Applying for Jobs

by Kristine Knutter

ASSESSING JOB FIT

- Carefully weigh the employer's wants and needs and yours

- Take your time to consider a job opportunity before making a decision

- Revisit your responses from the career visioning exercise to remember what you

  want in a company and job

HOW WOMEN & MEN ASSESS JOB FIT

- Men typically apply for jobs when they meet 60% of the qualifications

- Women generally apply when they satisfy 100% of the requirements

- It's best to submit an application for a job when:

  - You match at least 75%-80% of the job requirements

  - You're a strong candidate

OPEN THE TOP COMPANIES TRACKER

TOP COMPANIES TRACKER

When you discover companies you'd like to work for, add them to this document along with essential details about the company and your engagement.

Company Name	Rank	Website/Career Site	Engagement	Key Benefits	Employer Embraces	Company Culture	Other
REI	1	www.rei.com https://rei.jobs/careers/SearchJobs	Signed up for emails & blog, following on LinkedIn, FB & Instagram, created a profile on career site, attended REI Career Fair on 7/28	Tuition reimbursement, programs that support good health and work/life balance, employee discounts on apparel and adventure trips	Conservation efforts, sustainable practices, veteran-friendly. Co. Values: Authenticity, Quality, Service, Respect, Integrity, and Balance	Ranked as Best Company to Work for by Fortune, PEOPLE Magazine, Glassdoor, & Great Place to Work. Sense of community, employee ownership, team-oriented, collaboration, fun atmosphere	Largest consumer cooperative in the U.S.

TAILORING YOUR JOB APPLICATION MATERIALS

- Read all the information available about the position

- Identify keywords from the job description and incorporate them in your job

  application materials

- Introduce critical skills and show how you would use them to meet company needs

- Delete any information in your basic application materials irrelevant to the role

- Show how your values or interests align with those of the company

TAILORING YOUR MATERIALS: JOBSCAN

Jobscan shows you how to optimize your resume, cover letter, and LinkedIn profile. To optimize your resume, enter a job description and your resume and select scan, which allows you to:

1. Receive a Match Rate for the position

2. See how often you have shown impact or results

3. Receive recommendations for improvements

ENTERING YOUR RESUME & JOB DESCRIPTION

Create new scan | View a Sample Scan |

Resume	Cover letter

Copy and paste resume...
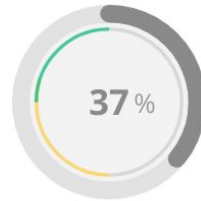
☁ Drag-n-drop or upload your resume

Job description

Copy and paste job description...

Cancel   Scan   ⚡ Power Edit

MATCH RATE & OTHER FINDINGS

Match Rate
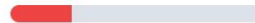
37 %

Upload & rescan

⚡ Power Edit

Searchability   4 issues to fix

Skills   25 issues to fix

Recruiter tips   2 issues to fix

Formatting

Cover letter

▣ Guide me

REVIEWING ATS FINDINGS

Searchability IMPORTANT

Applicant Tracking Systems (ATS) are computers that process your resume to understand your work history and relevance to the job description. These findings typically include your work history, job titles, relevant skills and education, as well as contact information like your name, phone number, and email address.

Tip: Complete all checks below to ensure your resume is easily searchable by recruiters and ATS.

ATS tip	✓	You've added a company name (Amazon) and web address (https://www.amazondelivers.jobs) which can help us provide you ATS-specific tips. Update scan information View ATS Tips
Contact info	✓ ✓ ✓	You provided your phone number. You provided your email. You provided your physical address.
Job title match	✓	The job title Senior Product Manager, from the job description is also found in your resume. We recommend this to be the case to ensure you're found when recruiters search by job title. Incorrect job title in the job description?

REVIEWING ATS TIPS

ATS Tips

iCIMS uses the frequency of a skill to determine search result rankings. Make sure important hard skills **appear more frequently** in your resume.

REVIEWING ATS FINDINGS

Education match	✅	This job doesn't specify a preferred degree.
Section headings	❌	Name your experience section "Work History" or "Professional Experience" for ATS to recognize work sections.
Date formatting	✅	The dates in your work experience section are properly formatted.
File type	✅	".docx" is the safest file type for most ATS.
	❌	Remove spaces or the following characters from your file name "- ( )". These characters can cause errors in some ATS.
	✅	Your file name is concise and readable.

REVIEWING HARD SKILLS FINDINGS

HARD SKILLS `HIGH IMPORTANCE`

Hard skills are often skills learned through training and include proficiency with specific software, tools, or other specialized skills. Below are the hard skills and their frequencies in your resume and job description. Skills denoted as ✖ are found in the job description but are missing from your resume. Focus your efforts on **adding skills that appear most often** in the job description.

	SKILLS COMPARISON		HIGHLIGHTED SKILLS
SKILL	VARIATIONS ❓	RESUME	JOB DESCRIPTION
Marketing		7	13 Required ❓
Content		5	3
Marketing Materials		✖	3
SEO		✖	2
Technical		✖	2
Strategy	○	6	2
Marketing Strategy		1	2
Promotional Materials		✖	2
Social Media		3	2

REVIEWING SOFT SKILLS FINDINGS

SOFT SKILLS `MEDIUM IMPORTANCE`

Soft skills are skills such as "detail oriented" or "team player" and are less likely to be searched for by recruiters, so they are weighted less in the match rate. We recommend focusing on the "Hard Skills" section above. Skills denoted as ✖ are found in the job description but are missing from your resume.

	SKILLS COMPARISON	HIGHLIGHTED SKILLS

SKILL	VARIATIONS ❓	RESUME	JOB DESCRIPTION
Communications	○	2	3
Creative	○	3	2
Campaigns	○	6	2
Accountable		✖	1
Excellent Organizational Skills		✖	1
Collaborating	○	✖	1
Consistent		✖	1
Engaging		✖	1
Excellent Communication		✖	1

REVIEWING OTHER KEYWORDS FINDINGS

OTHER KEYWORDS LOW IMPORTANCE

Other Keywords are words that have appeared more than three times and aren't in the hard and soft skills above. These are buzzwords, industry lingo or company specific jargon and are weighed less in the match rate. Skills denoted as ✖ are found in the job description but are missing from your resume.

SKILLS COMPARISON			HIGHLIGHTED SKILLS
SKILL	VARIATIONS ❓	RESUME	JOB DESCRIPTION
Materials		✖	5
Leads		2	4
Media		5	4
Website		✖	4

RECRUITER TIPS

Recruiter tips IMPORTANT

Word count	?	✓	There are 316 words in your resume, which is under the suggested 1000 word count for relevance and ease of reading reasons.
Measurable results	?	⚠	We found 0 mentions of measurable results in your resume. Consider adding at least 5 specific achievements or impact you had in your job (e.g. time saved, increase in sales, etc).
Job level match	?	✓	You are applying to a(n) junior level role, but you held senior or higher level positions in the past. If you are a career changer in a new field, we recommend adding a summary statement to explain your shift in trajectory.
Words to avoid	?	⚠	We've found some negative phrases or cliches in your resume: View Negative Words

FORMATTING SUGGESTIONS

Formatting

Font check
- The average font size of your resume should meet readability and ATS standards.
- Your resume should contain only 1 or 2 font faces to maintain readability.
- Your resume should use a standard font face.
- We recommend using bold styling for job titles, company names, and your name to help improve readability.
- Ensure your resume text is a readable color, with adequate contrast to the document background.
- Do not overuse special characters in your resume. These characters can cause errors in ATS and make your resume look less professional.

Page setup
- Ensure that your resume document is an a standard size.
- The margins on your resume should be of a consistent and standard size.
- Avoid adding information to the header of your resume document.
- Avoid adding information to the footer of your resume document.

Layout
- Your resume text should be left aligned.
- Avoid using tables in your resume.
- Avoid embedding images in your resume.
- Avoid columns in your resume, as some ATS have trouble accurately parsing them.
- Keep your paragraphs concise and to the point for ease of readability.

SUBMITTING YOUR JOB APPLICATION MATERIALS

Subject: Kristine Knutter Marketing Manager Application - Patagonia

Dear Mr. Roberts,

My name is Kristine Knutter, and I'm a marketing professional with five years of experience in digital marketing in the retail industry. I was delighted to discover that Patagonia is hiring a new Marketing Manager. I've long been a devoted Patagonia customer, and I'm extremely enthusiastic about this opportunity.

Please see my attached resume and cover letter for the position, and let me know if you would like any more information. My contact information is listed below. Thank you for your consideration.

Thank you,

Kristine Knutter, M.A.
222-222-2222
kristine.knutter@gmail.com
Linkedin.com/in/kknutter

COMMUNICATING WITH A PROSPECTIVE EMPLOYER

- Show enthusiasm, professionalism, and promptness in every interaction

- Communicate professionally, even with an AI assistant

COMMUNICATING WITH A PROSPECTIVE EMPLOYER

- Follow up with an email, letter, or phone call if you haven't heard anything

    - Thank the employer for reviewing your resume

    - Ask about the next steps in the process, when candidates will be

        contacted, and if they need any additional information from you

- Add your activities in the Job Applications Tracker in your course files

QUANTITY?   QUALITY?

The secret of my success is that we have gone to exceptional lengths to hire the best people in the world.

- Steve Jobs