

The job status



By [Katlego Ledimo](#)

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South Africa is in a very difficult life cycle. We are in the inclination stage, where there are a higher number of jobs available, but a larger number of people needing those jobs.

It will take a long time to get to the 'plateau' stage, where there is stability and the job industry is able to serve the demand. This, as we all know, is a big topic across all races and faces in South Africa, old or young. The subject revolves each time and everyone has a take on it. Here is my take, tailored for the job seeker.

Comment

There are vast industries that we can work in, and believe me, there are students who do not stress about finding a job when they complete their studies. There are industries that are not popular, like teaching and boiler operating. And then those that make waves everywhere like PR, Sports Management and HR.

I recently went through a vast number of CV's for a temporary post and- my goodness- the number of CV's that rolled in where beyond my imagination. 'Are these all the people who studied to work in this or are these just job seekers, looking to hold onto anything they can get?' I asked myself, and the answer is that, they are both- looking and qualified.

Like

There is really nothing to like about receiving all sorts of CV's and there is nothing worse than seeking a job and being denied it based solely on the words you used or omitted on your CV.

NOTE: Now you realise how important a CV is, even the naming of your CV. Is it saved and sent to me as 'Job Seeker' or as 'Katlego Ledimo's CV 2013'? Think about it...

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Please take these tips on and apply them next time you decide to apply for a job. Note that the industry you are applying into has hundreds of other applicants (unless you are in the maritime industry or artisan industry). And that post you 'saw first' was seen by hundreds of others at the very same time and they did the very same thing as you: clicked apply.

So how do you stand out? Put an effort!

- Do not forward the email on and forget to remove the 'FW:.' in front of the email. Worst of all, DO NOT forward an email with the trail of emails you sent to 15 other agencies.
- Do not apply for a job with the email signature of where you are currently working. That will definitely not encourage a positive response.
- Structure your CV to make sure it highlights why you suit the job you are applying for. Do not tell me about your health, and licence issue and then your higher grade scores, then on page five tell me about the fact that you actually have no experience, but are applying for a job that clearly stated 4-5 years' experience.
- State your case in two short paragraphs and do not just attach your CV, unless you are that confident you will get the job.
- Show that you know what the job is, what the company is about, how you think you will fit in and what you want out of it all.

And how do you get the interview?

- This is the one time you will get the attention of the person you are emailing for a job. Take the time to tell them a story (not long) of where you are, where you want to be and how that person is involved in your progress.
- Highlight the things that you actually can do. The jargon you use and the way you refer to the skills you say you have, will tell the person reading your CV that you know what you mean and what you are talking about.
- Be honest! If you would like an internship, say it. That is not a sin. It may not get you the job posted, but it will allow the person considering your CV to file your work for future use.
- Do not beg, rather be relevant! I am looking for someone to fill this post based on merit, qualification, experience and an understanding of the industry, not someone who will fail at the job because of the lack of relevance. So target my company knowing exactly what I offer and how your skill set can match that.
- Spell correctly, structure your CV in a readable order and do not include your dad as your referee. We all make mistakes, and sometimes we spell 'communications' as 'commnications' but we never spell 'I' as i- no, no, no!

It is a tough time for everyone, from business owners to employees, we cannot afford to be mediocre anymore, we need to raise the bar, prove why we need a mark in the industry, and make-it-happen!

ABOUT KATLEGO LEDIMO

Katlego Ledimo is driven by learning and results keep a smile on her face. She is currently an Account Manager, working in the PR and Marketing Industry. All pieces posted by her, are her opinion and do not align to the beliefs of her employer or clients. Contact details: email K.Ledimo@gmail.com | Twitter [@katlegoledimo](https://twitter.com/katlegoledimo)

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