



# Job Hunters' Workbook

SECOND EDITION

Practical tips and activities to get  
you back to employment

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Education  
& Training  
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**Tertiary Education  
Commission**  
Te Amorangi Mātauranga Matua



# Kia ora and welcome to the Job Hunters' Workbook.

Losing your job, changing job or returning to the workforce can be a time of change, uncertainty and stress. It's also an opportunity.

We're here to help you get through, with practical advice and activities that will help you figure out your next steps and how to get there.

We'll cover what skills employers are looking for and give you our latest information on writing a CV, applying for jobs and interviews.

## He waka eke noa

We're all in this together

## Whakamihi – Acknowledgements

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Ngā mihi nunui ki a koutou. **About the Tertiary Education Commission**

## Te Amorangi Matauranga Mātua

We provide tools and information to support people of all ages to make decisions about their career and education throughout their life.

We invest in and support the tertiary and careers system to ensure New Zealanders are equipped with the knowledge and skills they need for lifelong success.

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# Planning your next steps

Job hunting can be stressful. Taking action can help you feel in control of the situation, and reduce your stress.

To take action you need to focus on three areas of career management.

1

## **Know yourself**

Explore your values, interests, skills and passions. Use this time to take stock. Where have you been so far, and what do you want to do next? Perhaps you want to find similar work to your last job, move into a new career, change industry, retrain, upskill or find a new job. Work out your skills and achievements and their value in the current job market.

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2

## **Explore opportunities**

Investigate jobs in demand right now and how your skills can match these jobs. Consider retraining into a new career. Find out how to network. Make connections with employers and people in your personal and professional networks.

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3

## **Decide and act**

Decide on your goals and action steps. Work on your CV and set up online job profiles. Clean up your social media and LinkedIn profile – make sure it looks professional. Apply for jobs or training. Learn interview skills and practise answering interview questions.

# Take stock

This is a chance to think about where you are in your life, and make some decisions about your next steps.

What's important to you? What gives you a sense of purpose?

How do you see the next stage in your life? Where do you see yourself in a year or five years?

Is there anything you've wanted to do for a long time?

What are the constraints?

What are the opportunities?

## Consider

- your age
- the level of your current skills
- your financial situation – can you afford to have some time not working, or do you need to find an interim job?
- your work and life experience
- how much experience you have writing CVs and applying for jobs
- how confident you feel about applying for jobs
- your support people.



**Find out more** about career planning:

[careers.govt.nz/plan-your-career/start-to-plan-or-change-your-career](https://careers.govt.nz/plan-your-career/start-to-plan-or-change-your-career)

# Maintain your wellbeing

## Make sure you take care of your health and wellbeing.

It's important to pay attention to your wellbeing when you're job hunting. Some things to remember:

- Eat healthy foods.
- Do some exercise you enjoy.
- Get enough sleep.
- Make sure you have a daily routine, then stop and relax at the end of the day.
- Keep in touch with friends and family – spend time with people who support you and help you feel positive.
- Do things that build your confidence and make you feel good.
- Consider joining a club or taking a class in something that interests you.
- Don't spend too much time looking at social media.
- Be aware of your self-talk – try to stay positive.

This can be a stressful time, but it's also a time of possibilities. Reframe it as an opportunity to get to know yourself, decide what you really want and try something new.

If you do find yourself getting anxious or stressed, there are lots of helpful resources available.

### Get support if you need it

It's normal to feel stressed when you're looking for a job. Talk to family and friends, or get advice from agencies such as those listed on the next page.

### Sort your money

If you need to, see what support is available from Work and Income [workandincome.govt.nz](http://workandincome.govt.nz) | 0800 559 009. Check out redundancy budgeting advice from [sorted.org.nz](http://sorted.org.nz) or MoneyTalks, 0800 345 123.

# Wellbeing resources

## Useful websites and phone numbers

- Mental Health Foundation of NZ: [mentalhealth.org.nz](http://mentalhealth.org.nz) | **0800 543 354**
- Depression and Anxiety: [depression.org.nz](http://depression.org.nz) | **0800 111 757**
- Anxiety NZ Trust: [anxiety.org.nz](http://anxiety.org.nz) | **0800 269 4389**
- All Right?: [allright.org.nz](http://allright.org.nz)
- Youthline: [youthline.co.nz](http://youthline.co.nz) | **0800 376 633**

## Wellbeing apps and online e-therapy programmes

- Beating the Blues: [beatingtheblues.co.nz](http://beatingtheblues.co.nz)
- Clearhead: [clearhead.org.nz](http://clearhead.org.nz)
- Just a Thought: [justathought.co.nz](http://justathought.co.nz)
- Melon Health: [melonhealth.com](http://melonhealth.com)
- Mentemia: [mentemia.com](http://mentemia.com)
- Small Steps: [smallsteps.org.nz](http://smallsteps.org.nz)

## Wellbeing information from the Ministry of Health

- Healthy eating: [health.govt.nz/your-health/healthy-living/food-activity-and-sleep/healthy-eating](http://health.govt.nz/your-health/healthy-living/food-activity-and-sleep/healthy-eating)
- Physical activity: [health.govt.nz/your-health/healthy-living/food-activity-and-sleep/physical-activity](http://health.govt.nz/your-health/healthy-living/food-activity-and-sleep/physical-activity)
- Sleeping: [health.govt.nz/your-health/healthy-living/food-activity-and-sleep/sleeping](http://health.govt.nz/your-health/healthy-living/food-activity-and-sleep/sleeping)



### Need to talk?

**1737 is a free service** for New Zealanders feeling down, anxious, a bit overwhelmed or who just need to chat to someone. **You can call or text for free 24/7.**

# Preparing for your job search

To be successful at finding work you need to try a range of activities.

## Personal brand

How do I describe myself?

- Your personal brand is the unique set of skills, knowledge, values and experience you can offer employers.
- Understand the value of these skills in the current job market.
- Decide how to express your personal brand consistently across all areas – your CV, LinkedIn and in person. Make sure they all tell the same story.



## Exploring opportunities

What opportunities are there?

- Check newspapers, job vacancy websites and careers.govt.nz to see what jobs are in demand.
- Explore new career ideas and upskilling or retraining options.
- Research job vacancies and companies that best match your previous jobs and experience.
- Explore your personal and professional networks.
- Talk to people to learn more about different industries and opportunities.



## Online communication

What is my online presence?

- Sign up to job vacancy websites.
- Create a LinkedIn profile.
- Make a digital CV and cover letter tailored to each job application.
- Complete online application forms well.



## Preparation and presentation

How do I come across?

- You could bump into a potential employer at any time, so make sure you look the part and act professionally.
- Be prepared to put yourself out there. Be confident.
- Make conversation and communicate clearly in interviews.



## Finding work

## Introducing Shane Paku



### Personal brand

- Experience as a restaurant manager for 16 years.
- Technical skills in line management, stock control, cooking, cleaning, buying, budgeting, cash-up, retail, quality control, customer service, planning, logistics.
- Employability skills in motivation, leading, stress management, problem solving, strategic planning, attention to detail.

### Exploring opportunities

- Has talked to friends working in hospitality about industry trends and what skills are in demand.
- Checked out what job ads are asking for – does he still have these skills?
- Matches key words in job advertisements to skills – not worried if he doesn't have 100% of skills.
- Registered with a recruitment agency, attends job webinars and workshops and job hunting expos.
- Has started to explore opportunities through Seek, Trade Me Jobs and careers.govt.nz.

### Online communication

- Has Googled himself and adjusted his privacy settings on some of his social media accounts.
- Has adjusted his CV and cover letter to suit different employers.
- Knows how to fill in a job application form and gets it checked by friends.
- Knows how to write a cover letter email.
- Has checked out LinkedIn profiles; knows how to use LinkedIn.
- Has created online job hunting profiles on hospitality job boards and a LinkedIn account.

### Preparation and presentation

- Investigated Work and Income help for interview clothing costs.
- Has a clean and tidy interview outfit.
- Understands how to organise and do an informational interview.
- Understands interview questions – has read careers.govt.nz information.
- Has read articles on remote job interviews on careers.govt.nz.
- Keeps sending in applications – not just one at a time.
- Doesn't get disheartened when rejected or hasn't heard back – keeps going.

1

# Know yourself



## Introduction

This section allows you to explore who you are and what you have to offer employers.

You'll understand your values, passions, skills and achievements and the unique value you have in the workplace.

## Who are you?

Use this time to explore your values, your interests and what's important to you. What do you want to do next in your life?

Get to know your skills and achievements. Skills come from your work and life experience, and form your personal brand.

When changing jobs it's essential to understand your skills so you can transfer these to a new job.

Skills employers look for include:

1. **technical skills** – skills particular to a job, such as nursing, software development or a heavy vehicle licence
2. **employability skills** – skills you can apply to different jobs, such as problem solving, leadership or customer service.



**Visit** [careers.govt.nz](https://careers.govt.nz)

# The top 10 key skills and qualities employers want

Assess your key skills and qualities by completing the information below.

You can use examples from work or other parts of your life. Talk with family and friends to help you identify your top skills and qualities.

## Examples of when I have used this skill

### 1. Work ethic

- Being reliable
- Taking responsibility for your own performance at work
- Being committed to the best possible performance
- Doing high quality work

### 2. Verbal communication skills

- Communicating in a clear and sensitive manner to people in different settings and from different backgrounds
- Giving and receiving constructive feedback
- Participating constructively in meetings
- Expressing ideas

### 3. Energy and enthusiasm

- Displaying a genuine interest in the organisation and what it does
- Understanding the industry sector
- Expressing your willingness to give 100% to the job

### 4. Analytical and critical thinking

- Gathering and evaluating information from different sources
- Recognising patterns and scenarios to understand the bigger picture
- Being able to understand abstract ideas

### 5. Problem solving

- Using rational thinking to reach conclusions
- Analysing facts and asking the right questions to diagnose problems
- Making appropriate decisions from available information

## Examples of when I have used this skill

### 6. Teamwork

- Completing group tasks through discussion and planning
- Working towards solutions that other team members can support
- Sharing knowledge and expertise with others

### 7. Interpersonal skills

- Being able to work with people from diverse backgrounds
- Acknowledging others' emotions and views and responding sensitively and appropriately
- Understanding unspoken meanings in situations
- Being able to resolve issues well

### 8. Written communication skills

- Using correct spelling, punctuation and grammar
- Being able to edit your own work
- Using appropriate tone and style in writing, depending on the audience

### 9. Self-management

- Managing your own workload and asking for support when you need it
- Actively seeking opportunities to keep learning
- Being confident in dealing with challenges
- Maintaining a balance between work and life

### 10. Initiative and enterprise

- Going beyond your usual role to help others, including doing tasks not in your job description
- Having initiative – taking unprompted action to achieve goals
- Being creative – using creative thinking to develop solutions
- Starting change and adding value by embracing new ideas

# Skill statements

Writing a skill statement can help you identify your skills, and where and how you have used them. It can also help you show others your skills, how you've used them and what you've achieved.

## **A skill statement is an important part of your CV.**

Skill statements should:

- be relevant to the job you're applying for
- be based on past experience and accomplishments
- show the result of your actions
- provide evidence that you have the skills for the role.

## **A strong skill statement makes you stand out from the crowd.**

Your skill statement should be specific and detailed, and include the outcome of your actions. Use positive, specific language and action verbs.

To make your skill statement relevant to the job you are applying for, do the following exercise:

1. Choose a skill that the employer has mentioned in the job advertisement.
2. Brainstorm examples of where you have used this skill.
3. Write a skill statement that is relevant to the ad and makes you stand out as the perfect candidate.

## Example skill statement

1

### **Skill required in job advertisement**

Expresses opinions, concepts and information in an uncomplicated manner, using a variety of communication styles to suit the audience.

2

### **Examples**

Brainstorm examples of where and how you've used this skill.

- Worked in customer service, handling phone and face-to-face enquiries, explaining banking application processes. Some clients had literacy issues and others did not have much English.
- Listened very carefully to their enquiries.
- Built rapport with customers – made them feel at ease.
- Adapted communication style to suit clients. Explained in plain English.

3

### **Skill statement**

Explained financial information to customers in a straightforward way, using plain English and adapting communication style to suit client. This resulted in customers being able to make well-informed decisions, and increased customer satisfaction.

1

**Skill**

Name a skill you enjoy using that is one of your strengths.

2

**Example**

Brainstorm where and how you have used this skill.

3

**Skill statement**

Write a statement explaining how you have used the skill and what the result was.

# Examples of your achievements

Achievements give employers evidence of your skills and work ethic.

They need to be:

- specific
- relevant to the work you are seeking
- recent.

Achievements don't need to be huge.

**Provide evidence of your achievement.**

For example:

- acknowledged for high standard of work
- completed deadlines under pressure
- got 98% positive customer service ratings on service for all of 2020.

What was the achievement and why was it important? What specifically did you achieve?  
Find an achievement that relates to each of your top skills and qualities.

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## **Achievement**

Why was it important and why were you proud of this achievement?

What skills did you use?

# Your personal brand

Your personal brand is what you offer employers that is different from everyone else.

This is a combination of:

1. Your skills, achievements and talents. What comes easily to you, eg, public speaking, study, listening and talking to people?
2. What the organisation/industry is looking for that matches with your strengths – specific skills, work values, team fit.
3. How you add value – what are you passionate about? How would you make a difference to that role/organisation? What motivates you?



## Example: Shane's personal brand

**1**

What am I good at?

- Talking and listening to people
- Staying calm under pressure
- Managing time efficiently
- Fixing problems

**2**

What is the organisation/industry looking for?

- Good communication and customer service skills
- Identifies problems and solves them quickly and accurately
- Restaurant management experience
- Works well in a team

**3**

How can I add value?

- Strong quality control so customers have a good dining experience
- Good at motivating kitchen to move fast
- Can fix a high number of issues in a short time
- Works well within a fun, close-knit team

## In the area below identify your personal brand

**1**

What am I good at?

**2**

What is the organisation/industry looking for?

**3**

How can I add value?

2

# Explore opportunities



# Introduction

This section looks at:

- ways to find work
- networking and informational interviewing to connect with employers
- exploring new career options
- training, courses and upskilling.

## Example of Health Care Assistant opportunities from careers.govt.nz

### Health Care Assistant

Kaiāwhina Haumanu Hauora/Kaimahi Atawhai

Alternative titles for this job

Health care assistants support nurses and care for people in private homes, hospitals, general practices or rest homes.

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#### Pay

Health care assistants usually earn

**\$20-\$25** per hour

Source: DHBs, NZ Nurses Org and MSD, 2019.

#### Job opportunities

Chances of getting a job as a health care assistant are good due to increasing demand for their services.

#### Length of training

1-2 years of training usually required.

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**Industry**

Health

**Vocational Pathways** [More](#)

- Social and community services

# Where to find work

## Find work:

- on job vacancy and recruitment websites
- on government, council and industry organisation websites
- on social media
- in professional and industry journals
- via recruitment agencies
- through friends and family
- at career and job expos and events.

## The hidden job market

Don't limit your job search to job vacancy websites or recruitment agencies. 70% of jobs are filled by employers using their connections and networks.

### 30% advertised jobs

How job seekers prefer to find jobs

- Sending out unsolicited CVs
- Applying for vacancies advertised on the internet, on social media or in newspapers
- Approaching recruitment agencies

### 70% hidden job market

How employers prefer to find new staff

- Through networking with people they know at work or socially
- Through their current staff
- Through checking online job profiles



**Find out** what jobs are in demand:

[careers.govt.nz/jobs-database](https://careers.govt.nz/jobs-database)

# Be a great networker

Networking is about creating a community of professional and personal connections, and building your reputation. 70% of jobs are hidden so it's important to learn how to network.

Networking is about giving and helping others, eg:

- introducing your contacts to each other
- sharing interesting articles and posts
- offering your time.

**Think about people you could network with and write their names below.**

<p>People you know well</p> <p>Former colleagues, managers, alumni, whānau, friends, friends of friends.</p>	<p><b>Ask for referrals and connections</b></p>	<p>Connect online through LinkedIn immediately after meeting</p>	<p>People you don't know well or have met briefly</p> <p>For example: tutors, guest speakers, fellow students, people you have met through community networks.</p>
<p>People you don't know</p> <p>Those who are currently in your ideal job, organisation or industry.</p>	<p><b>Follow online comments, ask questions and organise informational interviews</b></p>	<p><b>Build your network</b></p>	<p>People you could help</p> <p>Try voluntary or part-time work to expand your network.</p>

# How to network

Networking helps you tap into the hidden job market.

There are many ways to network. You can:

- tell friends and whānau you are looking for work
- go to industry meet-ups and events
- connect with organisations on social media
- join a professional organisation in your career field
- go to job expos
- cold-call organisations to check for vacancies
- invite HR managers for coffee
- do an informational interview with a manager.

## Perfect your marketing script

A marketing script or elevator pitch is a quick way to introduce your experience and what you're looking for in a job.

### Your marketing script

When someone asks, "So, what do you do?" how do you reply?

Three rules to consider:

1. Your reply should take 30 seconds or less.
2. Your skills (or how you would benefit a potential employer) should be clear.
3. You should identify some type of goal.

### Self-marketing script

My name is:

I am a:

I have (years in role):

Currently I am looking for a new opportunity to:

I am really keen to get work in the area of:



**Check out** [careers.govt.nz](https://careers.govt.nz) advice on networking:

[careers.govt.nz/articles/network-into-a-job-with-the-perfect-elevator-pitch](https://careers.govt.nz/articles/network-into-a-job-with-the-perfect-elevator-pitch)

# Prepare for an informational interview

An informational interview is a chance to chat to an employer about their organisation and who they like to hire.

This is a chance for you to find out about different types of jobs you could do and understand the skills needed to work with the employer. Don't ask for a job directly – you're talking to them to learn about their organisation and industry.

## 1. How to approach an employer

Contact them via email or LinkedIn. Explain who you are and why you would like to meet. Some people may prefer to talk on the phone rather than meet in person.

## 2. Before your conversation

Research the organisation and industry beforehand. Learn as much as you can so you can use your meeting time well. Ask specific questions to help you learn more about opportunities or roles in the organisation.

## 3. When you meet them

- Dress appropriately for the meeting.
- Thank them for taking the time to meet.
- Say a little about yourself and your background but don't go into a lot of detail.
- Ask them how much time they have to talk. Keep to this time. If you go over time, ask them for permission to keep going.
- Ask if it is acceptable to take notes.
- Once you have finished, thank them again for taking the time to talk to you.

## 4. After the meeting

- Straight after your meeting, make some notes on what they said.
- Send them a thank you message after you have talked, either by email or through LinkedIn.
- Let them know if you found work or chose a new career as a result of your meeting.



**Watch:** Informational interviews: How to succeed

[youtu.be/CXZDTDBLKRE](https://youtu.be/CXZDTDBLKRE)

# Informational interview request

Informational interviews can help you network with employers and find out if a career is for you.

## Sample request for an informational interview:

Kia ora, my name is Shane Paku.

I was reading your LinkedIn profile and was very interested to see that you have extensive experience in running fast food franchises. I've had 16 years' experience working as a Restaurant Manager in restaurants in Wellington.

I'm interested in talking to you about your experience.

Would I be able to talk to you in more depth about this? I know you are very busy but if you have 20 minutes to spare I would really appreciate it.

Regards  
Shane

# Informational interview questions

These questions can get people talking about their career and opportunities.

## Role

- Can you tell me more about the \_\_\_\_\_ sector in \_\_\_\_\_ (city)?  
.....
- How did you get into your role?  
.....
- What does your average work day look like?  
.....
- Is there anything that would surprise people about your job?  
.....
- If you could go back and change anything about your career path, would you?  
.....
- What is the profile of the most recent person hired in my field?  
.....

## Industry

- What is happening within the industry in New Zealand? Is it growing or declining?  
.....
- What are the key skill areas that employers are looking for in this job/industry?  
.....
- Are there lots of people looking for work in this area?  
.....
- Do you know anyone else who might be willing to talk to me? Could you introduce me by email?  
.....

## Personal development

- Are there particular skills or jobs that are in short supply?  
.....
- Do you have any suggestions about how I can get into this area?  
.....
- What training is useful?  
.....
- What work experience do you look for?  
.....
- Which networks would you recommend that I join?  
.....

**Add your own questions below:**

# Looking at upskilling or retraining

During your research, have you found out that you need to retrain or upskill? Upskilling or retraining can improve your chances of finding work.

## **Upskilling involves learning new skills to help you progress in your current job or career.**

Ways to upskill can include:

- coaching and mentoring
- on-the-job training, including apprenticeships
- work-funded study
- secondment
- online learning and micro-credentials.

## **If you want to move into a different career, you may need to retrain.**

Ways to retrain include:

- distance learning
- part-time study
- full-time study.



### **Find out** about support for training:

- Targeted Training and Apprenticeship Fund:  
[careers.govt.nz/articles/retrain-for-free-with-ttaf](https://careers.govt.nz/articles/retrain-for-free-with-ttaf)
- Fees Free: [careers.govt.nz/courses/funding-study-and-training/fees-free](https://careers.govt.nz/courses/funding-study-and-training/fees-free)
- Vocational education and training:  
[careers.govt.nz/articles/choose-a-vocation-for-a-better-future](https://careers.govt.nz/articles/choose-a-vocation-for-a-better-future)



## Upskilling

Tom worked in construction



He researched what qualification he needed to upskill



He undertook an apprenticeship



He became an electrician



## Retraining

Maia worked in tourism



She identified what types of jobs would align with her skills and values, and researched what courses were available at her local polytech



She enrolled in a nursing course



She became a community nurse



**Find out** about study and training options:

[careers.govt.nz/plan-your-career/find-out-about-study-and-training-options](https://careers.govt.nz/plan-your-career/find-out-about-study-and-training-options)

3

# Decide and act



# Introduction

## In this section you'll find:

- a guide to answering a job advertisement
- how to apply for jobs online
- tips for writing a CV and a cover letter
- a guide to the recruitment process
- how to prepare for interviews
- your next steps in developing an action plan.

“Never give up, keep pushing forward. You’re going to come across road blocks and speed bumps. You just have to persevere, be consistent and work hard.”

**David Letele (Brown Buttabeen)**  
**Boxer and Life Coach**

# Match your skills to job advertisements

Find a job advertisement that you are interested in and follow the steps below.

## 1 **Read the advertisement and highlight the key skills and qualities the employer is looking for**

For example:

- strong written and verbal communication
- team player or teamwork
- analytical and problem solving
- time management
- specialised or technical competencies
- high level of computer competency
- ability to work well under pressure
- enthusiasm and initiative
- excellent customer service.

## 2 **Do the same with the job or person description (if there is one)**

This will include more information about what the employer requires in this particular role.

## 3 **Visit [careers.govt.nz](https://careers.govt.nz)**

Use the search box to find the job. The job page will give you a generic list of skills, qualifications and experience levels that are recommended for this job. This can help identify further skills.

You should now have a well researched list of the skills, qualities and experience needed for the position advertised.



### **Tip:** Don't worry if you don't have all the skills listed

Apply for the jobs if you have most of the important skills listed in the job advertisement.

**4****Research the organisation**

- Look for information on the organisation's key products or services, their mission and anything else that gives you an insight into them. You can do this through their website and by talking to people you know.
- Record a few key words and phrases from this material. Keep them in mind while you decide what information you will use in your letter and CV.

**5****List your skills and experience that match this job**

- Write down your technical skills and experience that match the key skills in the advertisement. Create a list of your employability skills.
- Think about how your work values and goals fit those of the organisation.

**6****Gather evidence and examples of how your skills and experience match the job**

Make a list of examples of how you've used the skills required in the job advertisement. List achievements that demonstrate how well you've used these skills.

You are now ready to write a targeted CV and cover letter that are totally focused on that individual employer's needs for a specific role.

**Fact:**  
Employers are busy

Your CV and cover letter need to clearly show how closely you match their needs.

Don't use the same CV and cover letter for each job application. Increase your chances of getting an interview by targeting your application to the job you are applying for.

# How to apply

Apply for jobs that closely match your skills and qualifications.

- Give yourself plenty of time to apply.
- Ensure you have a professional or business-like email address.
- Follow the application directions closely.
- Get someone to check your CV and cover letter against the application form.
- Include the title of the position you are applying for in the subject line of your email.
- Make sure you include your name and phone number in the email.
- Send your CV as a PDF attachment.
- Use your name in the CV filename.

## Sample email as part of your application:

**To:** HR@anywhere.co.nz

**Subject:** Shane Paku's application for Wubsay Restaurant Manager

Dear \_\_\_\_\_ (name of person)

**Re: Wubsay Restaurant Manager position**

I am very keen on applying for this position. My experience managing restaurants for the last 16 years has given me excellent skills and knowledge along the way. In the attached cover letter and CV I demonstrate why I'm a great candidate for the manager job at Wubsay restaurant and how I can put my skills and experience to work for you.

Please find attached my CV and cover letter for the above position as advertised on Seek on 20 May 2021.

I look forward to hearing from you.

Yours sincerely  
Shane Paku  
Phone 033 333 333  
shanep@hmail.com



**Tip:** Request and download the job description (JD)

Save it to help you keep track of your applications and prepare for an interview.



**Tip:** If you don't have a computer with internet access

Visit your local library or community centre to research and submit your job application.

# Your online profile

## Think of your online profile as your online CV.

You can create a profile on an organisation's career hub, Work and Income's website, your own website or LinkedIn. Employers and recruiters are actively looking at profiles to find new staff.

More than 540 million people have profiles on LinkedIn – a social media network that spotlights your experience and connects you with professional groups and businesses.

LinkedIn is a cross between an online CV and a Facebook page.

### Let your online profile work for you

- Highlight your skills at the top of your profile.
- List your experience, education and skills.
- Include your contact information and location.
- Use a headshot photo that looks professional.
- Use key words about your skills in your headline.
- Check for spelling and other errors.
- Use a professional-sounding email address such as maia.johnson@website.com.
- Keep your username professional.
- Update your profile regularly.
- Connect with others – message people, or invite them to like your profile.
- Think about what your brand is and what you're going to post.



### **Find out more:** How to stand out on LinkedIn

[careers.govt.nz/articles/how-to-stand-out-on-linkedin](https://careers.govt.nz/articles/how-to-stand-out-on-linkedin)

# CV essentials

Make your CV a brief, positive and interesting snapshot of yourself.

1

## Before you start writing

- Brainstorm skills and experience that match the job description and advert. Don't forget things you do outside of work. Give examples wherever you can.
- Look at example CVs for ideas on layout, language and effective ways of marketing yourself.

2

## Put yourself in the employer's place

You have 10 seconds to persuade an employer to continue to read your CV. Your CV will have more impact if you highlight the things the employer is looking for. Keep the CV short and only show relevant work experience and skills.

Three key questions to ask yourself:

1. **When someone scans my CV quickly, will they think "This CV looks interesting"?**  
Employers have to sort and reduce a pile of CVs to shortlists of two or three people. They will respond better to a clear, well-laid-out CV than a long, disorganised one.
2. **When they read your CV fully, will they think "This person has skills we need"?**  
Employers are looking for someone who matches the job description. Adjust and target your CV to highlight things that fit the job you are applying for.
3. **When they shortlist CVs, will they think "This person is worth meeting"?**  
Employers are thinking about what you can offer them. Give people a sense of who you are and what you do best.

3

## Ask others to look at your CV

Get someone else to check your CV to see that it makes sense, is well formatted and has no spelling or grammatical mistakes.

### Choosing the right referees

Employers usually ask you to give them at least two referees – people they can call to check your experience and find out whether you will fit into their organisation.

Choose referees who are credible and professional, can talk about your work and how you work, and are easy to contact. Make sure you let them know first.



**Check out**  
our CV  
Builder tool

[careers.govt.nz/tools/  
cv-builder](https://careers.govt.nz/tools/cv-builder)



**Find out more:** Different CV  
templates that suit different  
types of job hunter

[careers.govt.nz/job-hunting/cvs-and-cover-letters/  
templates](https://careers.govt.nz/job-hunting/cvs-and-cover-letters/templates)

# Checking your CV

Use this checklist to make sure your CV gets noticed by a potential employer or recruiter.

- Name and contact details are clearly stated on front page
- Text is black, all in the same font and easy to read (font size 11 or 12)
- Contains all related information – use the job description and ad as a guide
- Personal profile or career objective is relevant and to the point
- Headings are correct and are all the same font and size
- Skills relate to experience and key words from job ad are used
- Bullet points are used and lined up
- Most recent jobs listed first
- Highest or most relevant qualifications listed first
- Sections are not split over to other pages
- Information is stated in full (no abbreviations or acronyms)
- Spelling and grammar are correct
- Images, photos, text boxes and tables have been removed
- Referees are checked to ensure contact details are correct
- Personal interests and hobbies are included
- CV is no more than two to three pages
- Ask someone you trust to look over your CV and give feedback



## **Fact:** What is an applicant tracking system (ATS)?

After you apply for a job, your CV may go through an applicant tracking system (ATS). This is software that automatically ranks CVs and cover letters. A hiring manager chooses a few key words, usually the job title, industry and key skills, and the ATS searches for them in the documents.

This makes it important to write your CV using the key skills and words listed in the job advertisement.

# Write or revise a CV

## Tips

Put your name and contact details clearly at the top of the first page.

- Put page numbers in the footer.
- Make all headings stand out. Use bold, size, colour, white space, etc, to do this.

.....

This section aims to capture the reader's interest. If it doesn't, they won't read any further.

- Use the same words used to describe skills in the job advertisement.

.....

This section gives evidence that you have the experience to do the job.

- You want the employer to think "This person could do the job and I want them to do it".
- Concentrate on key tasks. Highlight the ways you helped the company to do well.
- If your employment history is too long, include only your most recent or relevant roles.

## Simple CV template with example content

### Shane Paku

1234 Chelsea Road, Lower Hutt 5010  
Email: shanep@hmail.com  
Phone: 033 333 333  
LinkedIn: linkedin.com/in/shanep3333

.....

### Personal statement

Experienced restaurant manager with great communication and customer service skills. Committed to providing exceptional experiences for customers. Excellent problem-solver. Motivates staff to work fast and deliver high quality meals. High level of attention to detail. Strong team player.

### Key skills and experience

#### Hospitality skills

- Managed and coached staff in back-of-house duties in medium-sized kitchens for over 16 years
- Planned and organised all logistical requirements for the kitchen while working as a senior chef, such as stock control and purchasing, budgeting and closing up of restaurant
- Monitored and improved all areas of the customer service experience through checking food quality, and customer and staff feedback

#### Communication skills

- Builds rapport quickly and confidently with a wide range of people and communicates well with team members and customers

#### Problem solving and stress management

- Identifies problems and solves them quickly and accurately by managing time efficiently, planning for risk and staying calm under pressure

#### Interpersonal skills

- Motivates others to work fast and deliver quality work, and works well in a team
- .....

### Work history

#### Restaurant Manager

2015 – 2021

Cafe LaFairy, Wellington

- Responsible for line management, training and hiring of 20 kitchen and floor staff
- Performed quality assurance checks and responded to customer issues
- Budgeted, controlled and ordered stock for the restaurant
- Improved daily takings by 25% in one year
- Reduced staff turnover by 30% since 2017

## Work history (continued)

### Restaurant Manager

2005 – 2015

Freepav Cafe

- Led 8 kitchen and floor staff
- Managed budget, stock control and payment systems for the cafe
- Initiated staff training that improved customer satisfaction to 98% from 2006-2015
- Introduced quality control systems that improved service times by 25%

## Education history

### NZ Diploma in Hospitality Management

2010

Service IQ, Wellington

## Interests

- Running
- Cricket

## Referees

### Referees supplied on request

Or

#### Moana Ngata

Restaurant Owner  
Cafe LaFairy, Wellington  
Phone: 044 444 4444  
Email: mngata@hmail.com

#### Nish Ahuja

Cafe Owner  
Freepav Cafe, Wellington  
Phone: 055 555 5555  
Email: nisha@hmail.com

## Tips

Ways of ordering this section include:

- Job title in bold, followed by company underneath and tasks.
- Most recent job first.

Which section goes first – employment history or education history? Think about which section is most recent and relevant to the work you are looking for.

This optional section gives you the chance to talk about what you are like outside work.

- You can include interests, hobbies and volunteer or community work.
- Use bullet points.

Employers should tell you when they are going to contact your referees. Often they will only contact referees after they have met you.

- If you don't include referees in your CV, make sure you are able to give this information to the employer when it is requested.
- Select your referees carefully.
- Inform them of the role you are applying for, so they can prepare – what they say about you should be relevant to the role.

# Your cover letter

## What to include

### Your contact details

Write, in this order:

- your full name
- your address
- your email address
- your phone numbers
- your LinkedIn address.

### Date

Include the date you send the letter.

### Their contact details

Write, in this order:

- the name of the person
- their job title
- their organisation and address.

### Contact person

Address the person by their name if possible. Contact the organisation and ask. If you cannot find the name, put "Dear hiring manager".

### Reason for the letter

- Write out the full job title and any reference numbers as a heading.
- State you are applying for the named position and where you heard about the job.

### Why you want to work in this role and what you know about the organisation

- Be enthusiastic. Show that you have thought about the job and why you would like to work for them.
- Make positive comments about the organisation, eg, their reputation, performance and product.
- Remember it's about what you can do for them, not what they can do for you.

## Template

Shane Paku  
1234 Chelsea Road  
Lower Hutt 5010  
Email: shanep@hmail.com  
Phone: 033 333 333  
LinkedIn: linkedin.com/in/shanep3333

25 May 2021

Jane Smith  
HR Manager  
Wubsay Franchises  
PO Box 1234  
Wellington 6011

Dear Jane

### Re: Wubsay Restaurant Manager

I am writing to apply for the position of Restaurant Manager at Wubsay Wellington City as advertised on Seek. Please find attached my CV to support my application.

Wubsay's values of honesty, quality and customer service appeal to me. I have always gone the extra mile when working with customers, ensuring my team provide them with quality food and excellent service.

I have extensive experience working as a Restaurant Manager in high-profile restaurants Cafe LaFairy and Freepav, Wellington. Within each of these roles, I led a team of kitchen and front-of-house staff to provide exceptional dining-in experiences for customers. My role also included budgeting, stock control, training and hiring.

During my time at Cafe LaFairy I improved profits by 25% and reduced staff turnover by 30%.

I am dedicated to continuous learning and improvement and am a member of the Restaurant Association of NZ and Restaurant Manager Association. I enjoy staying up to date with developments within the hospitality industry and attend meetings once every fortnight.

I am very excited about this opportunity with Wubsay and believe that I would both add value within your team and fit into your team culture extremely well.

Thank you for considering my application. I look forward to hearing from you.

Yours sincerely  
Shane Paku

## What to include

### What you will bring to the role

- Highlight how well you match the requirements for the job.
- Outline your hard or technical skills, experience and knowledge that are required for the role.
- Include your employability skills, personal goals, excitement and enthusiasm.

### Finishing off

- Thank them for considering your application.

### Signing off

- Be professional with your farewell, not too formal or too familiar. Write out your first and last names and sign above your name unless you are applying online.



**Check out** our CV and cover letter templates:

[careers.govt.nz/job-hunting/cvs-and-cover-letters/templates](https://careers.govt.nz/job-hunting/cvs-and-cover-letters/templates)

# Recruitment processes

This is a typical recruitment process. However, the process is not always linear and may not include all these stages.



# Types of interview

If you've got an interview an employer already thinks you have the skills to do the job. An interview is a chance for you to show how you'd be a good fit for your employer's team.



## The face-to-face interview

In a face-to-face interview, you're being assessed from the moment your potential employer lays eyes on you.

- When you introduce yourself to the interviewer/s make eye contact, smile and use your first and last name.
- Be aware of your body language – reflect what you say in how you carry yourself.
- Make sure your clothes are appropriate for the job you're applying for.



## The video interview

In video interviews, any distractions are amplified and will work against you.

- Make sure you have the tech sorted – know what program to use and how to use it, have a strong internet connection and charge or plug in your computer.
- Looks are important. The camera doesn't like black, white or busy patterns, so avoid these – navy blue is best.
- Choose a simple background and remove all distractions from the room.



## The interview test

Some organisations require you to do timed tests, such as maths or writing tests.

- Find tests online to practise.
- Let the interviewer know in advance if you have a condition that makes timed tests difficult.
- Read instructions carefully. Plan what you'll do in the time.
- Ask questions if you are not sure of anything.
- Review your work once you've finished.

# Prepare for an interview

Preparation is essential and will improve how you perform and market yourself in the interview.

Use this checklist to make sure that you are fully prepared.

## 1 Find out about the company or organisation

### Why?

- You'll feel more confident about answering their questions.
- You can show the interviewer you know about what they do.
- It will help you decide if the company's values and policies fit with your own.
- It may make you think of questions that you want to ask.

### How?

- Look up the company website if they have one.
- Make a list of things you want to find out, such as salary information.
- Think about your networks. Do you know anyone who has worked there?
- If you know someone in a similar organisation, talk to them about what they do.

## 2 Review the job description, your CV and cover letter, practise interview questions and prepare your own

### Why?

- Use the job description to think of questions an employer might ask.
- Identify the skills you want to emphasise in the interview and be clear about how you could use these skills in that position.
- At the end of the interview, you are likely to be asked whether you have any questions.

### How?

- Imagine you are the employer. What questions would you ask? Typical questions are listed later in this workbook and on [careers.govt.nz](https://careers.govt.nz).
- Write answers to the questions to help you think of good examples.
- Practise answering questions aloud with the help of another person. Or record your answers and play them back. Check that your answers are clear and easy to hear, with a positive tone.
- Make a list of questions you would like to ask about the work or organisation.

### 3 Plan what you will wear and how you will travel to the interview

#### Why?

- If you are late for the interview, you will give a bad first impression.
  - Rushing may make you anxious and could affect your interview performance.
- .....

#### How?

- Choose an outfit that is tidy, clean, ironed and appropriate for a formal interview.
- Find out where your interview is then check how you will get there.
- If you need to catch a bus or train, check out the timetable. Allow extra time for any unexpected delays.
- If you can, do a trial run before the day of the interview so that you know where it will be held and how long it takes to get there.

### 4 Make sure you are clear about the interview process

#### Why?

- Some selection processes involve undertaking tests, delivering a presentation, giving group presentations or other tasks.
  - Make sure you know whether you are going to be interviewed by one person or a panel.
- .....

#### How?

- If you have not been given information about the interview process, contact the organisation and ask what the interview will involve.
- If you are being interviewed by a panel, make a connection with all the interviewers. Address each reply to the person who asks the question, while being aware of the others.

# The interview



Congratulations, you have an interview! Here are some helpful tips to get you through successfully.

- Listen carefully to what you are being asked and treat each question as a chance to demonstrate your strengths.
- A general rule is to speak for no less than 30 seconds and no more than two minutes per answer. Keep your answers brief and to the point.
- Pause before answering if you don't understand. You might say, "Oh, good question – let me think about this one." If you don't understand the question, you could say, "Could you please rephrase the question?"
- There's a 40-60 rule to interviews: the interviewer talks 40% of the time, you talk 60% of the time.

## The opening questions and how to answer them

There will generally be an opening question like one of the questions below.

<ol style="list-style-type: none"><li>1. What brings you here today?</li><li>2. Why did you apply for the job?</li><li>3. What do you have to offer?</li><li>4. What in your background is relevant to this position?</li></ol>	<p>This question gives you the opportunity to show your knowledge, insight and understanding about the job. Cover these areas in your answer:</p> <ul style="list-style-type: none"><li>• how you see the job</li><li>• what you see the job needs</li><li>• something about yourself and your strengths</li><li>• a summary of these three points.</li></ul>
<ol style="list-style-type: none"><li>5. Tell me about yourself.</li><li>6. What are your goals?</li></ol>	<ul style="list-style-type: none"><li>• Think about what the employer needs to know about you and your goals in relation to this position. Talk about some of your strengths and link them to the job.</li></ul>

## At the end of the interview

Prepare questions that you would like the interviewers to answer. They might be answered during the interview. Then you can say, "I had some questions but you seem to have covered them already."

- Confirm your interest in and enthusiasm for the job.
- Find out what the next steps are after the interview.
- Consider sending a thank you email to the interviewers.
- Ensure the interviewers have the names and contact details of your referees.

## Main interview styles

There are different styles of interviews, which have slightly different questions.

- **Non-behavioural:** focus is on your personality, goals, motivations and your reported strengths and weaknesses.
- **Behavioural:** focuses on how you have reacted to certain situations in the workplace.

# Non-behavioural interview questions

## Strengths

### What are your strengths?

Talk about strengths that relate to this job and, if you can, link them to the job you are applying for.

## Weaknesses

### What are your weaknesses?

This question is about self-awareness and your willingness to change and learn. Talk about what you have learnt about yourself and changes you made.

Ways to answer this question:

- "In the past..."
- "What I have come to realise..."
- "I have learned that..."

## Initiative

Over the last five years, what were your most important accomplishments? How did you achieve these things?

## Planning

What planning processes have you found useful?

If you have an important deadline or project to complete, how do you plan your work to ensure that you are successful?

How do you go about planning and/or managing time?

## Ambition

Where do you see yourself in five years' time?

Make sure your answers are relevant to the job you're applying for and the organisation you're applying to.

## Questions you could ask at the end of the interview

- What kind of introduction, orientation or training programme will I have when I begin the job?
- Who will I report to in this position?
- What will be the biggest challenge I'll have in this job?
- Will the company support ongoing study?
- Will there be opportunities for more responsibility and broader experience in the company?

# Behavioural interviews – the STAR method

STAR is a strategy to use in response to behavioural questions.

Behavioural or situational questions focus on your past performance in a particular situation. Employers use this technique to evaluate a candidate's experiences and behaviours. An example is:

"Tell me about a time when you had a customer complain about their meal. How did you approach solving it? What was the outcome?"

---

S

## Situation

Give the context of your situation

I had a customer who complained that their meal was overcooked and took too long. They were quite angry, as they were now late for an appointment.

---

T

## Task

Explain the task you were required to complete

As a manager it was up to me to talk to the customer and try and solve the problem for them.

---

A

## Action

Describe the specific actions you took to achieve the task

The first step was to calmly listen to them and ask questions to clearly identify the issue and make sure I was not missing anything. I then apologised and asked if they had time for a replacement meal or would prefer a refund.

---

R

## Result

Describe the result of your actions

The outcome was a very happy customer who felt listened to and acknowledged. They took the refund and I followed up with the staff member responsible. The customer said they would visit the restaurant again and they did.

"Which meant that..."

"Which resulted in..."

"So that..."

"The benefit was..."

"We gained because..."

"The advantage was..."

# Behavioural interview questions using STAR



Using the STAR format, have a go at answering these questions to help prepare for your interview.

- Describe a situation where you had to adapt your style of communication to suit the person you were dealing with.
- Give me an example of a time when you had difficulty communicating with a co-worker. How did you deal with this situation? What was the outcome?
- What type of written reports or proposals have you done? How have you ensured that these are timely and accurate?
- Describe a situation where you have been under stress. How did you deal with this?
- Tell me about a situation where you had to deal with conflict.
- Tell me about a time when you had to quickly adjust to change.
- Give me an example of how you provided good customer service.
- Describe a time when you had a negative response from a customer. How did you solve it? What was the outcome?
- Tell me about a time you had to organise your time to get your work completed. How did you do that?
- Give me an example of how you solve problems.
- Tell me about an event which really challenged you. How did you meet the challenge? In what way was your approach different from others?
- Give me an example of a time you were involved in a team project/teamwork.



**Check out:** How to have a successful remote job interview

[careers.govt.nz/articles/how-to-have-a-successful-remote-job-interview](https://careers.govt.nz/articles/how-to-have-a-successful-remote-job-interview)

# After the interview

Congratulations, you completed the interview! Here are some things to do next.

- Evaluate how the interview went. What did you do well? What could you have done better?
- Write down the questions you were asked – are there any that you need to practise answering?
- If the timeframe for a decision passes and you haven't heard back, contact the employer. If you didn't get the job, ask for some feedback to help with your job search.

## If you got the job

It's tempting to say yes straight away when you're offered a job. However, you should take time to make a decision and to negotiate the pay and conditions. Consider whether the job is right for you.

Ask the employer about:

- your pay rate
- the date they want you to start
- the date they need your decision by
- whether there are conditions such as a police check or a trial period.

Read the employment agreement thoroughly, and ask someone you trust to check it.

You can get free advice about employment agreements from:

- Employment New Zealand:  
**employment.govt.nz/starting-employment/employment-agreements**  
**0800 209 020**
- Citizens Advice Bureau:  
**cab.org.nz/find-a-cab**  
**0800 367 222**

It's worth trying to negotiate higher pay, extra leave or training before you accept a job offer. For more information on how to negotiate, see **careers.govt.nz/job-hunting/got-a-job-offer/job-offers-and-employment-agreements**

## If you didn't get the job

It can be tough getting a rejection. When you're job hunting, some things are under your control and others are out of your control. You can't control what the employer decided, or who else applied for the job. But you can see if you want to change anything in the way you approach future interviews.

Think back on the interview and rate your:

- preparation
- rapport and interaction with the interviewers
- answers to questions
- grooming and presentation.

Acknowledge what went well. Look at the areas that didn't go so well and work out what you would like to improve on. Review these things before your next interview, and check out our advice on job interviews on pages 41–47.

Good luck for your next interview!

# Building your action plan

Now, let's put it all together and create a job hunting action plan. Identify some specific and achievable actions.

What?	How?	By when?
<b>Short-term actions</b>		
Get support and advice if you need it.	<ul style="list-style-type: none"> <li>Reach out to family and friends for support.</li> <li>Consider financial support if required.</li> <li>Take time to consider your options.</li> </ul>	Date
Develop a targeted CV and profile.	<ul style="list-style-type: none"> <li>Use the information from this workbook and <b>careers.govt.nz</b> to develop a CV and LinkedIn profile.</li> <li>Get feedback from your manager or previous managers, a recruitment agency or your case manager.</li> </ul>	Date
Use your networks.	<ul style="list-style-type: none"> <li>Identify and join relevant professional organisations and Meetup groups.</li> <li>Contact recruiters in your area.</li> </ul>	Date
Find a short-term job to pay your bills.	<ul style="list-style-type: none"> <li>Use networks.</li> <li>Apply for jobs advertised online.</li> </ul>	Date
Check your social media.	<ul style="list-style-type: none"> <li>Google your name.</li> <li>Make your social media (Facebook and Instagram) accounts private.</li> </ul>	Date
Explore opportunities.	<ul style="list-style-type: none"> <li>Consider retraining in a new career.</li> <li>Research courses in your industry to upskill and gain further qualifications.</li> <li>Check your eligibility for Fees Free and Targeted Training and Apprenticeship Fund.</li> <li>Consider voluntary or part-time work to gain experience, expand your networks and make a contribution.</li> </ul>	Date
<b>Medium-term actions</b>		
Keep applying for jobs.	<ul style="list-style-type: none"> <li>Update targeted CV.</li> <li>Use your personal and professional networks and LinkedIn profile.</li> <li>Apply for jobs online.</li> </ul>	Date
<b>Long-term actions</b>		
Find permanent employment.	<ul style="list-style-type: none"> <li>Retrain or upskill.</li> <li>Check <b>sorted.org.nz</b> for financial planning advice.</li> <li>Maintain networks.</li> </ul>	Date

## Get back to work by completing your action plan

**What?**

---

**How?**

---

**By when?**

---

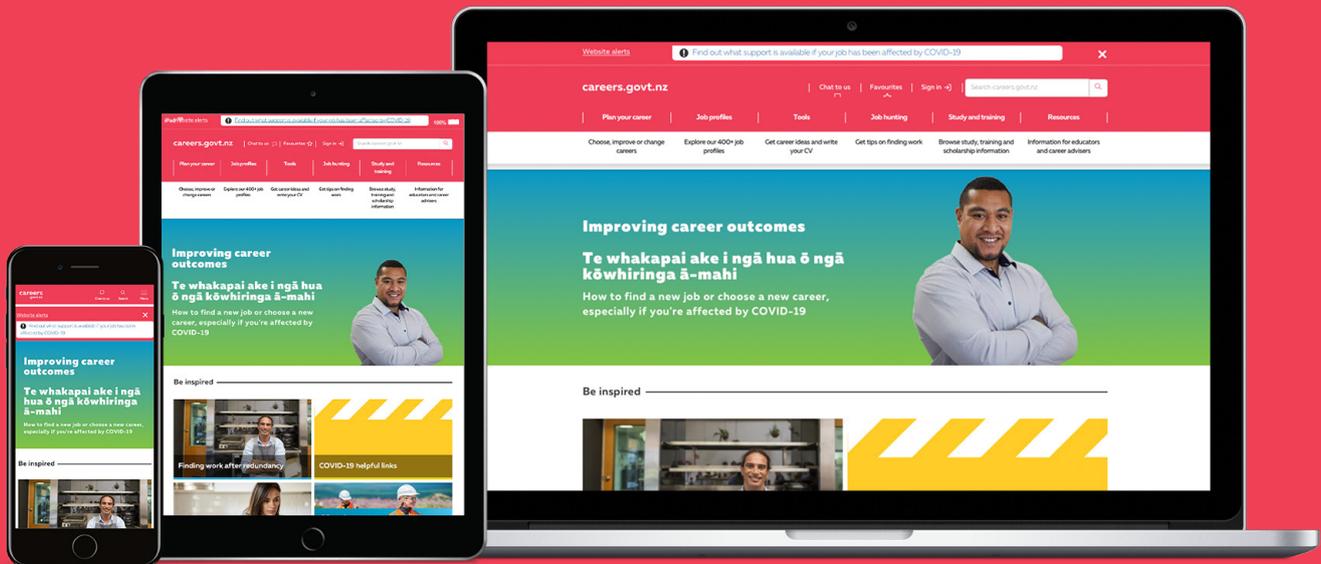
**Short-term actions**

**Medium-term actions**

**Long-term actions**

# More information

Visit our website [careers.govt.nz](https://careers.govt.nz)



## Interactive tools

Look for new jobs and explore career options

## Information and advice

Learn how to apply for jobs and refresh your CV

## Detailed information

Find out more about courses available to upskill or retrain



## Congratulations, you have now completed the Job Hunters' Workbook!

Keep it up to date and close to hand as you work through your action plan. Good luck with your job search!

**He waka eke noa**

We're all in this together

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