



**Australian Government**  
**Department of Education,  
Skills and Employment**

# Online Applications for Retail Jobs

Putting your best foot forward when applying online



# Agenda

- Shine online and get that interview
- Online applications and profiles
- Quizzes and video applications
- Social media profiles
- A guest speaker
- Job sites
- Questions

# How to shine online and get that interview



## Online job applications

- Approx. 80% of all jobs are advertised online
- Most can be applied for with just a smart phone
- Some don't even ask for a resume!
- There are plenty of new application types:
  - Questionnaires or quizzes
  - Video applications.



## Start with your online profile

### **Your profile:**

- showcases your skills and experience
- helps employers find you before you've even applied for a role.

### **Tips for a strong online profile:**

- include details of your background, employment history, key skills
- use words common to the roles to help with searching
- check spelling and expression – read out loud to pick up any mistakes
- choose the level of visibility for your profile so employers will find you.

# The online application



Before you begin:

- Research the job and the company (Google is your friend)
- Read the instructions – and then follow them!
- Be sure to complete every required field (pro tip: if you don't you might not be considered for the role)
- Save your work if you need a break so you can come back later.

# Winning with online applications

## **Your details**

- Email, phone number, contact details – double check they're correct

## **Résumé**

- Tailored to the job
- PDF or Word format

## **Availability**

- What days/hours are you available?
- Be flexible with rostering – including weekends and nights – and follow-through on that commitment

## **Be prepared to answer**

- Why you want the job, what you like about the brand, or what the brand stands for (aren't you glad you researched the job and the employer first?!)

## **What else?**

Recent experience, police checks, previous employment, authorisation to work in Australia, pre-existing medical conditions,

## The quiz

Another way for large employers to learn more about you and your fit to the job and the team:

- Often scenario-based and focused on approach to customer service, teamwork and sales
- Easy if you research the job first and consider what the employer is looking for.

### **Example:**

*You are walking through the furniture department on your way back to the registers after your break. A customer approaches you asking for help selecting a desk and chair. You look around and see that the service team member is talking to another customer. Do you:*

- a) Tell the customer you're sorry but you only work on the registers and can't help them?*
- b) Explain the furniture floor layout and ask them to browse around and see if they like anything until a team member is available to help them?*
- c) Ask them about their needs and the kind of furniture they are looking for and spend time with them investigating possible options?*

## The quiz

Some questions have a sliding scale:

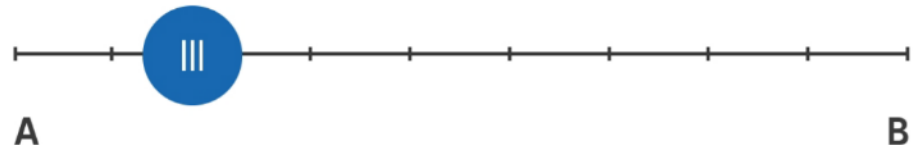
- Don't just pick the 'middle' option – pick a side!
- You won't score well if you answer all down the middle.

*This example would show the employer how you might fit into the team.*

**What is most important for you when working with your team?**

**A** A strong team culture and supportive hands-on management.

**B** Lots of fun and social activities.



## Video applications

### Why employers like them:

- Very short – sometimes only 30 seconds!
- More dynamic than résumé – they show the real you
- Reduce the number of applications received for popular jobs – show you'll go the extra mile
- Good for retail roles that engage customers – demonstrate your attitude and communication skills

People don't like them – but with preparation you'll ace it!



## Tips for filming your video application

- **Plan** – research the employer and write some notes
- **Look the part** – dress for an interview
- **Practice** – practice your responses
- **Location** – choose a nice background in a quiet area where you won't be disturbed
- **Equipment** – use a selfie stick or get a friend to help to frame your shot to make sure and you look your best
- **Smile** – take a deep breath, smile and be yourself
- **Quality** - make sure your video is clear and audible
- **Take two** – if you didn't perform well, do another video (or two) and upload your best response.

If you're shortlisted, an employer will contact you for an initial interview. So....

- Answer your phone! That missed call might be an employer
- Check both your emails and spam / junk folder at least once a day.



**What's next?**

# Check your social media profile

## The internet is forever

**Make accounts private and double check your settings.**

### DON'T

- post pictures of yourself doing illegal or naked things
- be a troll
- be hateful or discriminatory
- say anything on social media you wouldn't say directly.

**70% of employers check social media profiles before hiring.**

Top 3 reasons to **not** hire based on social media:

- provocative or inappropriate photographs, videos or information
- posts about drinking or using drugs
- discriminatory comments - race, gender or religion.

Meet our special  
guest – Karla  
Hume from  
Kmart Australia

*What are employers looking for in online applications?*



## Where do I look for jobs online?

- [Jobsearch.gov.au](http://Jobsearch.gov.au)
- Jobs hub
- Jora
- Career section of employer's websites
- SEEK
- Career one
- LinkedIn
- Facebook

## Jobs Hub

The Australian Government is supporting job seekers and employers to connect in a rapidly changing jobs market.



The Jobs Hub links you to vacancies that are not available on major jobs boards.

You can also find targeted job search assistance to help you explore and prepare for entry-level jobs in selected industries

[www.dese.gov.au/jobs-hub](http://www.dese.gov.au/jobs-hub)

**Go to “Employers Hiring Now” - click on the Retail filter**

## Stay alert for scam jobs

Look for red flags in emails and job ads:

- “you can make lots of money quickly and easily”
- opportunities to work from home using your own computer
- seeking personal information - driver’s licence or bank account number
- requiring you to enrol and pay for training to help you find work
- asking you to transfer money
- messages from a free email account like Hotmail or Yahoo.

Checklist: [How to spot an online job scam](#)

**Any questions?**

## Two takeaways

- 1) Research the employer and job before you apply
- 2) Read the instructions and check you have submitted the application.





**Australian Government**  
**Department of Education,  
Skills and Employment**

# Thank you for attending our webinar!

We'll send out a copy of the presentation so you can use it as a reference.

