

NorthEast JOBS

Circulating in Wangaratta, Myrtleford, Bright, Mt Beauty, Beechworth, Yackandandah, Rutherglen, Chiltern and districts

To place an ad, phone 5723 0101 or email classifieds@nemedia.com.au

www.northeastjobs.com.au

81 per cent of jobseekers adapt their CV for algorithm screening

FOUR in five jobseekers have or plan to adapt their CV and online profiles for initial screening by an algorithm, according to recruiting experts Hays.

In an online poll of over 6000 people conducted by the recruiter, 27 per cent indicated they have already adapted their CV and online profiles.

Another 54 per cent plan to do so in the coming 12 months. Just 19 per cent have no plans to adapt.

"Artificial intelligence (AI) and automated machine learning algorithms are being utilised in every industry, including recruitment," says Nick Deligiannis, managing director of Hays in Australia and New Zealand.

"Typically, it is time consuming and repetitive tasks that are being automated.

In the case of recruitment, one job ad can elicit hundreds, sometimes thousands, of responses.

"Many of these may be inappropriate but all must be screened in order to identify the suitable candidates.

"If a recruiter does not advertise, they'll instead use digital technology and data science to examine large amounts of data to find the most suitable people for a job.

"With the aid of AI and algorithms, such time consuming processes now take seconds, allowing recruiters and hiring managers to provide a more personal service and engage with skilled and experienced professionals."

So how can you ensure your application makes it past the algorithms and reaches a shortlist?

1. Add keywords: Pepper your CV and online profile with keywords relevant to the

job/s you apply for. If you aren't sure of suitable keywords, look at job descriptions for your ideal role. Don't forget keywords for the required soft skills, too.

2. Describe achievements: Use these keywords throughout your CV and online profile to describe your achievements. For example, "I used my communication skills to liaise with colleagues in other departments, then applied my analytical nous to develop business case proposals and tenders accordingly."

Make sure you link keywords with proof that you did your previous jobs well. A simple trick is to combine an action verb with a keyword. For example, instead of writing that you "always achieved your target goals", try "I surpassed target goals by 20 per cent in quarter 1 and 18 per cent year-on-year."

3. Use an accepted CV format: Ensure your CV is in the accepted format as an alternative style might not contain the content AI recognises, meaning your application could fail to make the shortlist.

4. Utilise LinkedIn: Create a strong LinkedIn profile. Many people leave the summary field blank, but you should use the full character count to highlight your successes, skills and value. Of course, use appropriate keywords here, too.

5. Avoid unusual job titles: Even if your official job title is a little unconventional, use an industry-standard title in your CV and online profile so it will be recognised by an algorithm.

6. Don't job-hop: Unless you are a temporary worker, do not change jobs frequently. Hiring managers do value stability and turnover can be factored into the criteria AI screens for.



◆ HI-TECH: AI and algorithms are increasingly being used in job application screening.

Cadet Journalist Career Opportunity

Full time 38 hour per week

North East Media, publisher of the award winning Wangaratta Chronicle, is currently seeking expressions of interest from enthusiastic and motivated candidates to join the team in Wangaratta as a cadet journalist.

The cadetship for a recent Year 12 graduate is three years, including course study by correspondence from Deakin University, and is subject to the Country Press Australia national award.

The successful candidate will be expected to write clear, concise and interesting news, sport and feature stories for our tri-weekly and weekly newspapers and associated digital and social media platforms.

We are searching for a budding writer who has the skills, passion and determination to be a journalist of the future.

Candidates must have excellent verbal and written English, sound computer skills, solid general knowledge, a genuine interest in the local community, and an ability to build rapport and networks quickly.

You will need to be well organised, able to work to deadlines, and have strong attention to detail.

Candidates must hold a valid driver's licence, be available to work flexible hours, and photography and social media skills are desirable.

North East Media is a leading independent family-owned media group with a commitment to community journalism.

Applications, including covering letter and resume, should be forwarded to:

Jeff Zeuschner
Group Editor
North East Media
jzeuschner@nemedia.com.au

WANGARATTA Chronicle

NEM NORTH EAST MEDIA
LOCAL NEWS AND MEDIA

Merriwa
Bringing quality to life

Merriwa is recognised as one of Australia's leading Supported Employment Enterprises. Our Contract Processing and Packaging division is seeking suitable applications for the following position:

Production Manager - Wangaratta
Full Time Position – 76 hours per fortnight
Contact: Matthew Fraser (03) 5722 7600 or 0448 211 907
Applications close: Wednesday 19 December 2018 at 5:00pm.

For further information visit our website www.merriwa.org.au. Applicants should address the key selection criteria as detailed in the position description.

Applications can be emailed to: hr@merriwa.org.au

Important Notice

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The Victorian Equal Opportunity Act 2010 makes it unlawful for an advertiser to show any intention to discriminate on the basis of sex, pregnancy, race, age, marital status, political or religious belief or activity, industrial activity, parental or career status, physical features, disability, lawful sexual activity/sexual orientation, HIV/AIDS status or on the basis of being associated with a person with one of the above characteristics, unless covered by an exception or granted an exception under the Act. As we could be legally liable if we print an unlawful advertisement we will not accept advertisements that appear to break the law. For more information about discrimination in advertising, contact your legal advisor, the Equal Opportunities Commission on 1800 134 142.

Double the impact
- In print and online

Do you know that whenever you place an employment ad in the Wangaratta Chronicle it appears online at northeastjobs.com.au at no extra cost.

For further information or to book a classifieds or employment ad, contact our classifieds team.

Online everyday... northeastjobs.com.au

Wangaratta **Chronicle** .com.au

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E-mail: cleancutcd@hotmail.com if interested or call Business Office (03) 5727 3898.

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THE ROLE OF PUBLISHERS

Advertisers please note!

Much hardship and difficulty is caused to job seekers by misleading advertising placed in the employment columns. Our Employment column is reserved for advertisements which carry a specific and genuine offer of employment. Ads for 'Business Opportunities', 'Commission Only' training courses and employment services should be submitted under those headings.

Placing misleading ads is an offence against the Trade Practices Act and state/territory fair trading acts and all advertisements are subject to the publisher's approval.

For further advice, contact:
The Australian Competition and Consumer Commission on 1300 302 502 or your state consumer affairs agency.

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