

# 10 Things to Do/Write on your Online Application to get that Dream Job you want !

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 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 are Renard International normally get up to 500 applicants from a LinkedIn, Hcareer, Indeed or Global Caterer Ad.

## **1) Read the job requirements before you apply!**

If the opportunity asks for language skills, nationality, or special education requirements be hesitant to reply, as you may seem as if you are not reading the requirements and just sending your resume and you will be discarded for this role and may be others. If you do apply and do not have these experiences, indicate so, but highlight why they should still be considered.

**2) Use a professional name and email address**

A professional job application calls for a professional email address. Some employers might disqualify an applicant for having an unprofessional email, even if the rest of their resume shows they are perfect for the job. If you need to create a professional email address, you may want to use a free email service to create an email account that you will use specifically for your professional life. Use your first and last name or a variant and use it for all your job applications. It is never a bad idea to separate work communication from personal communication.

**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 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

**6) Attaching your photo**

Photos which are usually requested for overseas roles where visa applications are necessary; but is now a common practice on most senior professional applications. Please do not send your photo in a ball gown or in a tuxedo, as they are not appropriate attire. Send your picture in a business attire. Do not send your photo wearing sunglasses unless you are a movie star. Take several photos with a friendly smile and send the best one which reflects who you are and what role you are applying for. If you are applying for a Chef's role, then take a picture in your Chef's uniform.

**7) Do not send photos of your hotels or restaurants unless requested.**

The only position that may need pictures are for "Culinary" roles (Executive Chef, Pastry Chef, etc.). Photos clog up your resume and will sometimes, based on the size of the attachments send your resume to the spam box or even prevent them from being opened at all.

**8) Do not write your resume or cover letter in third party format.**

This makes it seem like you are not a hands-on or an earthy (genuine) person.

**9) If a company has several openings, do not send your details for each one separately.**

Mention in your covering letter your flexibility, and you would consider other roles that they might have which matches with your background and experience. The reason is the same person will probably receive every resume you send and will start to discard your resume, as they think you don't care what role you take and it makes you look unemployed and desperate.

**10) Tidy your social media profiles.**

In the modern era, it is common for employers to look at your social media profiles. They want to know something about the person they are hiring and they feel that Facebook and other social media sites are good sources. Go over your profiles and consider removing anything objectionable. That means deleting

posts or comments that might not reflect well on you or that do not represent your current maturity level. It is always a good idea to be aware of and control the image of yourself online.

Remember if you have worked in one country all of your life and it is thousands of miles from the job you are applying for, what are your chances?

Also, determine if local or certain permanent or technical services are required, read before you apply.

PS: Fancy resumes are nice for show, but serious job seekers send traditional resumes highlighting their career and not with wide range of colors, photos, boxes, etc. This may "turn off" the client from reading them. As Churchill once said regarding a speech and it is the same for a resume; *"a good speech / resume should be like a woman's skirt; long enough to cover the subject and short enough to create interest"*.

**Good luck on your application!**

**Remember, Talent will get you in the game;**

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