

Five things not to do write on your online or direct job application



If you ever read the article I wrote **on the Birth of Hospitality recruitment industry** you know that online internet job employment search only started recently. In the “olden days” to find a good job, you’d just see an ad in the newspaper, send out your resume and cover letter, and if you were qualified, you’d get a call back ASAP. You were probably competing then against a few people maybe a dozen or so other candidates.

Those days, though are long gone!

Jobs are now on online everywhere, probably on a hundred different websites and job boards. Some job boards grab anyone’s searches to increase traffic to their site. Because of this, a great career opportunity might attract upwards of a thousand applicants, all vying for the same job. We at Renard International normally get up to 500 applicants from a LinkedIn, Hcareer, Indeed or Global Caterer Ad.

What does this mean?

If you respond, you thank the stars for any reply you receive! Even a rejection answer is good even though it is very discouraging. It's bad enough being rejected; but when you spend hours redrafting your cover letter for what you think is your dream job – and then don't get even a confirmation – it shreds your confidence. If you wonder why you do not receive a response - this may be why. These are the mistakes people make in their online applications:

1. ***Do not apply for roles that you are obviously not suited for and that are totally beyond your work history.***

This does not show well and clients ask themselves are you reasonable as your expectations are excessive? They therefore will discard your information and may not wish to deal with you in the future. It is better to apply outlining your knowledge and ask to be considered for any role available. Ask the hiring executive to review and reply to your CV. Think about it before you send your resume. If you were in the client's position, would you hire yourself?

2. ***Years of experience***

A candidate should never highlight their years of experience as if it is, by itself evidence of their qualification for a job. **For example:**

On receiving a resume the employment officer may reply asking "why do you feel you're a good fit for this role" by saying I have more than 20 years of experience. That's a bad answer! Why? Because, the fact that you feel like your twenty years of experience is reason enough comes across as you are entitled to get the job based on your work tenure alone. The real importance to a hiring executive is what exactly have you accomplished during those twenty years? How did you grow? What key lessons have you learned? What kind of legacy did you leave? That is what they want to see on a submission?

Some would reply if I talked about all my successes and accomplishments "seem to be big-headed". But nothing could be further from the truth. In fact, not talking about your accomplishments and expecting an employer to hire you anyway, based on your "twenty years of experience" is not going to happen

Giving weight to your candidacy by clearly communicating how you'd add value to their organization is the opposite of arrogance and it's also much more believable. This gives them sense that you'd be a valuable asset to their organization.

3. ***When you apply address your letter to a person.*** Sending a letter addressed to "sir" or To Whom It May Concern is a No No! It does not go well as it smells of the shot gun approach and is a "Turn offer". Take time to find the person's name as everyone prefers personal correspondence and are the more likely to reply if the letter is personally addressed.
4. ***Ask the reader for confirmation and to acknowledge receipt of your resume:*** At that time you can ask for more information or are you being considered?
5. ***Do not follow up on a presentation too quick.*** Try and get some further helpful data, or references to strengthen your presentation and improve your marketability and as such remind them of your presentation.

Good luck on your application!

Remember, Talent will get you in the game;

But character will keep you in it. Our clients hire character, train skill