

SELECTING JOB POSTINGS TO RESPOND TO

"Make sure you really read the job posting!"

Applying to advertised jobs online through websites such as indeed.ca is often the most common form of job search used by job seekers. While this may not be the most effective form of job search, applying to job postings that are advertised online can be a good strategy, if done well.

Job seekers often search for job postings by job title. Once seekers have found viable job advertisements they spend the majority of their time emailing their resume to as many jobs as possible, often with little response. One reason job seekers may be getting little to no response is because they are not *really* reading the job postings they apply to.

Even the most qualified, experienced, and eager applicant will not have their resume looked at if it's not ***tailored*** to a specific job posting. Take the time to ***really*** read through a posting. Once you have an understanding of the posting ask yourself if you meet at least 70% of the requirements. ***Be honest with yourself.***

Go through each bullet point on the posting and ask yourself two questions: 1) Can I do this? 2) How can I demonstrate that I can do this? See if you can think of examples from your previous work experience that demonstrate the qualifications you meet. If you don't meet 70% of the requirements, then this may not be the best posting for you.

The more time you spend reading and understanding the job posting the easier your resume will be to write. Do your due diligence. Circle or highlight all the Keywords that appear in the posting. You need to incorporate them into your resume. How can you spot a keyword? Is there any jargon in the posting? Are any words repeated again and again? What skills and strengths are mentioned? These are the types of keywords you need to be able to identify and mirror in your resume.

It's truly important to tailor your resume to the specific job posting that you are applying to. Competition is high! Your resume is where you will sell your relevant experience, qualifications, skills and accomplishments. Think of all the related experience you have and use bullet points to explain what you did, how you did it, and with what result. Paraphrase the requirements from the posting that you meet and leave out any irrelevant experience.

Once you have a strong understanding of the job posting you can use your time more efficiently by truly targeting a specific job. Employers are looking for the perfect match; it is your job to make that easy for them through a well- tailored resume. This is your practice for the job interview!



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