



# Tailoring your job application

## Profile the employer and job

- Research the employer, industry and job.
- Identify the skills, personal attributes, qualifications and licences that are essential for the job.
- Think about any additional skills, attributes or qualifications that the employer might consider 'industry knowledge'.

## Gather your evidence

- Find the employer's 'key words' in the job description. Include these in your job application.
- Think about your past achievements and work history to find examples to include in your application.
- Describe past work tasks and responsibilities using the same 'key words' from the job ad.
- Leave out anything that isn't relevant to this job.
- Use old résumés or cover letters for inspiration.

## Highlight your achievements

- Start your résumé with a couple of sentences describing your skills and abilities that are relevant to the job.
- Include relevant achievements.
- If possible, back up any claims you make about your achievements with evidence or facts. For example, number of sales made, calls handled or positive customer feedback.

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