



Top 10 Tips for Applications



Stand out from the crowd with an exceptional job application.

A great application will increase your chances of an interview. Similar to an 'elevator pitch' in sales, this is where you have the opportunity to succinctly inform the employer of your relevant skills and experience, and what you're passionate about. Your application should grab the attention of the reader, demonstrate your understanding of the role and company you are applying for, and leave them wanting to find out more.



1

Do your research

Think about the type of place you would like to work and what you value in a potential employer, then research companies that align with this. Ask yourself, what makes you a good candidate and what makes you stand out from the other applicants who will also apply for the job, what are your unique selling points?



2

Tailor your cover letter

Your cover letter should be unique to each company. Using a generic cover letter sends the message that you are just sending out the same application to a number of places, hoping to get a call back. Make it personal, research the name of the person you should be directing your application to and avoid addressing your cover letter to generic terms like 'sir' or 'madam'.



3

Avoid restating information

Your cover letter and resume are a package deal. There's no need to restate information in your cover letter if you have already outlined it in your resume, but you may wish to reemphasise important aspects of your background.



4

Questions are welcome

If you have a specific query about the role or company, call the contact and ask your question – this is okay.

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5

Keep it relevant

Make sure you understand and address the selection criteria. You can usually find these in the job advertisement or the position description. You want to make it really easy for the reader to see why you should be considered. Don't lose the reader and keep it succinct.



6

Formatting and layout

This is your chance to demonstrate your written communication skills, presentation skills and your attention to detail. Make sure you are clear and concise. Consider using dot points and also the length of your application (keep your cover letter to one page and your resume to two pages).



7

Be honest and authentic

We want to see the real you. Consider your resume to be your personalised marketing tool to promote who you are, your skills and why you are suitable for the job but don't oversell yourself or stretch the truth. Adding your LinkedIn profile URL or other work-related links into your CV can be a nice tool to share more about you.



8

Spelling, grammar and punctuation

One of the most important steps that people often forget is to ensure that your spellcheck is set to Australian English. Proofread your application after you have written it because spellcheck is not a failsafe option.



9

Check and check again

Be super diligent, have someone in your network read it for you, they may pick up things you might not have considered (we love those friends!).



10

Application upload

Think about how the employer will receive your application. Consider converting your application into a PDF format because this is a more secure way to submit an electronic file than via a word document. Free PDF conversion programs are available on the internet.

Super helpful resources

How to write a cover letter



Resume Template



Build your own professional brand with LinkedIn, learn how to rock your profile



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