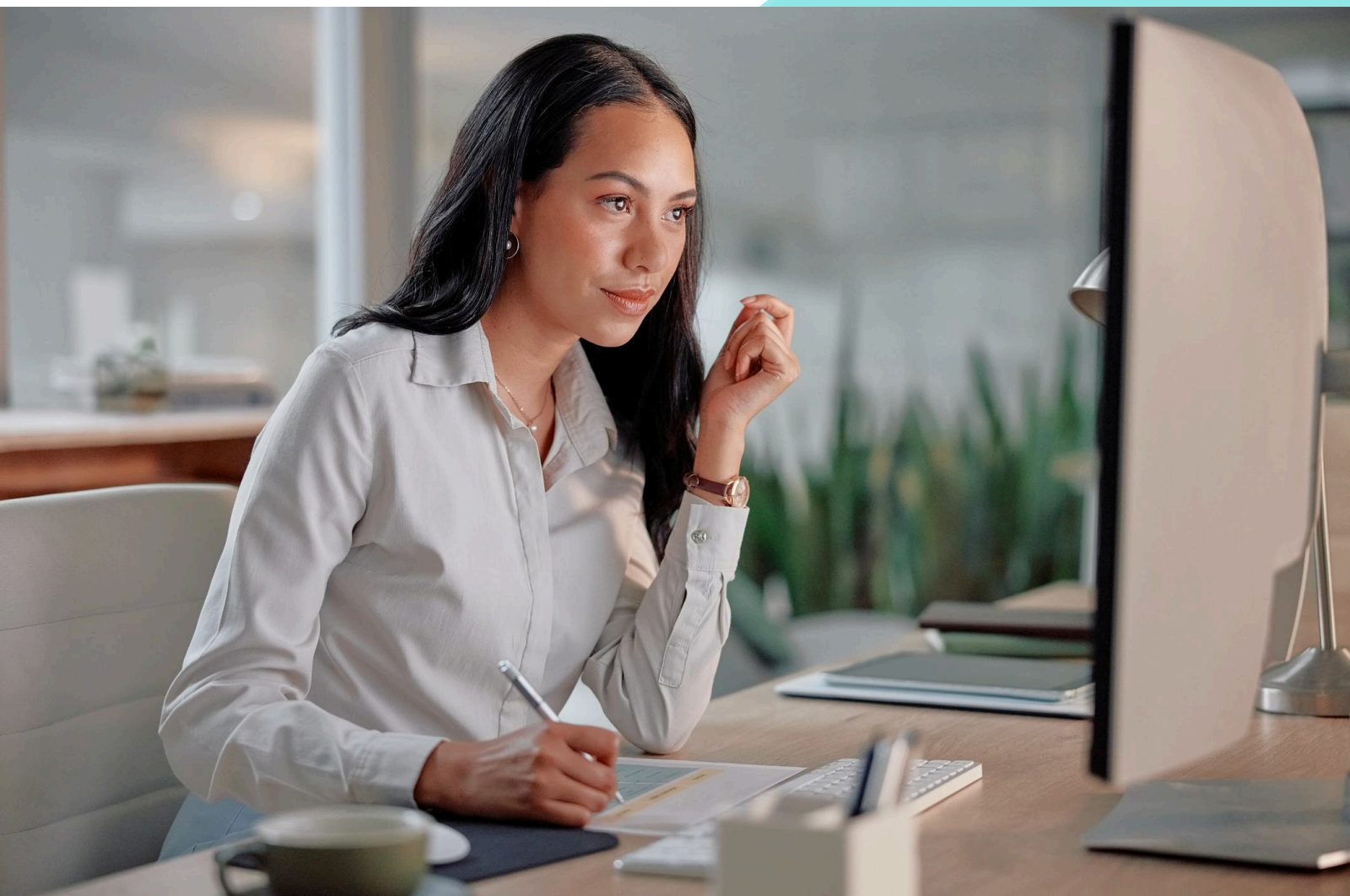


Cover letters and key selection criteria



What activities do you need to commit to completing as a next step in these job search pathways?

Do you have a balanced and appropriate strategy for each pathway?

ADVERTISED ROLES

Explore job boards such as LinkedIn, Seek, Indeed, Ethical Jobs, etc.

Do: Update your profiles and set up email alerts and notifications to stay up-to-date with latest postings.

YOUR NETWORK

Search for recruiters on LinkedIn using 'people' search and 'industry' filter.

Do: Make a goal for number of requests/meetings. Keep track of meetings and insight/information gained.

RECRUITERS

Search for recruiters on LinkedIn using 'people' search and 'industry' filter

Do: Check which recruiters advertise the jobs you are interested in. Ask for referrals of helpful recruiters.

Preparation is key

IDENTIFY

Look at the job ad (and PD) to determine the key criteria and key words

Are specific responses asked for in relation to Key Selection Criteria?

Are there Essential and/or Desired Selection Criteria listed?

REFLECT

Why am I interested?
Why am I a strong match for this role?

Present in Appendix to Cover Letter

Respond within body of the Cover Letter

MATCH & MIRROR

What is most relevant and impactful to include in my **cover letter/selection criteria responses** to demonstrate I am a strong match for the role?

Which words could be used to better mirror the key words in the job ad?

Cover letter structures

This is a structure where the job ad **does not require** key selection criteria responses.

<div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> INTRODUCTION Indicate the role and company you're applying for. State your interest in the organisation. </div> <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> RELEVANT SKILLS AND EXPERIENCE Summarise your relevant skills and experience indicated in your resume. </div> <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> KEY WORDS AND REQUIREMENTS Provide evidence of your experience and skills relevant to the ad. Mirror with keywords. </div> <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px;"> WRAP UP YOUR COVER LETTER Describe how your qualities align with the organisation. Exhibit how you fit in with the team and their values through your own values and attributes. </div>	[<p>Dear [name],</p> <p>I'm writing to express my interest in the recently advertised [position title] role. I believe I could bring valuable skills and experience to [company /team name] that would make me an ideal fit for this position.</p> <p>I have [number] years of experience as a [your professional role/title] and in this time I have [briefly outline your experience in current or previous roles and mention relevant key responsibilities and achievements].</p> <p>In terms of the essential requirements of the role [In this paragraph, outline how you specifically fit the essential requirements of the advertised role and mirror the language used in the job ad].</p> <p>[Reinforce important personal qualities and alignment with their values.]</p> <p>Thank you for taking the time to consider my application, and I look forward to hearing from you.</p> <p>Yours sincerely, [Your name]</p>
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The format below are for job ads that **require** Key Selection Criteria responses.

<div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> INTRODUCTION Indicate the role and company you're applying for. State your interest in the organisation. </div> <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> BRIEF SUMMARY OF YOUR RESUME Summarise your relevant skills and experience indicated in your resume. </div> <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; margin-bottom: 10px;"> KEY WORDS AND REQUIREMENTS Provide evidence of your experience and skills relevant to the ad. Mirror with keywords. </div> <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px;"> WRAP UP YOUR COVER LETTER Describe how your qualities align with the organisation. Exhibit how you fit in with the team and their values through your own values and attributes. </div>	[<p>Dear [name],</p> <p>I'm writing to express my interest in the recently advertised [position title] role. I believe I could bring valuable skills and experience to [division/team name] that would make me an ideal fit for this position.</p> <p>I have [number] years of experience as a [your professional role/title] and in this time I have [briefly outline your experience in current or previous roles and mention relevant key responsibilities and achievements].</p> <p>In terms of the key selection criteria of the role please refer to the Appendix where I detail my fit against these requirements.</p> <p>[Reinforce important personal qualities and alignment with their values.]</p> <p>Thank you for taking the time to consider my application, and I look forward to hearing from you.</p> <p>Yours sincerely, [Your name]</p>
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Succeeding at Key Selection Criteria

- **Review the criteria** to make sure you understand what it's asking
- Write an **overall response** that demonstrates your fit
- Provide **real-life evidence** using the CAR model to structure your story
- **Highlight** measurable and quantifiable data
- **Check** for spelling/grammar/word limits

KEY SELECTION CRITERIA

KSC 2. Sound communication, interpersonal and negotiating skills, including well-developed written and oral skills and the ability to develop and deliver interpretation and education services.

OVERALL RESPONSE

In my 5 years as a teacher, strong communication, negotiation and interpersonal skills have been essential. I have dealt with a wide range of people, including parents, colleagues, students and community partners.

CAR RESPONSE EXAMPLE

Context. I was involved in a community project where I co-wrote a booklet on helping children learn and have fun.

Action. As part of this project, I led negotiations with the Local Council and three schools in the area to help them understand the the five key challenges we had identified, as well as the suite of recommendations for improving outcomes for children.

Result. The Local Council ultimately agreed to run a series of weekend family science programs for kids in the area funded from their community engagement budget; and the three schools agreed to host the events and actively promote them.

Using the CAR model to structure your stories

CAR refers to Context, Action and Result.

CONTEXT

Provides evidence of the occurrence. It is the “who, where, when,”. For example, “when I worked at...”

C

CONTEXT

When?
Where?
Who?

ACTION

Past behaviours are a good indicator of future behaviours. Action is the “what, how, why.” For example, “I created...”

A

ACTION

What?
How?
Why?

RESULT

Shows you understand outcomes. Outlines your achievements or your learnings. For example, “this led to...”

R

RESULT

What was the impact?
Feedback?
Key learnings?

It is important to tell your story in as much detail as the space allows. Leveraging this model enables your stories to be presented much more powerfully.