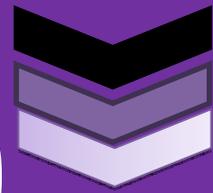


How to Find Job Sponsorship in Australia (Extract III)



Nadine Myers

This document is a step-by-step guide to finding employer sponsorship in Australia, based on years of research, applying various strategies for job sponsorship on behalf of clients and conducting many case studies of people who successfully found job sponsorship in Australia.

MODULE TWO PART II: MARKETING FOR SUCCESS

When applying for jobs with sponsorship in Australia, your cover letter is the second most important part of your overall job application (behind your resume, which you will learn about in the next extract (Extract IV); and in some cases, the most important. A well-written cover letter that is straight to the point and relevant to the job you are applying for can act as an excellent support of your CV/resume. A poorly written cover letter can close the doors to your applications prematurely, especially if you do not approach your visa sponsorship requirement effectively.

A few key tips for writing a positively impacting cover letter for visa sponsorship in Australia are set out below.

DON'T WRITE AN ESSAY

One of the biggest mistakes that people make when applying for jobs with sponsorship in Australia is to write a covering letter that is unnecessarily long. Keep your cover letter short and to the point and aim for half-to-one page in length. Only include relevant points that support your application to the specific job you are applying for, and don't fill the letter with information that has nothing to do with the job that has been described.

TAILOR YOUR COVER LETTER TO THE JOB YOU'RE APPLYING FOR

When you write your cover letter, it is OK to have a standard letter that you are sending out to a couple of different jobs. However, make sure that you tailor the letter to each individual job with that you apply for.

A lot of people make the mistake of using the same letter over and over and this can lead to embarrassing errors, such as sending out letters that are addressed to the wrong person, that is referring to the wrong job title, and /or

that is full of information that is not relevant to the job they are applying for. Make sure you check each letter before sending it out so that it is tailored to the specific job and company that is offering the position.

ADDRESS THE SELECTION CRITERIA

If there are specific selection criteria the employer has stated in their job advert, or the advert refers to key attributes, skills and/or experience that the employer is looking for in their ideal candidate; then you should make sure that you address how these specific items as they relate to yourself.

Hiring managers are looking for those key skills; otherwise they wouldn't have listed them in their adverts. If you do not make the employer aware of your "match" to what they are looking for, you will likely not be considered for employer sponsorship.

Further, when addressing the selection criteria in your cover letter; back-up each of your statements with a brief example. For instance, instead of stating, "I am highly organised and work well to tight deadlines", support this statement with why. For example, "I am highly organised and work well under pressure; and have demonstrated this in my previous roles through my adoption of techniques such as proper planning, prioritisation and delegation of work load where necessary". Now you are making a powerful statement against the selection criteria!

KEEP A CLEAR AND CONCISE LAYOUT

Like in the case with your Australian CV/resume; when applying for jobs with visa sponsorship, your cover letter should be clear, concise and to the point. You need to keep in mind that hiring managers tend to scan CVs and cover letters for key points before going back to read the information in more detail (if they are inspired enough to do so).

Don't be afraid to highlight certain relevant points in bold, italics or even set out your strengths and examples against the job description in bullet points or numbered ordering – this makes the information very easy to process when scanning the cover letter, and draws the readers' eye to the information that is important. Refrain from using long, drawn out descriptions, unless you are asked to address the selection criteria in a more comprehensive or formal manner, such as with Government applications. (More on Government applications in the cover letter eBook you will download shortly).

FORMAT

The majority of hiring managers in Australia will appreciate a traditional letter format, with your name, address and contact number, their company name, address and the correct person you are applying to all at the top. Then underneath your address, start your letter with "Dear Mr/Mrs/etc.", a subject heading outlining the job you are applying for, followed by the body/content, and finally, signed off by yourself. This shows respect, indicates that you value presentation and demonstrates your skill level with word processing.

It is also acceptable to write your cover letter in an email, these days; however it shows more effort and importance if you take the time to write a formal letter. Sometimes it's the little things that determine whether you are screened out or short listed for an interview.

Furthermore, where you can, use Microsoft Word documents for your cover letters (and Australian CV). Although other programs may provide better-looking CVs and cover letters, your potential employer may not have that program available, and therefore will not be able to open your letter and CV. This could mean an instant strike out! Microsoft Word is the safest option with all of your documents.

WATCH YOUR SPELLING AND GRAMMAR

This may seem obvious; however, you should really take care with spelling and grammar in your job applications, particularly when you are from a non-English speaking country. This is even more so important when apply for jobs with visa sponsorship where written communication is important. If you can't write a simple letter without making spelling mistakes and using incorrect grammar, you will make a bad impression from the start and may not get the opportunity to make up for it at the interview stage.

Always do spelling and grammar checks before sending your application, and where possible, have a friend or family member run their eyes over your application before sending.

NB – Be sure to set your language in Word to “Australian”, so that you can ensure the correct Australian spelling and grammar in your cover letter and CV.

STATE WHAT YOU'RE LOOKING FOR

Don't forget, when you're applying for a sponsored job with an organisation, you're also assessing THEM on whether they are the type of organisation YOU are looking for. By stating what kind of organisation you are ideally looking for, you are putting the ball back in the hiring manager's court to assess whether they are up to YOUR standards! This can be very powerful.

An example of this kind of statement is, “I am ideally looking for a company that values its employees, and demonstrates this through supporting personal development, offering career progression or succession planning, having a flexible work place, and a friendly and positive working environment”. You could then follow up your statement with an impression you have received about this company possibly being on track with meeting your criteria, such as, “from my research, company X appears to have this kind of culture, and I look forward to having the opportunity to learn more about your organisation and discussing this role in more detail”.

YOUR AVAILABILITY

Always include your availability for attending telephone and /or face-to-face interviews for each role you are applying for. This can increase your chance of being considered for employer sponsorship, especially if you show that you are prepared to attend serious interviews in Australia. The majority of employers will prefer to meet with potential employees face-to-face before sponsoring them (where possible), and being available in this regard may open more doors for you.

Further, you should also include your availability to commence work if the Australian employer decided to offer you visa sponsorship. This means including your notice period with your current employer.

You may feel it appropriate at the beginning of the letter to state why you are now on the market for a new job – whether it is that you are seeking new challenges, or putting your newly completed qualifications to use etc. However, we advise that you refrain from stating your reason if it is that you have been retrenched or have had your job terminated. This can create a situation for conclusions to be reached before you have the opportunity to explain yourself.

ADDRESSING THE SPONSORSHIP REQUIREMENT

There are pros and cons for including your visa status / sponsorship requirement on your covering letter. We have seen people find employer sponsorship using both methods, so there really is not one preferred way to approach visa sponsorship. I will cover both options here and leave the decision in your hands as to which you would feel more comfortable. You may even like to experiment with both to uncover which is the most effective method for you.

PROS

Including your sponsorship requirement on your covering letter means that you are being up front and honest about your situation and do not want to waste anyone's time. By doing this, you are therefore letting the employer decide for themselves whether they would like to proceed with your application or not.

If you would like to include this information on your cover letter, the best method is to bring it up at the end of the letter, so that you at least try to win over the employer with your suitability for the job before they consider your circumstances. You should also include the contact details of your migration agent, so that the employer can make enquiries if they would like to consider you.

If you do not have a migration agent, you are welcome to use the details of our MARA registered Australian migration agent, which are found at the following link:

<http://www.bobinoz.com/visa-assessment-service-by-a-mara-registered-migration-agent/>

CONS

On the flip side, stating your visa status and requirement for sponsorship on your cover letter will cause in many cases a rejection of your application before the employer even views your CV.

Leaving your visa status and requirement for sponsorship off your cover letter and only addressing your suitability for each job will increase your chance of your application being seriously considered. The reason being: the employer has more chance of falling in love with your skills and experience after thoroughly reviewing your well-presented Australian CV; and is more emotionally committed to you before they discover that you require employer sponsorship.

ACTION POINT

Go to the Download Page for this package to download your Australian Cover Letter writing eGuide now, and follow the book step-by-step to ensure that you create an effective cover letter for applying for job sponsorship in Australia. Ensure that you select the cover letter template that matches in with the CV template you selected in MODULE TWO Part I.

NB – Do not move on to the next module until you have completed your Australian cover letter.

*****Only purchasers of the full package can access the Australian Cover Letter guide. To purchase and download this entire package now, go to: <http://bit.ly/1bdOTbd>.**

In the next extract (Extract IV), we will cover the importance of a high-impact Australian resume, and how to create this to improve your job sponsorship search results.

To purchase and download the complete guide book set now, go to: <http://bit.ly/1bdOTbd>.