

Job-Hunting: New Trends

A) Reading about new trends: Read and work on the summary.

How to make a video job application

Adapted from:

<https://au.hudson.com/job-seekers/career-advice/resumes/how-to-make-a-video-job-application>



With digital technologies being used more in the hiring and selection of new employees, it's becoming more common for recruiters and employers to request that candidates submit a video as part of their job application.

A video job application is a way for employers to get an idea of your personality and whether you'll be a good cultural fit in the organisation, and is often used when managers are located in another city to help the interviewing process.

For you, it's an opportunity to sell yourself and demonstrate your communication skills and creative talent in a way that is different from a traditional resume or C.V. The video application should be used to compliment your regular resume however, not to replace it.

The thought of creating a video job application can make you feel nervous and insecure – planning what you'll say and also how you'll present on camera and all the technical aspects to think about can be challenging.

However, with some planning, you can create a professional-looking video resume that leaves a lasting and memorable impression.



- **What are the main points of the article?** Write the missing words in the summary below. You need to complete each gap with one word only.

At present, recruiters and employers are using (_____) technologies more often in the process of hiring and selecting new staff. For instance, it is common practice for candidates to submit a video job (_____) complimenting their regular resume.

The thought of creating this video application is challenging, but it is an opportunity to demonstrate one's (_____) skills and (_____) talent. Besides, it is easier for managers who are located in different locations to participate in the (_____) process, as they can get an idea about the candidate's (_____) and assess if he / she / they are a good cultural (_____) in the organisation.

B) Watch the two video job applications and answer these questions.



- What's your first impression of both candidates after watching the video presentation?
- What are their strengths?
- What kind of organisation might consider them a valuable asset for their team?
- Would you hire her or him for your team? Why?

Record  your answer **@Flipgrid** following the following link:

<https://flipgrid.com/7ea1e0b4>



- 1) 🖱️ **Emily Doty's** professional 45-second **video resume**:

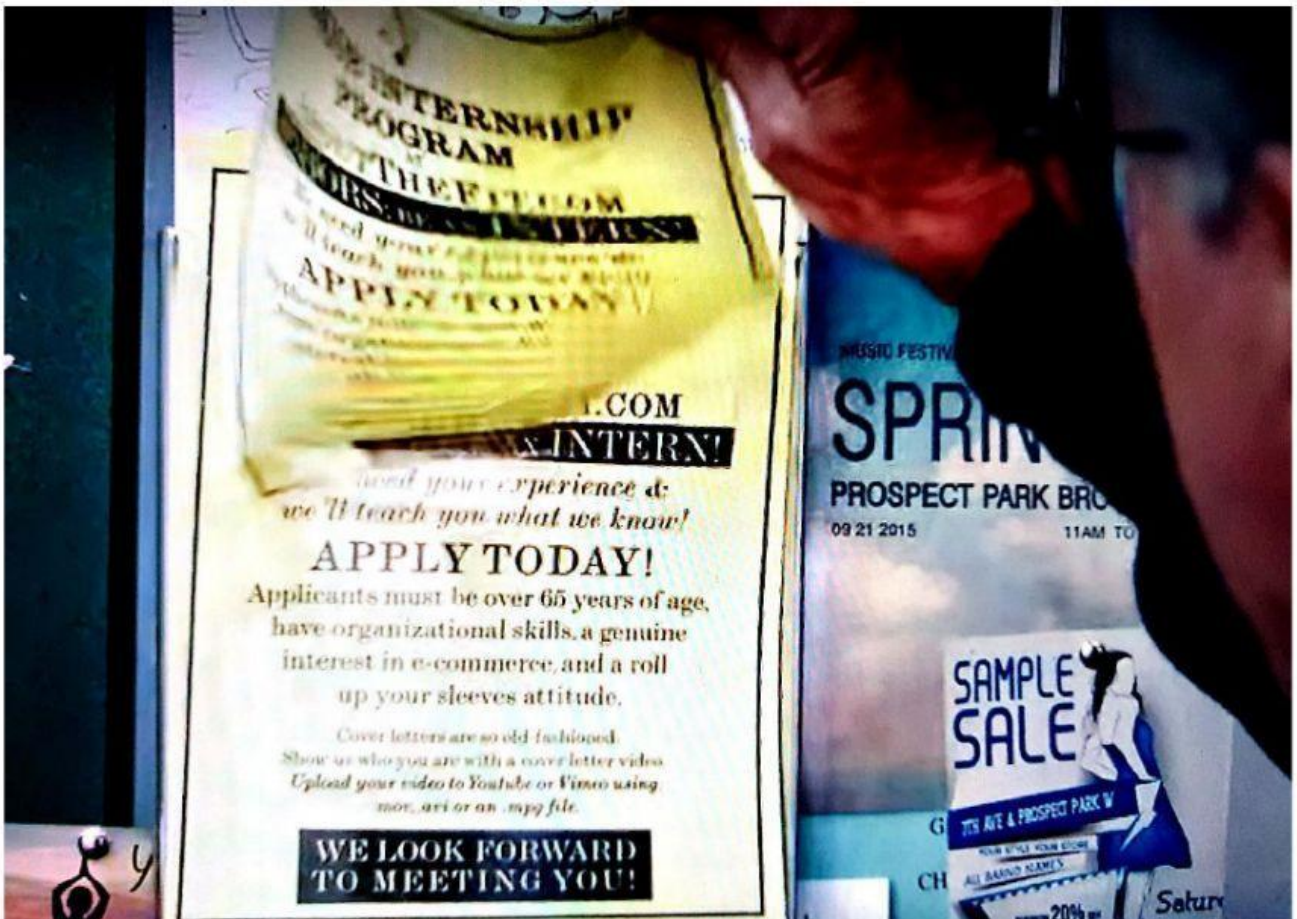


<https://youtu.be/Nv6mDeFPT2M>

- 2) 🖱️ A fictional **cover letter video** by **Ben Whittaker** responding to this job flyer:



<https://youtu.be/HKg9m3yBqrl>





C) Watch the two video resumes again. Analyse and reflect on: their effectiveness in terms of organisation, ideas, clarity, preparation and delivery by both candidates.

The following options and ideas can help you to describe the video applications.
It includes / They include:

- ✓ A short and persuasive opening statement
- ✓ Personal information that accounts for her / his career choice
- ✓ Details about her / his qualifications and education
- ✓ Her / his quantifiable achievements
- ✓ Her / his skills and experience, tailored for the role she/ he's applying for
- ✓ Her / his career objectives
- ✓ A little bit of personality and tactful humour that is appropriate
- ✓ A moving and closing message to round up her / his application
- ✓ An eloquent concluding statement

Write your answer in the box below.

D) Rounding up with some interesting and useful vocabulary related to today's topic: Job-Hunting.

Click the following link to access the flashcards. Study, practise and test yourself learning the new language.

https://quizlet.com/_bs0xrv?x=1jqt&i=3po5l6



References:

How to make a video job application | Hudson. (n.d.). Hudson Australia.

<https://au.hudson.com/insights/career-advice/resumes-cover-letters/how-to-make-a-video-job-application/>

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