

# How to Market Your Service Experience

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# What do Employers Want?

Teamwork

Positive  
Attitude

Adaptability

Problem-  
Solving

Organizing

Intelligence

Communication  
Skills

Leadership

# Start with the Job Description

Job descriptions ideally convey to applicants the qualities, skills and background sought by the employer.

- Dissect the job description
- Identify the qualities the employer is looking to hire
- Evaluate which are the priority skills, abilities and qualities



# Matching Your Skills



Think about your service experience!

When have you demonstrated your leadership skills?

- Tutoring, Mentoring, Organizing group outreach, Leading service work, Coordinating projects,

How have you proven your interpersonal/teamwork abilities?

- Working with others from diverse backgrounds, Taking initiative to join clubs, Resolving conflicts, Collaborating with varied professionals

What experience illustrates your communication skills?

- Emailing group members, Contacting individuals involved, Clearly conveying goals of service, Collaborating with groups



# Strong Resumes & Cover Letters Lead to Interviews

What is a strong resume?	What is a great cover letter?
Targeted to the job description	Begins with a concise introduction
Includes key words	Explains, who you are, what you seek and why you're the perfect fit
Quantifies information	Proves relevance to the position
Conveys relevance and strengths	Communicates clearly, flawlessly and in a suitable tone
Flawless and well organized	Concludes enthusiastically with follow-up steps clearly stated



# Selling Your Skills in the Interview

How to tell your story in an organized way



# Behavioral Interviewing

## What is it?

*Evaluates a candidate's (YOUR) experiences and behaviors in order to determine their potential for success.*



## Why is it used?

*Based on the premise that past performance is the best predictor of future behavior.*

# The STAR Method

*A structured manner of responding to a behavioral-based question.*

**Situation:** Describe a specific event or situation, not a generalized description, of what you have done in the past.

**Task:** What goal were you working toward?

**Action:** Describe the actions you took to address the situation with an appropriate amount of detail and keep the focus on YOU.

**Result:** Describe the outcome of your actions and don't be shy about taking credit for your behavior.





# Maintaining & Utilizing Your Service Network



**An important benefit of volunteering is building your network.**



Thank you!

