



CUSTOMIZING YOUR JOB SEARCH MATERIALS

Customizing your application materials means utilizing space and keywords strategically to demonstrate that you have knowledge, experience, transferable skills and personal attributes necessary to perform well in the position.

Your application materials including resume, cover letter, supplemental questions, and application, need to be explicit and organized. When apply to a job online, your materials may be submitted through applicant tracking software that manages the hiring processes for organizations. This software prescreens applicants by scanning for keywords related to education, skills, and experience and ranks or disqualifies applicants. Once applicants meet the prescreening criteria, human resource professionals determine the interview candidate pool from the ranked applicants.

Here are strategies to assist you with customizing your application materials.

SCAN THE JOB POSTING FOR KEYWORDS

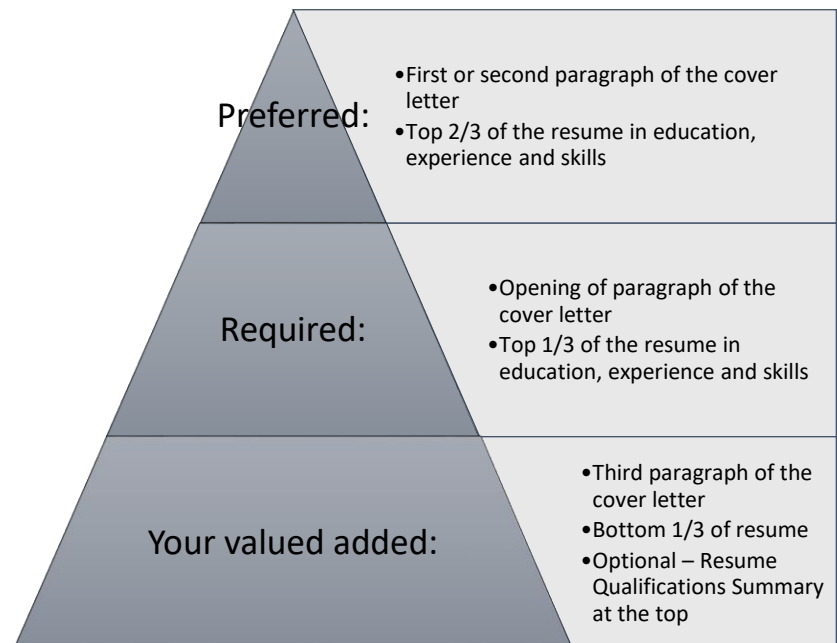
- Job Title
- Job Description
- Duties and Responsibilities
- Preferred Qualifications

WRITE THE ACTION VERBS THE JOB POSTING USES HERE:

PRIORITIZE THE QUALIFICATIONS HEIRARCHY

Review the how the job posting lists and describes the qualifications, responsibilities, and requirements. Next, structure and organize your materials in a manner that a 10-20 second scan reveals that you exceed the minimum requirements.

- Prioritize experiences that reflect your transferrable skills to match the duties and responsibilities of the role
- Mimic the posting's language for action verbs, competencies, and experience titles (if they are similar)





ASSESS FOR POTENTIAL FIT

It is important to demonstrate alignment between your values, interest and competencies with the needs and goals of the team and organization. This allows an organization to see that you not only have the competency necessary to perform the duties and responsibilities, but you may also be a good “fit,” meaning you may be well-suited for the role, team and organization.

Values

An organization’s values are principles that guide an organization’s day to day operations, beliefs, and culture. Demonstrate how your personal behaviors contributed to the success of your previous organizations or teams by using strong action verbs that mirror the values listed in the job posting or on the organization’s website.

- Supplemental Questions
- Resume
- Cover Letter
- Other Application Documents

Interest

Start with the why. What specifics can you provide that show you **want** to make a contribution to this organization and the work that they do? Where are you highlighting specific attributes, accomplishments, and skills that show **how** you can contribute?

- Supplemental Questions
- Resume
- Cover Letter
- Other Application Documents

Competencies

What evidence are you providing that you have the knowledge, skills and personal attributes detailed in the job posting and organizational research to perform well in the required capacity?

- Supplemental Questions
- Resume
- Cover Letter
- Other Application Documents

REFLECTION FOR NEXT STEPS

What changes do you need to make to your documents?

What competencies do you need to develop?

How will you tell the story of your application materials in your interviews?

Do you need to follow-up with another practice session for a mock interview?