

## 6.1 Competency Statements

- Competency statements briefly outline the knowledge, skills, abilities and attributes that you possess
- They should directly respond to what the employer thinks are required to perform the job > that is the knowledge, the skills, the abilities and attributes required to do the job
- Competency statements should address all of these points and serve to increase the perception of FIT between you and the job in the employer's mind
- When writing competency statement always draw upon examples from your career to demonstrate the quality you are writing about.



**Creative Thinker:** Creativity is essential when working in marketing. Drawing on my performing arts experience I am highly innovative in my approach to event management, web design and the design and development of marketing material for Miravor and AGP. My strong knowledge of the applications available through Adobe Creative Suite has assisted me in the formation of creative projects.

**Problem Solving:** The development of detailed project briefs and associated supporting material is a key component of my current role. My highly refined problem solving skills allow me to strategise each project from formation through to development and finalisation. This involves successful problem analysis as well as solving the problem at hand. To do so I find and gather relevant information, organise information to identify the reasons for the problem, come up with possible solutions to the problem, determine the most effective solution and then implement where appropriate.

**Research & Innovation:** Working in the food industry it is imperative to understand food technology and the sanitization of product groups along the supply chain. As marketing co-ordinator I search for unique selling perspectives and I am constantly researching & report writing on new technologies to create consumer-focused products for multinational clients and Victorian government hospitals.

### Do they work? If so, why?

- **YES** - there are several reasons as to why including competency statements on your resume is so successful:
  - You are picking up on the key attributes the employer thinks are important and addressing them. It's similar to responding to an interview question or addressing key selection criteria.
    - **Key Selection Criteria:** are designed to help make the most accurate match between the requirements of a position and the skills of an applicant. Many government and public sector organisations will ask candidates to respond to key selection criteria to ensure that the assessment of each applicant is fair, consistent and merit based.
  - You are making it easier for the employer to see the FIT between you and the job because you have taken the time to identify the things that you have in common.
  - It shows the employer that you have given extra thought as to why you would fit the job well and this will make you stand out from the crowd.

## 6.2 How to determine what key qualities an employer is looking for:

Review the job advertisement and/or the job description (if you have a copy) and highlight

- What types of skills are they seeking?
- What personal qualities are they seeking?
- What knowledge and training is required?



**Note:** These key qualities generally form the key selection criteria.



### **Exercise:**

Using your preferred job advertisement determine what six qualities you believe to be the most important to succeed in the role from the employer's perspective. For each, list two examples from your career demonstrating your ability to display these qualities.

## 6.3 What are the most common qualities employers are seeking from applicants?

- Communication skills, verbal and written
- Team skills/team player
- Attention to detail
- Energy/dynamism/drive
- Initiative
- Ability to handle pressure
- Leadership.



**Note:** It is important to remember that these qualities will vary for every position. The qualities required will be determined by the employer based on what they believe is necessary to fulfil the role successfully.

## Jobs template

Jobs template sourced from (J.Bright, J.Earl & D.Winter, 2011).

<b>Employer Name and location</b>	XYZ Bank	<b>Dates attended</b>	<b>From</b> May 2010	<b>To</b> December 2011
<b>Company Overview</b>	XYZ Bank is Australia's leading bank.....			
<b>Job Title</b> Marketing Manager	<b>Dates</b> May 2010 - Dec 2011	<b>Key Responsibilities</b> <ul style="list-style-type: none"> <li>Developed the marketing strategy for the company in line with company objectives</li> <li>Planned and implemented promotional campaigns</li> <li>Oversaw the company's marketing budget.</li> </ul>	<b>Achievements and Promotions</b> <ul style="list-style-type: none"> <li>Designed, developed and implemented a marketing strategy that saw the company's overall brand recognition increase by 20% in 6 months.</li> </ul>	
Senior Marketing Coordinator	May 2010 - Dec 2010	<ul style="list-style-type: none"> <li>Prepared marketing reports by collecting, analysing, and summarising sales data</li> <li>Assisted in the development of marketing strategies</li> <li>Researched competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.</li> <li>Monitored budgets by comparing and analyzing actual results with plans and forecasts.</li> </ul>	<ul style="list-style-type: none"> <li>Designed and developed a new reporting tool that summarised sales data more efficiently. The accuracy of information presented was praised by the marketing manager.</li> <li>Assisted the marketing manager to develop and implement a new marketing strategy that resulted in a 20% increase in brand recognition.</li> </ul>	

## 7.2 How to document your career history in more detail for your resume:

Each position should include the following information

- Employer (including a short description about the company)
- Dates of employment
- Position held and position purpose
- Responsibilities
- Achievements.



**Note:** Career history should always be listed in reverse chronological order. That is your most recent position first.

## Examples of Achievement Statements

### 7.5 How to make your achievements stand out:

To make your achievements stand out you need to clearly explain to the reader **your achievement, how you did this and the result.**

A simple formula to follow is:

**Accomplished (x) as measured by (y) by doing (x)**



#### Example:

- “Improved customer satisfaction results from 40% to 60% in 3 months by designing and implementing a new online claims submission form that was adopted state wide.”
- “Designed and developed a new employee orientation program that 100% of the company locations adopted. This resulted in a 50% increase in new staff retention.”
- “Created a multi-media campaign that increased enrolment by 700 students in eight years.”

### Quantifying your achievements

Achievements are tangible proof of your past performance. They are most powerful when they are quantified using **numbers or percentages**. By using numbers in detailing your work experience, you are demonstrating your focus as being results orientated rather than task orientated.

#### For example, compare:

- ‘responsible for selling products to customers at XYZ store’
- to
- ‘increased sales revenue by 30% in three months’.

Which one sounds better? By including a percentage as well as time spent, the potential employer has a **measurable** defined idea of what you have accomplished, rather than a general job responsibility.

Take this one step further by telling the reader **how** you achieved that result.

- ‘increased sales revenue by 30% in three months by designing and implementing a new customer service procedure across 20 Victorian stores.’

#### Some achievements may not be quantifiable and this is also sufficient

##### For example:

- “*Excellent customer service skills and a positive attitude as demonstrated by winning the employee of the month award in June 2014.*”
- “*Enhanced staff morale through a six-month incentive program that also instigated a major increase in sales.*”