

5-Point Job Application Tactics

Are you tired of getting rejected for the jobs you're applying for? Or even worse, you don't hear back after you apply!

Taking the time to customise your job applications can often mean the difference between **getting called for the interview** or getting rejected on the spot.

*It's better to focus on sending **5 good job applications** a week rather than 50 average ones that haven't been customised.*

To help **improve the quality of your job applications**, we've created a 5-Point Job Application Checklist which you can start using today.

Let's get started with a job advertisement analysis.

This is where the customisation process begins.

See page 2 for the job advertisement '**Accountant – Chartered Accounting Firm**' which we'll be using to highlight the 5 key checklist steps.

Checklist Step 1: Keyword Scanning

First, scan the job advertisement and highlight the keywords listed.

What are keywords? These are the 'action words' listed in the job advertisement that describe what you need to do in the job and the skills you need to have. *It's what the employer wants!*

Action: Find a job that you want to apply for. Next, scan the job advertisement and make a list of all the keywords and rate them (important, moderate, not important).

See below for the keywords we have highlighted (yellow) in the job ad below.

Accountant - Chartered Accounting Firm

This Top 10 mid-tier chartered accounting firm has a new opening in their business services division for an experienced accountant. This company boasts an international network that allows you to constantly grow vertically and work across tax and advisory services.

Some of the duties in this role include:

- Preparing income tax returns and FBT for consolidated groups and international companies
- Preparing financial statements
- Completing and lodging BAS, IAS and consolidated activity statements
- Calculation of Capital Gains Tax
- Drafting initial tax advice and reports on various issues
- Liaise with the ATO and ASIC on behalf of clients

Ideally the successful candidate will have:

- Approx. 1 year of experience in a tax or business services role
- Relevant tertiary qualifications
- Ideally studying CA or CPA

How to apply: If you are interested in this opportunity, click APPLY. For a confidential discussion contact Marty on 07 3229 8020 or marty@bentleyrecruitment.com.au

Checklist Step 2: Key Skills List

Once you've identified the keywords, the next step is to build a bullet point list in your Resume & Cover Letter with the top 5 keywords from the job ad with examples/evidence of your expertise in these areas.

Action: Create your key skills list (see below) using the top 5 keywords from the job ad. Here's an example:

- **Income tax & FBT:** XXXXXXXXXXXXXXX (two-line action statement with evidence on your skill, experience, expertise in this area)
- **Financial statements:** Skilled in preparing financial statements including P&L, forecast reports and balance sheet analysis for 50+ SME client quarterly reports.
- **BAS, IAS & FBT:** Add statement of evidence here

Checklist Step 3: Opening Action Statement

Use the top three keywords from the job ad to start your Resume Profile Statement and Cover Letter opening paragraph to catch the reader's attention with the keywords they are looking for.

Action: Create a hard-hitting statement to start your Cover Letter and Resume using the keywords from the job advertisement.

Here's an example on how you can start your Cover Letter using keywords from the job advertisement.

"I'm a tertiary qualified Accountant currently pursuing my Chartered Accountant certification. I have extensive experience preparing financial statements, completing and lodging BAS, IAS and consolidated activity statements along with income tax returns and FBT preparation for clients."

Checklist Step 4: Keyword examples in action

You need two hard-hitting paragraphs in your Cover Letter using the keywords from the job advertisement.

Action: Create two new paragraphs in your Cover Letter to showcase your use of the keyword skills. Ideally, these should be examples from your previous employment/university projects or internships where you performed the keywords listed in the job advertisement.

Here's an example:

"In my final year project and Accounting Internship with T&M Partners, I prepared eight income tax returns and lodged multiple quarterly BAS statements for clients such as Hudson Motor Group and Coles. This included analysing financial statements, using Xero for FBT credit offsets and XXXXXX (tell us how you did this specific task)."

Checklist Step 5: Personalise your Cover Letter

Personalised Cover Letters are important!

It's vital to address your Cover Letter to the hiring manager/HR Manager/Department Manager or Recruiter. Scan the job ad to find out who the 'decision maker' is. Is it a recruiter? Or the company?

Avoid using 'Dear sir/madam' or 'To whom it may concern'. Use their full name in the cover letter company details i.e., 'John Smith, Head of Recruitment'. Start your cover letter with 'Dear John,'

If there's no contact, then use LinkedIn to find the most appropriate person who this role reports to. You can also call the company or recruiter to find out. If you still can't find out who to address your Cover Letter to, use "Attn, Hiring Manager".

In the job ad example above, it says 'Marty' but there's no last name. So, search the company's website or LinkedIn and you'll be able to find it. Or call them up and ask!

Final take away...

Keywords reveal exactly what the hiring manager is looking for. It's your job (the candidate) to analyse the job advertisement and identify the most important keywords and then use those keywords strategically in your Cover Letter and Resume to convince the hiring manager/recruiter that you have what they are looking for. If you do this effectively, you **will** get more interviews!

Need help customising your next job?

To learn more about how we can help you customise your job applications to help you get more job interviews, book a free consultation here:

<https://careersuccessaustralia.com.au/career-assessment/>

Good luck in your job search!

Career Success Australia

careersuccessaustralia.com.au