

Creating a stronger match with stronger responsibility statements

Here are two examples of responsibility statements. Take a look between these 'good' and 'strong' examples and reflect on the difference between each one.

EXAMPLE 1

GOOD RESPONSIBILTITY STATEMENTS

PROFESSIONAL EXPERIENCE

Marketing and Social Media Coordinator
Coffee Chapters Corp.

2015 - 2020

Key Responsibilities

- Designed and implemented social media strategies
- Managed corporate social media handles
- Monitored social media metrics
- Collaborated with internal business units
- Utilised search engine optimisation strategies
- Maintained relationships with external contributors



STRONG RESPONSIBILITY STATEMENTS

PROFESSIONAL EXPERIENCE

Marketing and Social Media Coordinator
Coffee Chapters Corp.

2015 - 2020

As the Marketing and Social Media Coordinator, I lead the organisation's marketing strategies and increase engagement of our brand through the use of social media strategies and search engine optimisation (SEO).

Key Responsibilities

- Designed and implemented different social media strategies across different target demographics, focusing on social media engagement to increase audience growth
- Curated content for the organisation's social media handles such as Facebook, Instagram, Tiktok, LinkedIn, maintaining overall branding and visual direction
- Collaborated with internal business units to coordinate marketing initiatives, ensuring timely, coordinated announcements of new product releases and promotions
- Monitored key social media performance metrics (engagement, reach, click-through rates, etc) to generate actionable insights and drive social media strategies
- Implemented On-Page Search Engine Optimisation (SEO) strategies, increasing reach and daily site visits on the organisation's homepage and social media platforms.
- Maintained relationships with external contributors, social media influencers and content partners, supporting brand collaborations and expanding audience reach

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EXAMPLE 2

GOOD RESPONSIBILT Y STATEMENTS

PROFESSIONAL EXPERIENCE

Accounts Officer **2023 - Present**
Groundhopper Tires Inc.

Key Responsibilities

- Process accounts payable and receivables
- Address overdue customer accounts
- Replies to client inquiries and emails
- Readies monthly finance reports and statements
- Monitors VIP client accounts



STRONG RESPONSIBILITY STATEMENTS

PROFESSIONAL EXPERIENCE

Accounts Officer **2023 - Present**
Groundhopper Tires Inc.

Reporting to the Finance Department Supervisor, I oversee client accounts and ensure payables, receivables and overdue statements are managed in a timely manner. I also generate monthly finance reports, maintaining proper allocation of funds in the organisation.

Key Responsibilities

- Process accounts payable and receivable, ensuring timely payments, crediting, invoicing and bookkeeping
- Confidently follow up on overdue client accounts through phone, ensuring collection and completion of overdue payments
- Respond to client inquiries via in-person, phone and email, addressing client needs and concerns on invoices and accounts.
- Prepare monthly finance reports and financial statements, ensuring proper accounting and allocation of funding across different organisational accounts
- Manage VIP client accounts through timely encoding and on-time releasing of statement of accounts

In each example, both refer to the same job and the same responsibilities. Yet, the difference between good and strong responsibility statements are clear. With strong responsibility statements, you increase your chances of passing through Applicant Tracking Systems (ATS) and highlight the range of your experience clearly.