

**LIFE  
AFTER  
TUITION**



**PACE**

**LAUNCHPAD**

## ACHIEVEMENTS

A personal **achievement** is something a person has succeeded in that was difficult eg completed Duke of Edinburgh Gold, ran a marathon

## QUALITIES

A personal **quality** is a characteristic that an individual has eg well organised, patient, confident

## SKILLS

A personal **skill** is the ability to do something eg communicate, play an instrument, manage money

A **concrete skill** is the ability to perform a specific task in a particular context eg mark GCSE Maths exam papers

A **transferable skill** is one that will enhance employability in different contexts eg teamwork, IT skills and communication

## Identify Your Personal Qualities

### Instructions:

- 1) Place a tick next to each word you feel describes you.
- 2) Go over the items you have ticked and narrow your list down to the 10 words that best describe you.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> accommodating        | <input type="checkbox"/> empathetic       | <input type="checkbox"/> polite                         |
| <input type="checkbox"/> accurate             | <input type="checkbox"/> energetic        | <input type="checkbox"/> possess a good sense of humour |
| <input type="checkbox"/> adaptable            | <input type="checkbox"/> enjoy challenges | <input type="checkbox"/> possess common sense           |
| <input type="checkbox"/> adventurous          | <input type="checkbox"/> enthusiastic     | <input type="checkbox"/> practical                      |
| <input type="checkbox"/> ambitious            | <input type="checkbox"/> entrepreneurial  | <input type="checkbox"/> precise                        |
| <input type="checkbox"/> analytical           | <input type="checkbox"/> ethical          | <input type="checkbox"/> productive                     |
| <input type="checkbox"/> appreciate diversity | <input type="checkbox"/> fair             | <input type="checkbox"/> professional                   |
| <input type="checkbox"/> appreciate feedback  | <input type="checkbox"/> flexible         | <input type="checkbox"/> punctual                       |
| <input type="checkbox"/> approachable         | <input type="checkbox"/> friendly         | <input type="checkbox"/> a quick learner                |
| <input type="checkbox"/> articulate           | <input type="checkbox"/> generous         | <input type="checkbox"/> reliable                       |
| <input type="checkbox"/> assertive            | <input type="checkbox"/> hard-working     | <input type="checkbox"/> resourceful                    |
| <input type="checkbox"/> autonomous           | <input type="checkbox"/> helpful          | <input type="checkbox"/> realistic                      |
| <input type="checkbox"/> calm under pressure  | <input type="checkbox"/> honest           | <input type="checkbox"/> resilient                      |
| <input type="checkbox"/> cautious             | <input type="checkbox"/> imaginative      | <input type="checkbox"/> respectful                     |
| <input type="checkbox"/> cheerful             | <input type="checkbox"/> inclusive        | <input type="checkbox"/> responsible                    |
| <input type="checkbox"/> collaborative        | <input type="checkbox"/> independent      | <input type="checkbox"/> responsive                     |
| <input type="checkbox"/> compassionate        | <input type="checkbox"/> industrious      | <input type="checkbox"/> seek challenges                |
| <input type="checkbox"/> competitive          | <input type="checkbox"/> influential      | <input type="checkbox"/> self-aware                     |
| <input type="checkbox"/> confident            | <input type="checkbox"/> innovative       | <input type="checkbox"/> self-motivated                 |
| <input type="checkbox"/> conscientious        | <input type="checkbox"/> intelligent      | <input type="checkbox"/> self-sufficient                |
| <input type="checkbox"/> conservative         | <input type="checkbox"/> intuitive        | <input type="checkbox"/> self-reliant                   |
| <input type="checkbox"/> considerate          | <input type="checkbox"/> inquisitive      | <input type="checkbox"/> sincere                        |
| <input type="checkbox"/> consistent           | <input type="checkbox"/> level-headed     | <input type="checkbox"/> spontaneous                    |
| <input type="checkbox"/> cooperative          | <input type="checkbox"/> loyal            | <input type="checkbox"/> tactful                        |
| <input type="checkbox"/> cost-conscious       | <input type="checkbox"/> mature           | <input type="checkbox"/> take direction well            |
| <input type="checkbox"/> creative             | <input type="checkbox"/> methodical       | <input type="checkbox"/> take initiative                |
| <input type="checkbox"/> curious              | <input type="checkbox"/> observant        | <input type="checkbox"/> thoughtful                     |
| <input type="checkbox"/> decisive             | <input type="checkbox"/> open-minded      | <input type="checkbox"/> thorough                       |
| <input type="checkbox"/> dedicated            | <input type="checkbox"/> optimistic       | <input type="checkbox"/> tolerant                       |
| <input type="checkbox"/> dependable           | <input type="checkbox"/> organized        | <input type="checkbox"/> trustworthy                    |
| <input type="checkbox"/> determined           | <input type="checkbox"/> outgoing         | <input type="checkbox"/> versatile                      |
| <input type="checkbox"/> diplomatic           | <input type="checkbox"/> passionate       | <input type="checkbox"/> visionary                      |
| <input type="checkbox"/> disciplined          | <input type="checkbox"/> patient          | <input type="checkbox"/> willing to take risks          |
| <input type="checkbox"/> discreet             | <input type="checkbox"/> perceptive       |   |
| <input type="checkbox"/> driven               | <input type="checkbox"/> persistent       |   |
| <input type="checkbox"/> dynamic              | <input type="checkbox"/> personable       |   |
| <input type="checkbox"/> eager                | <input type="checkbox"/> persuasive       |   |
| <input type="checkbox"/> efficient            | <input type="checkbox"/> pleasant         |   |

# TOP SIX CV TIPS

## 1 Write a powerful personal statement

This is the first part of your CV that a recruiter will look at. Write a 150-200 word elevator pitch which explains why you are the right person for the job

## 2 Always tailor your CV

Take the time to tailor your CV to the role which you are applying for. Pay particular attention to your personal statement and work history

## 3 Avoid using clichés

Cliches and overused phrases such as “results driven” can downplay your skills and experience



## 4 Use action verbs

Instead, use action verbs such as “executed”, “awarded” or “motivated”. These will help provide evidence of your experience and skills

## 5 Go digital

Similarly, add links to your work (portfolio, website, blog etc.) where applicable. Also, remember to include links to relevant social profiles

## 6 Correct errors & mistakes

- Check, and double check for spelling, grammatical and formatting mistakes
- Ensure consistency throughout in terms of tone, font and format
- Make sure your CV flows and tells a story



Write down your four strongest personal skills and qualities and give an example of when you have demonstrated each of them.

Skills

1.....  
Evidence

.....  
.....  
.....

2.....  
Evidence

.....  
.....  
.....

3.....  
Evidence

.....  
.....  
.....

4.....  
Evidence

.....  
.....  
.....

Qualities

1.....  
Evidence

.....  
.....  
.....

2.....  
Evidence

.....  
.....  
.....

3.....  
Evidence

.....  
.....  
.....

4.....  
Evidence

.....  
.....  
.....

## **What should a CV include?**

- Name
- Address and postcode
- Telephone number
- Email address
- Date of birth
- School name, address and dates you attended
- Qualifications including subjects and grades
- Details of any jobs you have had
- Work experience (including any volunteer work)
- Hobbies and interests
- Achievements
- Two referees
- Good spelling and grammar!

## Example first CV



Name: C V Writer

Address: Include your full address and postcode

Tel: Include your mobile number and / or home phone

email: cvwriter@emailaddress.com

### PERSONAL SUMMARY

Use this section to sum up your education, work history and aims in a couple of sentences.

e.g. "I am a hard-working, reliable and motivated student with a strong science background. I am currently completing A-levels in Maths and Sciences and looking to gain experience working in engineering with the aim of training to become a civil engineer".

### MAIN ACHIEVEMENTS

. Make a bullet point list..

. ..of the main things you have achieved at school and in work. Include dates and company names.

. e.g - Two weeks work experience with Madoup IT company - March 2013

. e.g - Young Enterprise Award - 2012

. e.g - Captain of school football team - 2011-13

### SKILLS

List your personal, technical and specialist skills PLUS EXAMPLES. Don't just say 'I have excellent communication skills'. Give people an idea of why!

. e.g - Team work - Organised charity fashion show as part of school committee

. e.g - Computing - Intermediate skills in Microsoft Office, Indesign, PHP, HTML5

. e.g - Communication - Work experience at reception in office, led school science research project.

### WORK EXPERIENCE

Include: Job title, company, dates from - to and list what you did plus your responsibilities.

E.g. "Work experience, Madoup Company, March-April 2013 - Helped to update office contacts database, researched and wrote articles for website."

Remember to include voluntary work too!

### EDUCATION

List all your qualifications including GCSEs, A-levels, Highers, BTEC and short courses.

Put the highest level qualifications first plus results or 'TBC' if you are still studying.

e.g. A-levels: Maths - A, Physics - B, English - C

GCSE: Maths - B, Chemistry - A, Physics - C, English - B, French - C.

### INTERESTS

Steer clear of talking about your social life and stick to hobbies like playing music, sport and personal projects. If you've won an award or certificate, mention that here or in Main Achievements.

### REFERENCES

Make sure you have contact details for one / two people who can provide a reference. This should be someone who has managed you at work / work experience or, if this is your first job, a teacher or tutor. You don't need to include the details of your references on your CV, just write 'References available on request' here.

# Curriculum Vitae

Name  
Address (including postcode)

DOB:  
Telephone: (Home) (Mobile)  
Email:

## Secondary schools attended

(Name of school) (Address) (From) - (To)

## Qualifications to be taken

Type of qualification	Subject	Date to be taken	Predicted Grade/Level
Certificate	Preparation for Working Life	May 2014	

## Achievements:

(any awards, certificates attained, in or out of school)

## Work Experience

(give names and address of any employers + dates, also any weekend or casual work)

## Qualities and Skills

## Interests

## Positions of responsibility

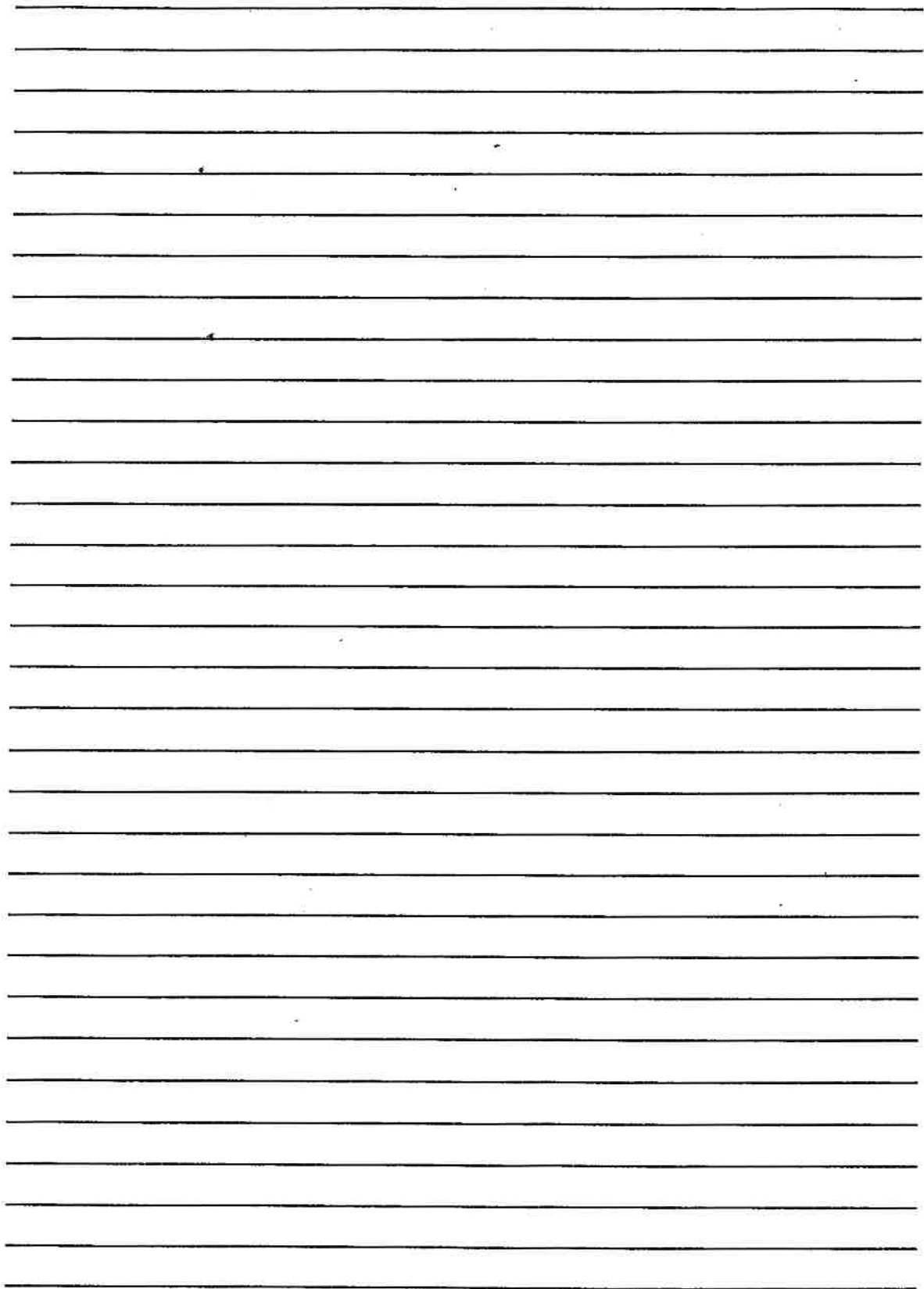
(in or out of school)

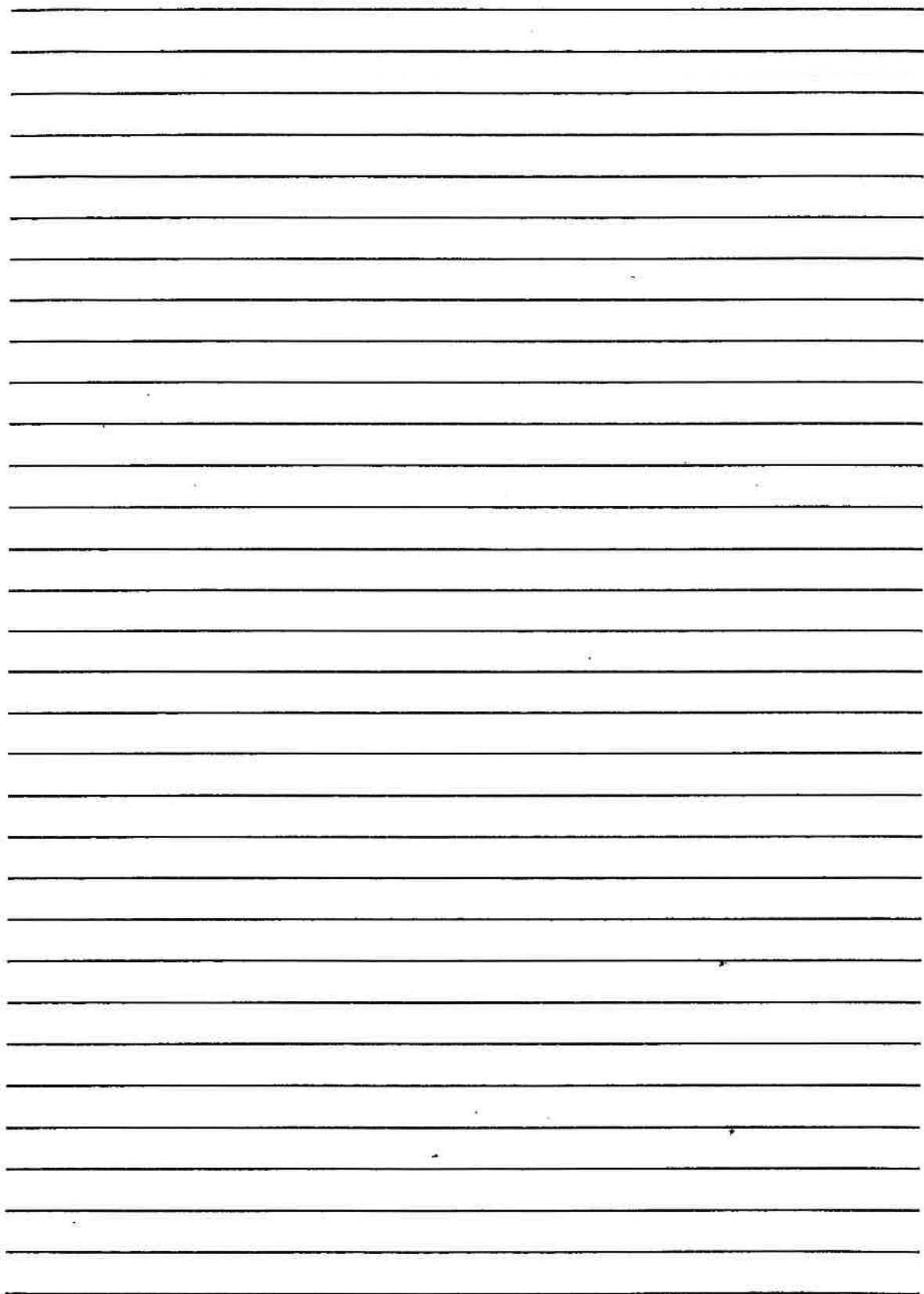
## Referees:

(you must give the name, position and full address of 2 referees)









## Personal Statements

I am 15 years old. I currently am in education at the Launchpad Tuition, I have been for the last month, I am a very hardworking pupil. I try my best for everyone to feel welcomed around me and feel at ease even if your the new person I'll try my hardest to make you feel welcome.

I believe I would fit the job has a care worker because I'm a very caring, passionate person. I currently am a young carer for my granddad but I enjoy helping someone and would like to make it a wider circle of help. I am a very caring, loving person who has enough love to give out. I would like to be one of the best fits for the job because I believe I have the characteristics for the job, and the personality.

\*\*\*\*\*

I am 15 years old I study in Maths, English, Science and AQA. I am good at communicating and also good at working in a team. I try my best for everyone to feel welcome around me and also am a trustworthy person. I think I would be suited for this job because I am a positive person and will always try my best in my work.

\*\*\*\*\*

I am 15 years old, currently studying for my GCSEs. I especially enjoy maths and preparation for working life. I feel I would be suited for this job, as I have good people skills and fairly good communication skills. I always try my best at the tasks I am assigned to and I am very punctual; I am always on time unless I'm under circumstances that really cannot be helped. I love working with other people; whether that be the clients or colleagues. However, I can work well as an individual too. I am level headed in bad situations. Also, I am really good at empathising with people, so if they are struggling with certain situations in their life, I feel I could attempt to put myself in their shoes and give them advice or at least may them feel like they're not alone. I am a caring person and feel I have so much to give to your service.

\*\*\*\*\*

My name is [REDACTED] and I am a 15 year old book lover who loves music, art and I have a particular love for most aspects of history. Some things that I enjoy doing are; reading, writing books and writing poetry, and due to the amount of books that I read, I feel that this helps me to learn about other cultures and other people, and that through this I have developed a wide range of communication skills and a varied vocabulary.

I believe I am suitable for this job as I am a relatively social person, I am extremely organised as is often commented upon by friends and family- which would benefit me when organising the books in alphabetical order and I absolutely love books. I think that this job would be good for me as I would get a wider range of communication skills, I would be able to increase my confidence through working with other people and I am hard working and punctual.

I have in the past volunteered in my local libraries, helping to organise events and activities.

In conclusion, I would like to thank you for taking the time to read my application and I hope to hear from you soon.

BELIEVE IN YOURSELF

AND ALL THAT YOU ARE.

KNOW THAT THERE IS

SOMETHING INSIDE YOU THAT IS

GREATER THAN ANY OBSTACLE.



## **EXCESSIVE ALCOHOL USE**

1. Name **THREE** physical effects of excessive alcohol use (3)

.....

.....

.....

2. State **ONE** emotional effect that excessive alcohol use can lead to (1)

.....

3. State **ONE** social effect that excessive alcohol use can lead to (1)

.....

## **INTELLECTUAL STIMULATION**

1. State **TWO** intellectually stimulating activities suitable for teenagers and adults (3)

.....

.....



2. State **THREE** effects caused by a lack of intellectual stimulation (3)

.....

.....

.....

# Social interaction

Social interaction	No social interaction
	
<ul style="list-style-type: none"><li>• Relieve stress</li><li>• Someone to talk to</li><li>• Share your problems with someone</li><li>• Feel connected</li><li>• More likely to feel happy</li><li>• Improve social skills</li></ul>	<ul style="list-style-type: none"><li>• Nobody to talk to</li><li>• Become depressed</li><li>• Feel isolated</li><li>• Lack self-esteem/confidence</li><li>• Doubt yourself</li><li>• Feel lonely</li><li>• Reduce social skills</li></ul>



1. What ESSENTIAL items do adults usually NEED to spend money on?
2. What NON-ESSENTIAL items do adults usually WANT to spend money on?
3. What methods of payment might a person use to pay for these items? What are the advantages/disadvantages of these?
4. What events usually happen in a person's life?
5. How can a person plan for these EXPECTED life events?
6. What events can happen in a person's life that they are NOT expecting?
7. How can a person plan for UNEXPECTED life events?
8. How might a person find the money to pay for unexpected bills? What are the advantages/disadvantages of each of these methods of payment?
9. Why is it important to budget?



### **Healthy lifestyles for work-life balance**

Students are required to have knowledge and understanding of the need for a healthy lifestyle in order to be fit for and perform well at work and to maintain a good work-life balance.

Students should understand the contribution to work performance and work-life balance of the following aspects of lifestyle.

- **Diet:** The contribution of a balanced diet ie one which contains appropriate amounts of carbohydrates, fats, proteins, vitamins, minerals, fibre and water and the likely effects of a diet that is unbalanced in terms of overall quantities and/or components.
- **Exercise:** The contribution of regular exercise and the likely effects of irregular or lack of exercise.
- **Intellectual stimulation:** The contribution of intellectual stimulation including work-based learning and the effects of boredom.
- **Rest and sleep:** The contribution of rest and sleep in sufficient quantities and the effects of too little rest and sleep.
- **Recreation:** The contribution of appropriate use of recreation in leisure time and the effects when recreation is lacking or inappropriate.
- **Social interaction:** The contribution of active social interactions and the effects caused when these are lacking.

Students will be expected to recognise that individuals may vary in their needs and responses to these aspects of lifestyle. Students should also know how these aspects of lifestyle can interrelate to affect an individual's holistic fitness. Holistic fitness is the combined physical, intellectual, emotional and social health and wellbeing of the individual. Students should be able to work successfully and achieve a good work-life balance.

Knowledge and understanding of both the short- and the long term consequences when making lifestyle decisions which affect personal health and fitness for work, is also required.

Students should have knowledge and understanding of how work itself may contribute positively and/or negatively to an individual's health.

Students should know and understand the causes, symptoms and treatments for stress and depression, and how to prevent and manage these.

### **Risks to a healthy work-life balance**

The risks of excessive alcohol consumption, tobacco use and drug abuse should be understood and explained in terms of their effect on physical, intellectual, emotional and social health and the subsequent effects on work performance and tenure.

Students should know how safe choices can be made and how assertiveness skills can be used to resist unhelpful pressure (eg being able to say no or to set boundaries politely and with confidence without being antagonised or aggressive).

## INTERVIEW PREPARATION

What you should prepare in advance and why

<b>WHAT you should do</b>	<b>WHY it is important</b>

## 4 important interview tips

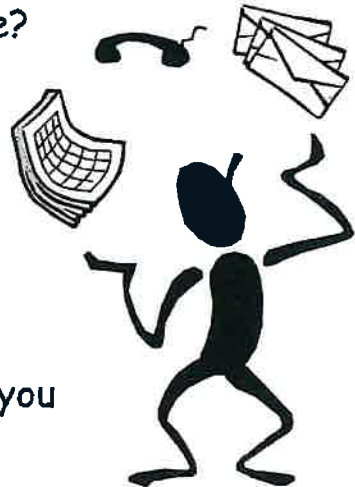
- Learn about the organisation.
- Have a specific position in mind that you'd like to fill.
- Review your qualifications for the job and ensure you're the right person for the job.
- Be ready to briefly describe your related experience.

## 4 Questions most likely to be asked.

- What was your experience like at your last job?
- Why do you want to work for us?
- What do you know about our company?
- Why did you leave your previous job?
- What are your biggest strengths?
- What are your biggest weaknesses?

## EXAMPLES OF QUESTIONS YOU MAY BE ASKED AT AN INTERVIEW

- Tell me a little about yourself.
- What job/college course are you going to do when you leave school? Why does this interest you?
- What skills can you bring to this job/course?
- Tell me about any work experience you have already, for example, a part-time or Saturday job, your Year 10 work experience.
- How do you think work experience will help you to prepare for your working life?
- What are your strengths and weaknesses?
- Tell me about a time you have worked as part of a team to complete a task or project.
- Where do you see yourself in five years time?
- Tell me about your hobbies and interests. What do you enjoy doing in your spare time?



## EXAMPLES OF QUESTIONS TO ASK AT AN INTERVIEW

This is an opportunity for you to find out more about the job and to make sure that you really want it, and it is right for you. It looks better if you have one or two questions prepared. If they haven't told you about the hours, where you will be working, holidays and pay - don't ask about the pay or holidays first!"



Here are some examples of questions to give you an idea, but you will need to think about questions that are relevant to you and the job.

- What sort of induction would I receive if I came to work here?
- What sort of training do you offer young people?
- Are there any social or sports clubs in the company I could join?
- What hours will I be expected to work?
- Are there opportunities to do overtime?
- What are your customers/clients like - what sort of people are they?
- What kind of clothing would I need to wear? Is there a uniform or any safety clothing I will need to have? Is this provided?

## Different Types of Job Opportunities

### PART TIME EMPLOYMENT

Advantages

Disadvantages

### FIXED TERM CONTRACT

Advantages

Disadvantages

### PERMANENT CONTRACT

Advantages

Disadvantages

### SELF EMPLOYMENT:

Advantages

Disadvantages

### VOLUNTARY EMPLOYMENT:

Advantages

Disadvantages

## Different Types of Job Opportunities

**PART TIME EMPLOYMENT:** Where you work less than the normal schedule either by working fewer days or fewer hours.

### Advantages

- You have the opportunity to study or undertake vocational training whilst earning money at the same time.
- If considering a career change, working part-time in various roles allows you to dip your toe in the water to see which path is right for you.

### Disadvantages

- Usually you will receive a lower income. Can you afford to reduce your earnings and still live comfortably?
- Part-time workers generally have less responsibilities, influence and power than full-time workers

**FIXED TERM CONTRACT (TEMPORARY CONTRACT):** Where an employee has a contract that ends on a particular date, or on completion of a specific task, e.g. a project.

### Advantages

- If you are only employed for a short period of time, you will escape the office politics that are a common feature in many organisations
- It's an ideal way to earn some extra cash for a short period of time, such as the run up to the holidays.

### Disadvantages

- Irregular work. The number of hours you work one week may be different the next which will hit your pocket.
- Temporary workers have very few rights and this can leave you in a difficult situation when it comes to sick leave and holiday pay.

**PERMANENT CONTRACT:** A full-time, salaried position with a contract to work the minimum amount of 36 hours/week.

### Advantages

- Financial security. You know that you have a certain amount of money paid to you every month which allows you to budget effectively.
- Career opportunities are more accessible and you will have set goals to achieve within your role.

### Disadvantages

- Work-life balance. Friends, family and other commitments may be affected by working long hours for an employer.
- Many people become frustrated by a lack of change and the same commute, the same four walls and the same colleagues every day can be a grind.

**SELF EMPLOYMENT:** Working for yourself

### Advantages

- You get to choose your own lunch hours, work hours, salary.

### Disadvantages

- Income can become irregular
- Can become stressful as you need to do most things and it is hard to switch off from it.

**VOLUNTARY EMPLOYMENT:** Working without pay

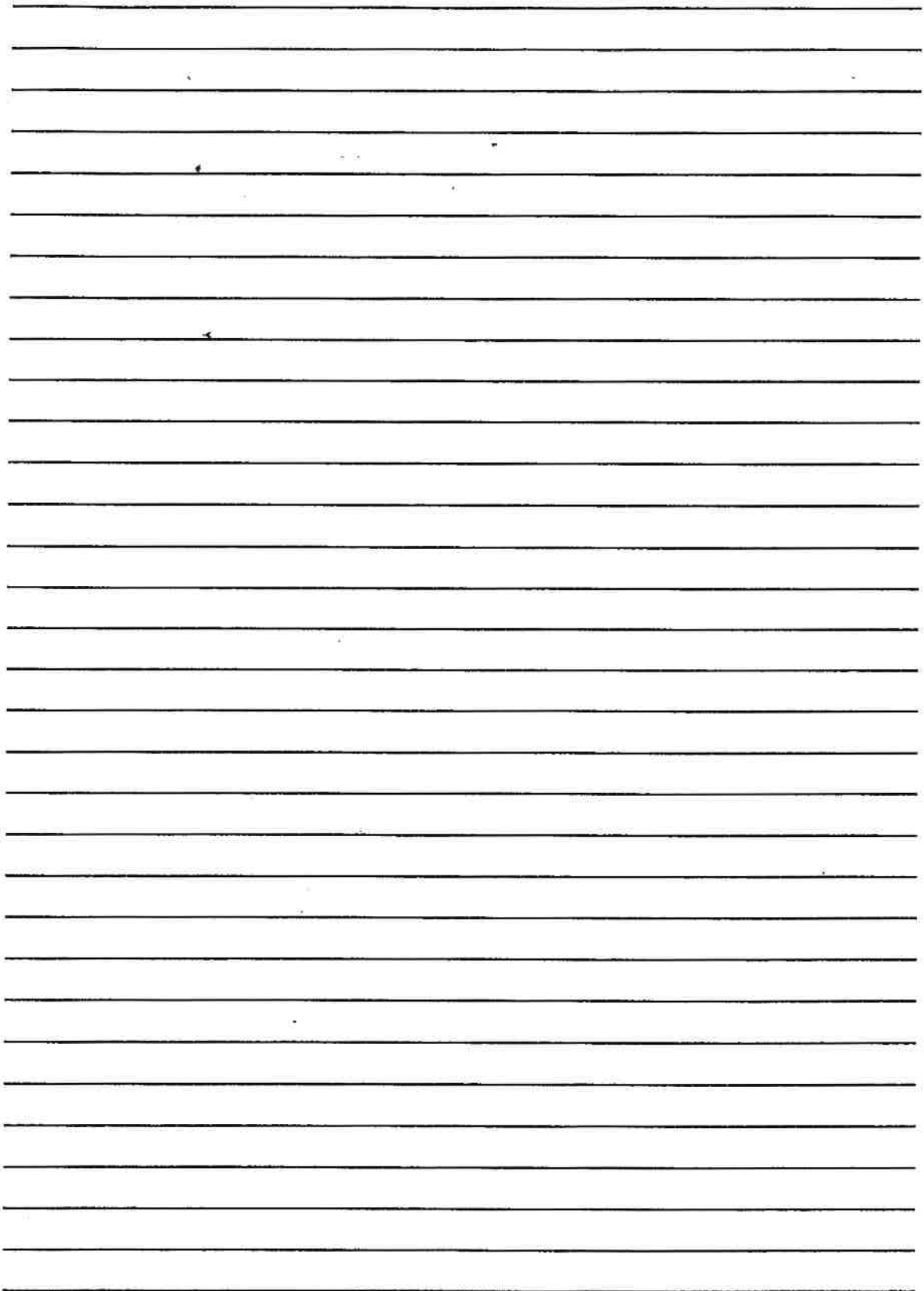
### Advantages

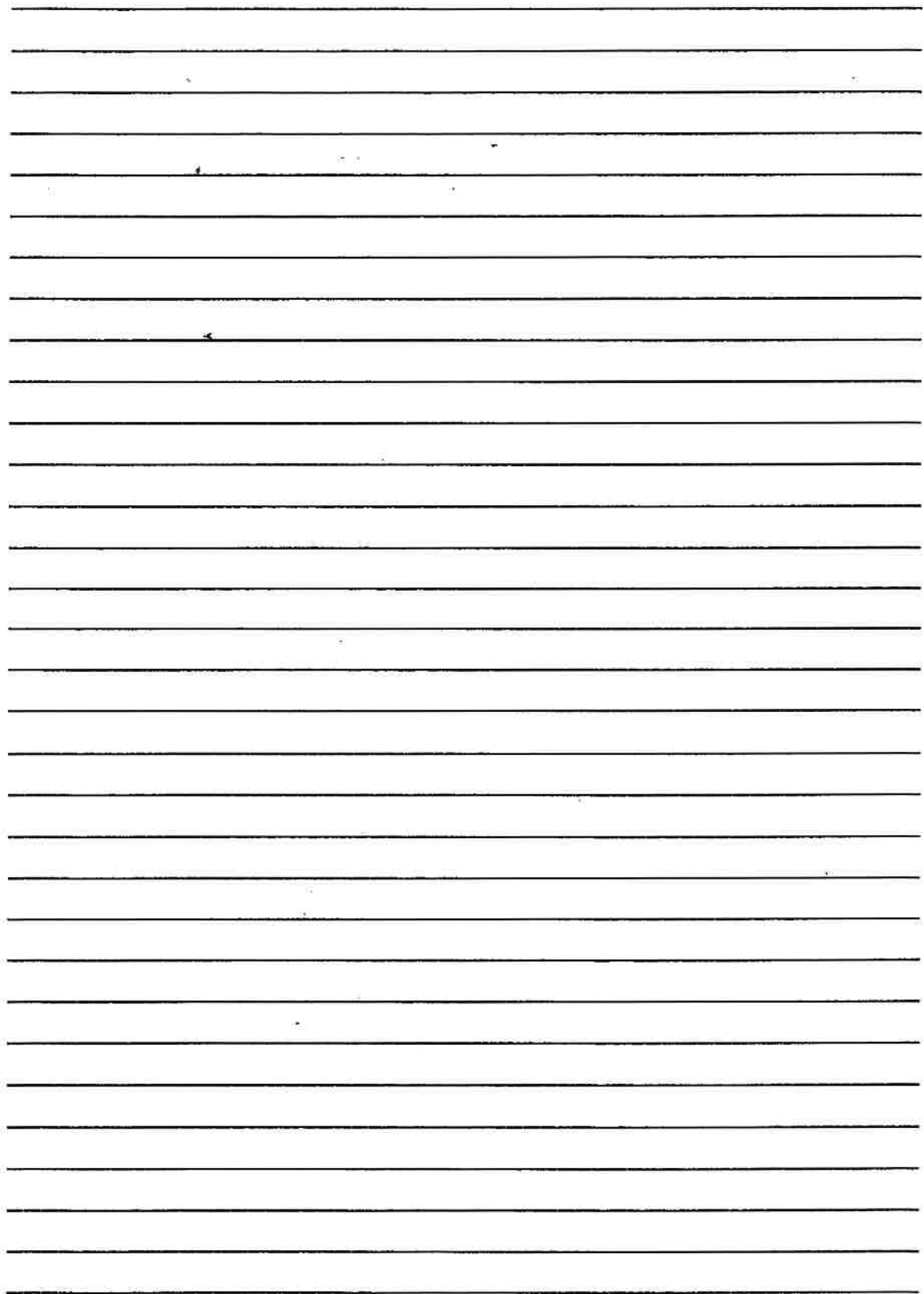
- Gain experience which can help you aim towards that job.
- Feel good about yourself as you are helping others.

### Disadvantages

- Don't get paid.







Research a job vacancy  
and follow the structure  
on the last page to write  
a letter of application for  
the post advertised

**Your address**

**Date**

**Name and address of the  
person you are writing to**

**Dear** followed by the name of the person you are writing to (or Dear Sir/Madam if you do not know the person's name)

First paragraph

- The job you are applying for
- How you found out about the job
- Your current status and when you are available to start work
- Why you would like the job

Middle paragraph

- Why you think you are suitable for the job. Refer to any relevant skills/qualities or work experience you have.

Last paragraph

- That you have enclosed your CV
- You look forward to hearing from them
- Any dates you are not available for interview

**Yours sincerely** if the letter is to a named person (or Yours faithfully if the letter starts with Dear Sir/Madam)

*Your signature*

**Your name**

**Enc**

## Sample Cover Letter: No Work Experience

(A Youth Central Cover Letter Template)

Use this sample cover letter if:

- You're applying for a job that has been advertised
- You don't have any formal (paid) work experience

This sample cover letter demonstrates the kind of things you need to address if you're applying for an advertised job, but you don't have any formal (paid) work experience.

You can use this sample cover letter whatever your level of education. This sample has been designed to be used by high school students and graduates, tertiary students and graduates, and also people who have left school without doing VCE.

A good cover letter should include:

- Your name, email address and phone number at the top of the page on the right
- The name of the business and the contact person's full name on the left
- The date you wrote the letter on the right
- A reference line (e.g., "Re: Application for Administration Assistant position")
- An address to the reader directly (e.g., "Dear Mr. Moyle" - try to avoid using "To whom it may concern" if you can)
- An opening statement that briefly introduces you to the reader
- A main body that highlights qualities and characteristics you have that are relevant to the job
- A closing paragraph asking to arrange an interview

If you don't have any formal work experience, things you can mention in your cover letter include:

- General skills that help you work in a team and as part of an organisation
- Personal attributes that will help you learn to work in a professional work environment
- Key strengths and contributions that show you are a stand-out applicant
- School work experience or volunteer work that demonstrates your strengths and attributes
- Any sporting or community club participation (if relevant)
- Any hobbies or interests that are relevant to the job or demonstrate your professional experience

Key points of this cover letter are that it:

- Introduces you to the reader
- Responds to the requirements of the job
- Attracts the reader's interest and refers them to your resume
- Doesn't include too many "I" statements, which can run the risk of disengaging the reader

The focus of this kind of cover letter is to prove that your personal qualities and characteristics are a good fit with the requirements of the job and also that they will make a positive contribution to the organisation or business.

If you have any questions about this sample cover letter, please contact us at [youthcentral@dhs.vic.gov.au](mailto:youthcentral@dhs.vic.gov.au).

For more about cover letters and heaps more cover letter and resume templates, check out Youth Central's Applying for Jobs pages at [youthcentral.vic.gov.au/Jobs+&+Careers/Applying+for+jobs/](http://youthcentral.vic.gov.au/Jobs+&+Careers/Applying+for+jobs/)

Paragraph 1: Your opening paragraph should be short and sweet made up of three things: why you're writing the **letter**, the position you're applying for, how you found out about the position. For **example**: "I am writing to apply for the role of [job title], in response to an advert I saw on [name of job site]."

## HOW TO MAKE A PERFECT COVER LETTER?

- HEADING ①
- SALUTATION ②
- OPENING PARAGRAPH ③  
Get them hooked and make them read on
- SECOND PARAGRAPH ④  
Why you are the perfect fit for the company
- THIRD PARAGRAPH ⑤  
Why the company is the perfect fit for you
- CLOSING PARAGRAPH ⑥
- FORMAL CLOSING ⑦
- POSTSCRIPT ⑧  
Seal the deal

### Jane Redlock

Marketing Specialist

**Flowerville, 06/01/2017**

Ms. Katherine Bloomstein  
Head of Marketing

XYZ Company  
029 Peary Street  
Flowerville, Ohio 95675

Dear Katherine,

As a lifelong enthusiast of XYZ's marketing initiatives, I was thrilled to see your posting for the position of Digital Marketing Manager. I am positive I can help with XYZ's upcoming challenges. I have experience with leading successful national online campaigns with budgets over \$300,000. What is more, I have succeeded at expanding ABC's client base by 15% since 2012.

In my current position at ABC, I have supervised all phases of our online marketing initiatives, both technical and creative. Last year, my key challenge was to design and optimize nine product websites for ABC's most strategic products and improve our SEO results as well as enhance the UX. Here was a year later:

- Eight of the nine websites I optimized have achieved and secured their spot in the top 3 results on Google. These are organic, non-paid results for 10+ key search terms;
- The incoming search engine traffic to all nine websites comprises 47% of the total organic traffic for key terms and phrases.

I know that XYZ's current plans involve developing a comprehensive online portal focused on healthcare-related issues. This project is a perfect match for my personal and professional interests and an exciting opportunity to create a unique online base of knowledge for patients and healthcare professionals. I would love to leverage my knowledge of SEO marketing and online growth marketing to achieve groundbreaking results with this initiative.

I would welcome the chance to discuss your digital marketing objectives and show you how my success at ABC can translate into digital and online marketing growth for XYZ.

Kind regards,  
Jane Redlock

P.S. — I would also value the opportunity to show you how my e-retailing solutions grew the combined sales of three ABC flagship products by a record-breaking 12% in one year.

**Personal Info**

Address  
062 Magnolia Street  
Flowerville, Ohio 95675

Phone  
419-333-8888

E-mail  
jane.redlock@gmail.com

LinkedIn  
linkedin.com/in/janeredlock

Use a different cover letter for each job you apply for. Your cover letter needs to show that you know what the job involves, and what the employer is looking for.

To do this, be specific about your skills and qualities. You also need to show how they match the needs of the job or the organisation.

## Writing a Job Application Letter

Name \_\_\_\_\_ Date \_\_\_\_\_



### Questions

1. What is the job vacancy?
2. How many staff are they looking for?
3. What hours will you have to work?
4. Will you be working inside or outside?
5. Do you have to have a driving licence?
6. What is the age restriction?
7. What are some skills needed for the job?
8. Where are the interviews being held?
9. What date are the interviews?
10. What time are the interviews?
11. To whom should you address the envelope?

## Writing a Job Application Letter

Name \_\_\_\_\_ Date \_\_\_\_\_



### TASK 2

You will need to read the vacancy and correctly answer the question BEFORE you write your letter. Check answers with your tutor.

#### **Wanted**

Casual staff, for our new market stalls

We are looking for people to help with the day to day running of three new market stalls, selling a range of goods to the public, over 6 days a week.

A driving licence is preferred, as you will assist with the delivery and collection of stock.

Working hours can be negotiated to suit, but expect to work between the hours of 7.30 a.m. to 6.00 p.m. Monday to Saturday.

You will be dealing directly with members of the public so should have: cash handling skills, good communication skills and, enjoy outdoor, all weather working. The posts are on a six month trial basis, with the possibility of a permanent contract. References will be checked.

If you are over 16 and are interested, send a letter to:

Dave Simmons  
23 Market Lane  
Market Town  
MT25 1SP

Interviews will be held on 31 \_\_\_\_\_ in Market Town. Details will be forwarded to successful applicants.



