

# Job Application Portfolio Assignment

## (20% of your grade)

For this unit, I will ask you to be both producer and consumer of typical written job materials. The overall object in this unit is to equip you with writing and reading skills to be an effective job seeker and employee seeker. This portfolio requires numerous documents; many of these documents are similar but require subtle nuance of language and design/layout. Some of the more specific objectives of the unit are as follows:

- Use all appropriate generic conventions
- Raise awareness of the documents that accompany the hiring process
- Analyze and synthesize job calls, including format, layouts, and designs
- To adjust writing according to situation and context
- Develop an awareness of audience expectations, discourse community conventions, and desired consequences of the documents

### You will be asked to produce the following documents:

- Audience analysis of five separate job calls (five separate memos; 100-400 words) that you must find on your own (and hopefully are ones you might apply for)
  - What are important verbs, nouns, and syntactical structures in these job calls?
  - How can you integrate the language of the job call into your job documents?
- A separate resume for each job call, with language adjusted to that call
  - You must create a chronological résumé.
  - Your résumé should include your personal information, employment objectives, educational background, employment experience, and any additional skills and experiences that are relevant.
  - Your résumé should: contain consistent, active verbs; be no more than one page; and directly address the qualifications specified in the job advertisement you have chosen.
  - Review some concepts of visual design (for use in arranging the components of your résumé), the résumé gallery, and drafting your résumé.
- A separate job application letter for each job call
  - You must create a job application letter tailored to the job advertisement you chose.
  - At a minimum, your letter should be addressed to the correct person and explain how you meet the qualifications described in the job description.
  - A successful letter will demonstrate (vs. merely claiming) how you meet the qualifications and tie them to an overall theme. Your cover letter must contain:
    - +an introductory (opening) paragraph
    - +an education paragraph
    - +an employment paragraph
    - +a conclusion (closing) paragraph
  - If you have good work history, your employment paragraph should go first. If you have less work experience, your education paragraph should go first.
- Some online presence (as simple as a blog with your resume available); include a link in the folder
- A business card (you can make one yourself or you can have one designed at local retail business)
- Five questions for each job call (for a total of 25 questions) just in case you do get that interview!
- A memo outlining your social media presence and to what extent you need to adjust it for employers.
- A folder with all documents printed, identified, a table of contents, and a cover letter. You should indicate (in any way you choose—in the cover letter, a separate memo, etc) which one is the best and why. Organization is up to you; I give you the freedom.

### Core Characteristics

- Contain all the required texts
- Utilize concrete examples in both your résumé and job-application letter to show your skills, rather than just tell about them
- Be well formatted and designed
- Have each document targeted to a viable audience
- Be revised
- Be organized with clear opening, middle, and closing sections
- Be edited, so it is free of grammatical and mechanical errors
- Be coherent
- Be concise
- Be professional in tone
- Be submitted on time

### Fundamental Principles (4)

- Demonstration of practicing the production of resumes and job application letters
- The ability to distinguish the qualities of different resumes and job application letters
- Ability to organize a series of documents in a coherent fashion
- Produce documents with desired consequences