’ with your resumé. You can’t write a targeted resumé until you have given consideration to which companies and for which jobs it is going to be applicable.

The following is a list of fields of work. You may already have an idea of where you would like to work, if so place a tick by the fields that interest you. If you are not yet sure, you can answer our questions on the next page to get some direction on the areas that could suit you.

Accounting		Construction		Forestry		Military		Recruitment	
Administrative / Clerical		Consulting		Freight/ Shipping		Motor industry		Retail	
Advertising and media		Cultural/ Recreational		Government/ Council/ Public Sector		Non-profit organisation/ Charity		Sales	
Agriculture and fisheries		Customer Services		Healthcare/ Medical		Oil and mining		Secretarial	
Animals		Dairy		Hospitality		Pharmaceutical		Security	
Architecture		Design		Human Resources		Police/Prison		Technical/R&D	
Arts and Entertainment		Distribution		Insurance		Public relations/ Events		Telecommunications	
Aviation		Education/ Training		Information Technology		Print/ Packaging		Textiles	
Banking		Engineering and Science		Journalism		Production		Trades	
Beauty/ Personal care		Financial services		Legal		Property Services		Transport	
Call Centre		Floristry and Horticulture		Leisure/Sport		Publishing		Travel and tourism	
Childcare		Grocery		Manufacturing		Purchasing		Viticulture (wine)	
Cleaning		Fashion		Marine		Quantity Surveying		Warehousing	
Community		Food		Marketing		Real Estate			



Answering the following questionnaire will help you to get an idea of your preferences. For all questions to which you answer 'yes', take a look at the list of work fields on the previous page and consider which ones might fulfil that criteria.

Question	Yes or No
Would you like to work with external customers?	
Do you want to work with numbers: calculating, analysing or recording them?	
Do you want to work with children?	
Do you want to work with words – if so, do you want to write creatively, amalgamate reports from other sources, or quality control reports written by others?	
Would you like to work with your hands?	
Do you want to work at a desk?	
Can you work at the weekends/evenings/unsociable hours?	
Do you want to help and solve problems for members of the public?	
Do you want to work alone or be part of a team?	
Do you want to solve problems for in-house staff and repair things (this could range from IT to caretaking)?	
Do you want to work in an office environment or outdoors (or both)?	
Do you want to travel? Would you mind if you had to?	
Do you want to do something different every day or would you prefer a more ordered routine?	
Do you like organising things?	
Do you like organising people?	
Do you want to have to sort out other people's problems or only to be responsible for yourself?	

Here are some other questions you will need to consider when deciding on the actual job you would like to be suited to:

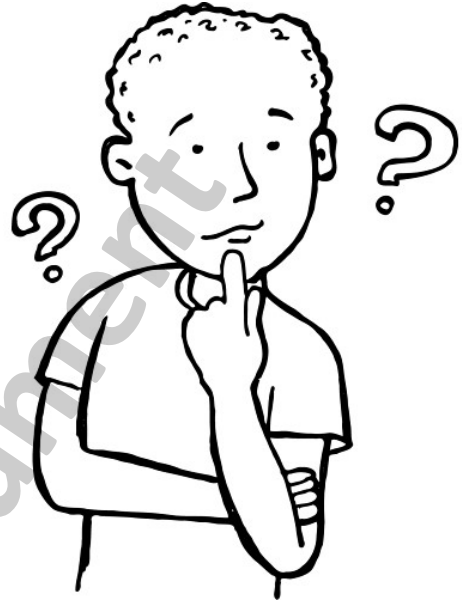
What size of firm or company would you like to work for?
Would you like a formal work environment or a more casual workplace?
Are you at a junior, middle or senior stage of your experience?
Do you want to be your own boss or have more direction in your work day?
Is status important to you?
Are certain 'benefits' essential to you, eg company car, private medical insurance?
Do you want to deal with the big picture (ie policy) or the small picture (ie detail)?
Geographically speaking, where should the firm be based?

What do different jobs involve?

Sometimes we can like the thought of a particular job, but forget about what it actually means to the employee on a day-to-day basis. Nursing for example is a very worthwhile job, but, along with the life-saving tasks, there will be many more mundane tasks to do, such as emptying bedpans and making beds, that you may not have thought about. This is not to say that it is not still a very important and satisfying job, but that many different tasks go into making up each job. Be sure to consider what any job title that you like the sound of might involve.

The things to consider are:

- a The key tasks that you will have to do in the job.
- b What you would be expected to achieve (ie results that would be required from you). You might, for example, have to sell a certain number of items, make a certain amount of profit for the company, look after a set number of people, or see a particular project through to fruition.
- c How would your achievements be measured (called 'performance measures' or 'key performance indicators' 'KPIs'), eg by number of items produced, amount sold (in numbers or dollars), deadlines met, clients signed up, books commissioned?
- d How much responsibility and authority you would have, eg would you be responsible for others' work and be accountable for how the budget was spent? Would you be authorised to sign cheques and make payments, would you be able to make certain decisions without consulting your superior?
- e Who would you report to? Who would you work with – both within the organisation and outside of it? Would you be mainly working with staff who report to you or with peers (ie staff on the same level as you) or with superiors?
- f What is the nature of this employment in terms of hours and remuneration? Is shift work (ie a set period of time, which can be outside of the usual 9am to 5pm working day, and which can change from day to day or week to week) acceptable to you? Do you want a full-time job, part-time, holiday job, evening work, weekend work? Will you be employed or freelance (ie self-employed but contracted to the company)?
- g Is the work paid or voluntary? If you can afford it (in terms of money and time), it is often worth working in your desired field on a voluntary basis if you can't immediately get a paid job. This will give you experience in the field (which will help you to know if you enjoy it, and will also be useful to employers when you apply for jobs). It will also help you to become known in the field (this is called 'networking', ie connecting with like-minded people).



Exercise 1

Circle two of the following jobs, label them as Job 1 and Job 2 and answer the questions below based on those jobs.

<i>Hairdresser</i>	<i>Hotel receptionist</i>	<i>Car mechanic</i>
<i>Dressmaker/tailor</i>	<i>Firefighter</i>	<i>Actor/Actress</i>
<i>Dog Boarding Kennels operator</i>	<i>Journalist</i>	<i>Professional sportsperson</i>
<i>Air steward/ess</i>	<i>Fashion designer</i>	<i>Web designer</i>

- 1 List some of the key tasks that you would expect to do in this position.

Job 1.....

.....

Job 2.....

.....

- 2 What do you think you would be expected to achieve in this position?

Job 1.....

.....

Job 2.....

.....

- 3 What level of responsibility or authority would you hold in this position?

Job 1.....

.....

Job 2.....

.....

How to Find Jobs of Interest

Where do you go to find out about jobs? Traditionally, the answer to that question would have been the 'situations vacant' pages in the local or regional newspaper. This still remains true. However, today there are many other places that you can search too.



For example, the fastest growing medium on which to post jobs is the internet. Job search sites, such as the following, feature hundreds of jobs:

For jobs in the state sector:

www.jobs.govt.nz

For all kinds of jobs:

www.trademe.co.nz/jobs

www.seek.co.nz

www.job.co.nz

www.bestjobsnz.com

www.sjs.co.nz (for student jobs)

In addition, job search sites tend to offer services whereby you can either post your CV online for potential employers to browse or you can register your details and you will be contacted should a job that fits your particular 'wants' be posted.

If the industry, profession or trade that you are interested in working in has an association, a journal, a newsletter etc, many interesting jobs will be published in their very targeted publications. The newspaper and these publications may even be available online too, which means you can access them promptly on publication date and cheaply (though some may charge for access).

Recruitment or employment agencies are another option. Some agencies will specialise in certain fields (eg information technology, medical, legal etc) and others will be more general. Generally speaking, to list with an agency you will have an interview with them where they will take your background details and CV. They will then pass your CV to any employers who approach them looking for staff with your qualifications and experience.

Whenever you see a job advert that relates to the area of work you would like to go into it is worth keeping a copy even if you are not ready to apply for such jobs yet, as you can then use them in the future to build up a comprehensive picture of skills that such employers look for and to make sure that you gain those skills as you progress through life.

Compromising on your preferences

During a job search you may find some jobs that fit most of your 'wants' (even if at this stage you don't necessarily have the appropriate training or qualifications actually to be able to do the job), but which involve compromising on one of your wants. For example work in the retail environment will very often require you to work at the weekends, which you may not initially like the thought of, but if you enjoy being busy and meeting people it may still be an attractive job. Therefore it is worth having some 'must have' requirements, but staying flexible wherever you can.

Exercise 2

- 1 If you have internet access, visit one of the job search sites listed on page 9. What categories of job do they offer that would be of interest to you?

List them here.

.....

.....

.....

.....

.....

.....

.....

- 2 If you are ready to search for a job, register your details online if you want to.

Exercise 3

Go through any of the job search avenues given above and find four jobs that you would be interested in applying for. Cut out or print the adverts. Summarise them below.

Job 1

.....

.....

Job 2

.....

.....

Job 3

.....

.....

Job 4

.....

.....

Choose one of the above jobs to consider when you are completing Step 2 on page Error! Bookmark not defined. of this workbook.

Step 2 – What are the Personal Requirements for a Position of Interest?

When applying for a job you will need to consider what an employer will most appreciate in a good employee in the position you wish to get. This could be formal qualifications, particular training or it could be more personal skills and qualities.

Scenario 1:

For example, if the owner of a new decorating business is planning to be out and about all day working at customers' premises, supervising staff and drumming up new business, he or she may want to take on an office manager who will run the office calmly and smoothly so that the owner/operator can concentrate on building up the business rather than worrying about day to day issues. The office manager will therefore need to be reliable, methodical, organised, flexible, able to work on their own, resourceful, have a good telephone manner and unflappable under pressure!



The skills on a resumé that will catch this owner/operator's eye are evidence of fast learning, such as being given new responsibilities fast; being a good organiser, such as handling many different tasks and projects at once; and good people skills, such as dealing with complaints or being given tasks that involve getting other people to do things that might not be of top priority to them.

Scenario 2:

The managing partner of a small law firm searching for a junior solicitor to take on board and train up (perhaps eventually to become a partner too) would be looking first and foremost for the appropriate qualifications in law. Secondly, and only marginally behind that, might depend on what area of law the firm mainly deals with. A law firm that does employment law might want its junior to be a good listener, have a level-headed attitude and be an excellent advocate.



At this stage, you may not have the skills and qualities that are needed, but this list will serve as a good pointer to the direction you will need to go in should you be determined to go down this career path. It is possible that establishing what skills are needed might put you off a job that you thought you wanted as you may not want to spend time acquiring the necessary formal qualifications or you may think that you could never achieve those particular personal characteristics. For example if you want to be a vet but tend to cry whenever you see a squashed hedgehog on the road, you may be too emotional to be able to enjoy doing that job.

To complete the following table, think of the job that you selected in Exercise 3 on page 10.

What will the person who does this job need to have? Consider the requirements stated on job adverts for these types of position, as well as your own thoughts on what would make a good employee.	
What formal qualifications are required, eg school certificate, sixth form certificate, trade certificate, degree, etc?	
What other training is required, eg health and safety or first aid training?	
What past experience is needed, eg if the position is a senior managerial position, some experience in managing staff will be required.	
What skills must the successful applicant have, eg technology skills such as computer aided draughting knowledge; people skills such as negotiation or mediation skills; or language skills?	
What knowledge will a successful applicant have, eg a knowledge of the financial world or a knowledge of different cultures and religions?	
What attitude will the person who can do this job well have, eg do they need to be sympathetic, forthright, etc?	

Exercise 4

Choose a person you know who is employed. What skills or personal qualities do they have that make them well suited to their position (for this exercise, concentrate on the positive aspects, rather than any negative ones!).

I have chosen

Who does the job of

Their skills and qualities are as follows:

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.....

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