



Australian Government
Department of Education,
Skills and Employment

Tailor your résumé

to win that retail job!



Today we'll cover

- Types of retail jobs
- The importance of developing a 'retail' résumé
- How to identify the keywords in an advertisement
- Creating a retail-focused résumé
- Showing retail skills when you don't have a lot of work experience
- Writing a good cover letter
- Insights from an employer.

The retail sector

- Second largest industry in Australia
- Over 1.2 million people employed
- Part-time and casual work is common
- Often includes weekend work
- Up to 70% of candidates gain ongoing work after the Christmas season.



Accounts for



of Australian workers



aged
15 to 24
years

Top Employing Occupations

- 1 General Sales Assistants
- 2 Retail Managers
- 3 Checkout Operators and Office Cashiers

Why do I need a 'retail' résumé?

- Your résumé is a summary of your skills, experience and achievements – it shows you are the right person for the job
- Create a 'master' résumé of all your skills and experience
- Then create a retail résumé that shows how your skills and experiences will suit retail jobs
- Include keywords that retail employers are looking for.



Example one - Retail Assistant

An exciting full time opportunity exists for a person with a “passion for fashion” dreaming of a career in retail. You will be involved in all aspects of the business including customer service, merchandising, stock replenishment and other duties as required.

It is essential that you are well presented, have excellent people skills, are reliable, willing to learn and are able to work as part of a team. The role will include working alternate Saturday mornings.

The right attitude is everything:

- Genuine passion for fashion and shopping
- Customer first mentality
- Love of teamwork and growing with others
- Flexible and adaptable to change
- Willing to work and reliable.

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- Love of **teamwork** and **growing with others**
- **Flexible and adaptable to change**
- **Willing to work and reliable.**

Example two – Casual Sales Assistant

Christmas is coming and we're looking for new team members for our busiest season.....

As a casual sales assistant, you will be:

- Dedicated to providing great customer experience
- Passionate about all things outdoors and adventure
- A quick learner who enjoys the fast turnaround of our product ranges
- Ability to work independently but also collaboratively in a team environment
- Excited to contribute to your store's sales and KPIs.

About you:

- Loves customers, confident communicator and gets results!
- Accountable, a positive force and a team player
- Exceptional customer service
- Have a good level of fitness.

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What qualities are employers looking for in these two roles?

- Confident communicator
- Excellent people skills / customer first mentality / loves customers / provides a great / exceptional customer experience
- Able to work as part of a team / a team player / work independently but also collaborate in a team environment
- Passion for fashion / passionate
- Reliable / accountable
- Willing to learn / a quick learner
- Flexible, willing and adaptable
- Well presented
- Good level of fitness



Include information that is relevant to the job

- ☑ List your most recent jobs and relevant work experience
- ☑ Describe work tasks and responsibilities that show you have the skills to do this job
- ☑ Include “keywords” relevant to the industry and advertisement.

Match your skills and qualifications

- ☑ List the skills and qualifications that are most relevant to this job
- ☑ Include any relevant achievements like staff awards or positive feedback.

Referees

- ☑ Include two referees

Your résumé needs to show the employer you are the right person for the job.

Tailoring your résumé – a checklist

Style

- ☑ Font is easy to read, the format and layout is simple and it is professional looking.
- ☑ Sentences are short and factual; use dot points to break up blocks of text.
- ☑ Include your name, phone number and email address on every page.

What else are employers looking for

- ☑ Location – suburb and State
- ☑ Consider adding your availability

Review and check

- ☑ Double check your résumé for spelling and grammar mistakes
- ☑ Get someone to read your résumé and provide honest feedback
- ☑ Take out anything that isn't relevant or doesn't support your application.

Your résumé needs to show the employer you are the right person for the job.

Tailoring your résumé – a checklist

Example: adapting your work experience to a retail role

JENNI SMITH

Mobile: 0400 000 000

Email: jenni.smith23@gmail.com

Broadmeadows, VIC, 3047

About Me

I am highly motivated and work well in fast-paced environments. I have a broad range of transferable skills, including excellent customer service and communication skills. I also have a strong ability to adapt and learn. I would be an excellent addition to your team.

Availability

I am used to working as part of a flexible team, and I am available for all shifts, including weekends.

Skills and Achievements

- Excellent customer service skills
- Excellent communication skills
- Reliable and adaptable
- Hard working team player
- Excellent Computer skills |

Example: adapting your work experience to a retail role

Work History

Administrative Assistant

XYZ Company; November 2019 – May 2021

I was responsible for providing customer service and administrative support to clients and managers in a fast paced environment.

Key responsibilities:

- Customer Service – managed a high volume of client enquiries via phone and email; in addition to other general reception duties.
- Communication skills – provided administrative support which included managing multiple calendars, report writing and maintaining the office filing system.
- Team work – worked as part of a small team providing co-ordination and support to managers which also required a high level of organisational skills.

RICHARD LEE

Mobile: 0400 123 123

Email: richard.lee78@gmail.com

Parramatta, NSW, 2150

About Me

I am highly motivated and enthusiastic. I have a broad range of skills, including great customer service and communication skills. I am a strong team player, and am a fast learner with a strong work ethic. I'm looking forward to starting my career within the retail sector; and I would be an excellent addition to your team.

Availability

I am available for all shifts, including weekends

Skills and Achievements

- Excellent customer service skills
 - Excellent communication skills
 - Reliable and adaptable
 - Hard working team player
 - Excellent Computer skills
-

**Example:
showing retail
skills when you
don't have a
lot of work
experience**

Work Experience and Volunteer History

Volunteer Sales Assistant

St Joseph's Op Shop; November 2020 – April 2021

As a **volunteer sales assistant**, assisted in all aspects of working in a retail environment.

Key responsibilities:

- Volunteering at a busy store, I gained **significant customer service experience assisting customers with their queries**; including assisting at point of sale.
- **Working as part of a small team** I undertook a variety of roles, including responsibility for **stocking shelves and assisting in the layout of product displays.**

**Example:
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Cover letter



Your cover letter is the introduction to you. It highlights your skills and experience and says why you are right for the job.

Tips to write a cover letter

- Keep it short – 2-4 paragraphs
- Make it specific to the role and employer – their name and the job title!
- Always proofread before sending – spelling mistakes make a bad impression.

Jenni Smith
Mb: 0400 000 000
E: jenni.smith23@gmail.com

Dear Mrs Jones

I am applying for the position of Retail Sales Assistant with Razzle Boutique. For the last 18 months I have been working as an Administrative Assistant for XYZ Company, but I'm passionate about the fashion industry and keen to get a start in the industry.

In my current role I am responsible a large number of client enquiries, where I juggle multiple tasks and provide quality customer service to a wide range of people. I can work independently but also enjoy being part of a team to deliver support to our managers. I'm keen to learn, able to manage multiple tasks, and happy to be flexible with my shifts and work on weekends.

Please find attached my resume which provides an outline of my skills and experience. I would be very keen to discuss this opportunity with you as I think I am a good match for this position.

Thank you for your consideration.

Regards

Jenni Smith

**What does
a good
cover
letter look
like?**



Use online templates and guides to create your master résumé and cover letter

Résumé tips

- [Retail and sales assistant insights](#)
- [Resume templates – why and how](#)

Cover Letter

- [What is a cover letter and why do I need one?](#)
- [4 steps to a killer cover letter](#)



**Employer
insights**

Welcome Emmanuel Onley from LUSH



Takeaways

- ☑ Read the job ad carefully!
- ☑ Make sure your résumé and cover letter are always tailored to the job you are applying for
- ☑ Review, check and QA – and get someone else to check it for you

The background is a vibrant teal color, densely populated with numerous speech bubbles of various colors including yellow, pink, red, and light grey. Each speech bubble contains a dark blue question mark, creating a pattern that suggests a Q&A session or a period of inquiry.

Any questions?

