

Tips to Writing a Great Cover Letter and Resumé

When it comes to applying for a new job, your resumé will be your first point of contact with a potential new employer. Putting together a resumé that properly represents you and your skill sets could be the difference between your resumé being at the top or the bottom of the pile. How do you know what to include? How do you know if you meet the criteria for the job? Here are some tips for creating a successful resumé:

Cover Letter

- Write specific cover letters for every job that you apply for. Even if roles are very similar it is still important that you take the time to address the specific requirements of each role
- Show the employer how your experience relates to the job.
- A cover letter outlining your experiences and how you would be suitable for the position will go a long way in showing the employer how you fulfil the criteria
- **Address the selection criteria if asked to do so**, explain how you can draw on your past experiences in order to meet the requirements of the job.
- Sell yourself - explain to the recruiter how you fit the job description.
- Keep it simple and demonstrate why you are the best candidate through the use of examples.

Resumé

- **Keep it short and to the point**- A resume should be no more than two pages in length - an employer will spend about ten seconds skimming through a resumé. Save the details for the interview.
- **Tailor it**-Take the time to tailor your resumé to each employer and job. Address specific skills that you have and connect them with the job; the employer will appreciate the extra effort.
- **Keep it up to date- Double check**- There is nothing worse than sending a potential employer a resumé that is riddled with spelling and punctuation errors. Re-read it, ask someone else to proof read it then re-read it again.
- **Tell the truth**- Never lie on your resumé. Getting caught lying is embarrassing and will guarantee you don't get the job.
- **Give specifics**- Give examples of your successes. It is often a good idea to use numbers - e.g. you increased sales by 70%.
- **Formatting**- Your resumé must be well set out and easy to read. Use a 12 point font such as Arial or Callibri; use bullet points and short sentences. Avoid bright coloured text as it's hard to read.

If you have any questions about applying for a job in the fitness industry please contact Physical Activity Australia on 1300 784 467.

