



# CAREER CENTER

We are here to help you write your career story and build a community of professionals

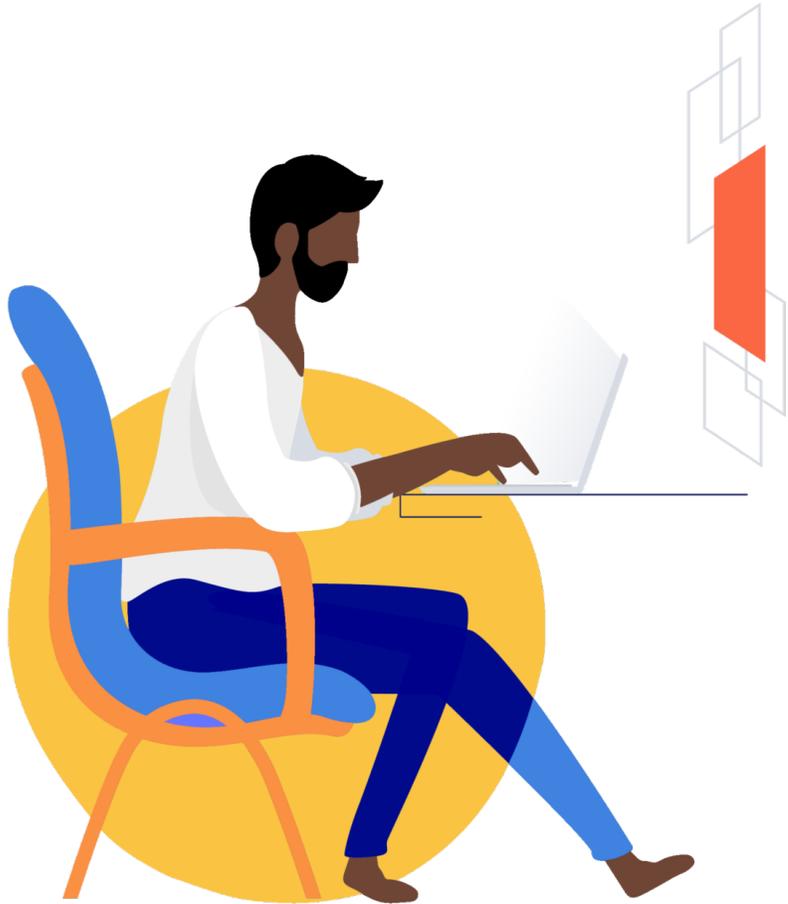
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# Today's Objectives

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- ❑ Analyze job postings from an employer point of view
- ❑ Discuss strategies on how to research employers
- ❑ Implement our research and analysis into tailoring our cover letters
- ❑ Develop the skills to utilize these strategies across industries

# What does a recruiter want to see in my cover letter?



- How your qualifications line up with the job posting
- Why you are interested in THAT specific job or company
- Specific examples of how you demonstrated your skills or strengths
- Attention to detail, no typos! Keep it to 1 page
- Note when cover letters in an application are required, preferred, or not listed

# How To Tailor A Cover Letter

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- Analyze the job posting
- Research the company
  - Mission statement
  - Company's social media
  - Talking to a recruiter or attending an information session
- Consider the company's branding



How do you  
read a job  
posting?



## **Responsibilities:**

- Evaluate financial and operational performance of investment opportunities
- Coordinate due diligence, and the negotiation and execution of loan agreements and/or related investment documents
- Monitor past, present, and projected financial activities, including budget variance and cash reserve levels to ensure compliance with all governing documents
- Research and develop financial models to assess the current or future portfolio risk
- Assist senior professionals in establishing procedures to control investment risk and minimize loss
- Oversee fund transfers, cash flow records, and loan collateral release to ensure compliance with loan documents
- Prepare periodic updates and presentations for senior management on investment status and business activities
- Review financial and operational reports to determine investment performance, and make recommendations on financial issues and risk management
- Collaborate on projects with external professionals, including lawyers, economists, and accountants, et al.
- Maintain regulatory and compliance documents

## **Qualifications:**

- Strong modeling and financial analysis skills
- Understand all aspects of corporate valuation (i.e. DCF, trading multiple analysis, transaction comps)
- Perform DCF analysis, build integrated financial models, and conduct industry and competitive research as part of valuation process
- Strong organizational and process-oriented skills and experience
- Excellent written and verbal communication
- Excellent Excel, Power Point, and database management skills
- Ability to multi-task and work well under pressure
- Bachelor's degree in Finance, Economics or Accounting
- Fluency in Chinese a plus but not required

How does an employer read a job posting?

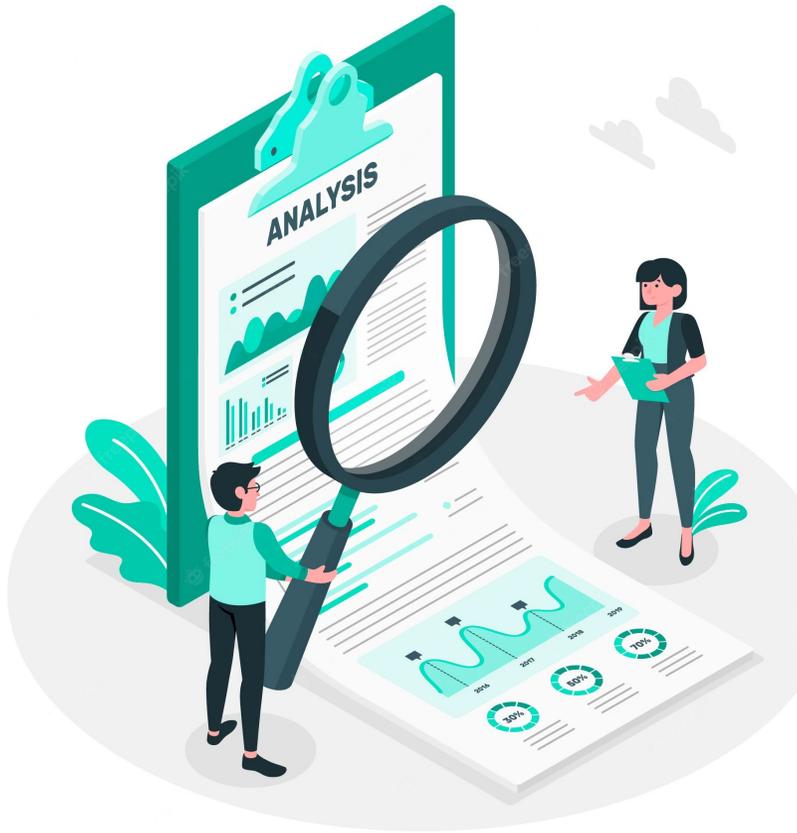


# Insider Tips on Reading Job Descriptions



- Look at verbs as an opportunity to highlight your transferable skills
- Identify skill “themes” within a job posting
- Notice how often certain skills are asked for over others
- Differentiate between required and preferred skills

# Activity



- Pair up with your neighbor to analyze a new job posting
- You have 10 minutes to...
  - Circle/underline important phrases
  - Categorize skill themes
  - Rank how often skills are mentioned / how important they seem to the employer

## **Program Specialist Job Responsibilities:**

- Perform telephone counseling with parents on choosing quality child care and on child development issues.
- Provide parents with referrals to licensed child care programs.
- Routinely update computerized provider child care records.
- Disseminate information and resources on relevant child care and child care development issues as needed.
- Keep abreast of legislative issues and regulatory changes affecting child care providers.
- Act as a resource hub to providers, parents, and the community.
- Give presentations to community groups or organizations as needed.
- Work with other department staff and other agency departments to coordinate services to parents and providers.

## **EXPERIENCE, KNOWLEDGE, SKILLS AND ABILITIES YOU SHOULD POSSESS:**

- Bachelor's degree or Associate's degree from an accredited college or university in Early Childhood Education, Child Development or related field preferred.
- Previous experience in early childhood education or child care field preferred, in direct services such as a center-based or family child care, or in indirect services such as parent education or counseling.
- Must have knowledge of child care resources and general child care information
- Must have excellent written and verbal communication skills;
- Must have the ability to deliver strong customer service skills;
- Must possess the ability to work effectively with parents and child care providers
- Possess strong organization skills and be detail oriented
- Must be an enthusiastic team player and take initiative
- Demonstrate a high proficiency in Microsoft Office (e.g. Publisher, Word, Excel and Outlook).
- Requires the use of good judgment and decision making in analyzing facts and circumstances to determine solutions for providers and parents

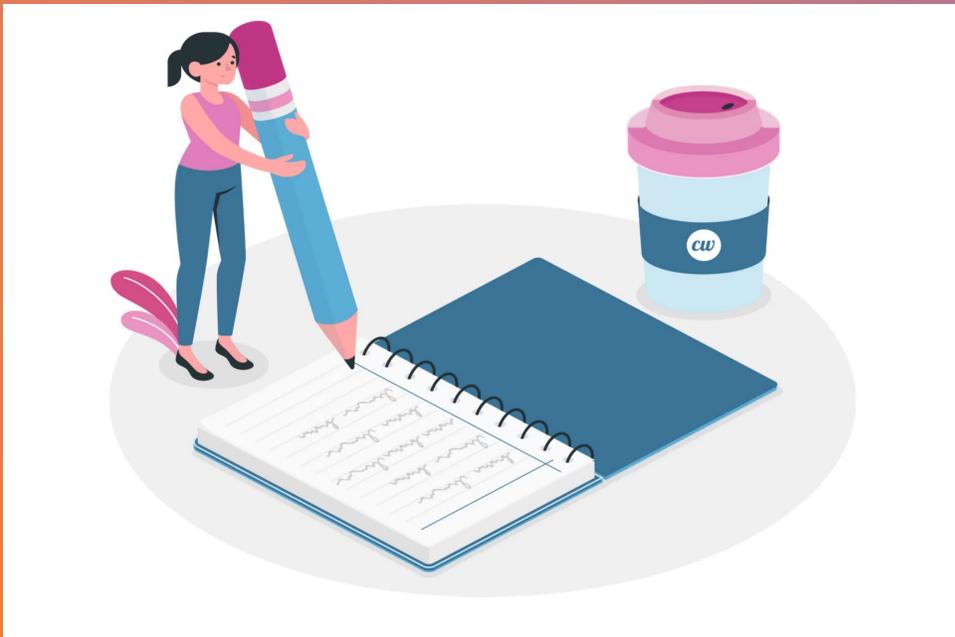
# How To Research An Employer

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- Click on the employer's name on Handshake to read their blurb
- Check out their company website
- Find the company's social media, see their latest news, find out more about the company culture



- +
  - So we analyzed the job posting, researched the company, how do we put it in the cover letter?



# Introduction

- Name the position and company
- Why are you interested?
- How do your skills align?

Dear Katherine Yu:

I heard about the Program Specialist opening with The ABC Company through your recent appearance at the Cal State L.A. Career Fair. I had an informative conversation with your representative Andre Napoli, who suggested that I apply. Through my prior experiences as a parent educator and teaching assistant, I have learned that the most effective change for children's wellbeing starts in the home. Therefore, ABC Company's emphasis on early intervention and increasing accessibility of childcare resources to all families greatly aligns with my own values as an educator and a parent.

# Body Paragraph(s)

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Highlight relevant skills while providing tangible examples of how you demonstrated these skills

I will graduate this June from Cal State L.A. with a Child Development degree. I recently completed an internship with the Early Education Center, in which I coached guardians on parenting strategies, provided referrals, and outreached with local agencies. Based on your description of the ideal candidate, I also offer:

- **Knowledge of child care resources and general child care information.** As a parent educator, I created a resource list of local childcare companies as well as promoted articles on healthy parenting in a weekly newsletter.
- Demonstrated **ability to work effectively with parents and child care providers.** In my most recent role, I worked directly with parents and was often the “middle man” in introducing parents to child care providers in their area.
- **Enthusiastic team player who takes initiative.** I collaborated with my co-facilitator at the Early Education Center to create fun icebreakers for our parent groups. After receiving parent feedback, I also started a new support group to serve single dads.

# Conclusion

- Summarize your main points
- Thank them for their time
- Allude to next steps

I would welcome the chance to contribute to the goals and vision of The ABC Company. I look forward to discussing with you further how my passion and experience working within the community makes me a perfect candidate for this role. Thank you for your time and consideration.

Sincerely,  
Jamal Harris

# Writing Tips

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- Consider writing an outline to help prepare
- If you're having trouble writing about your experiences, start there. Free write about what you did, and then determine what skills you demonstrated there
- Compare your draft to the job description and see if you hit all of the points you were hoping for
- Come to our resume & cover letter writing support groups to get an advisor to review your draft

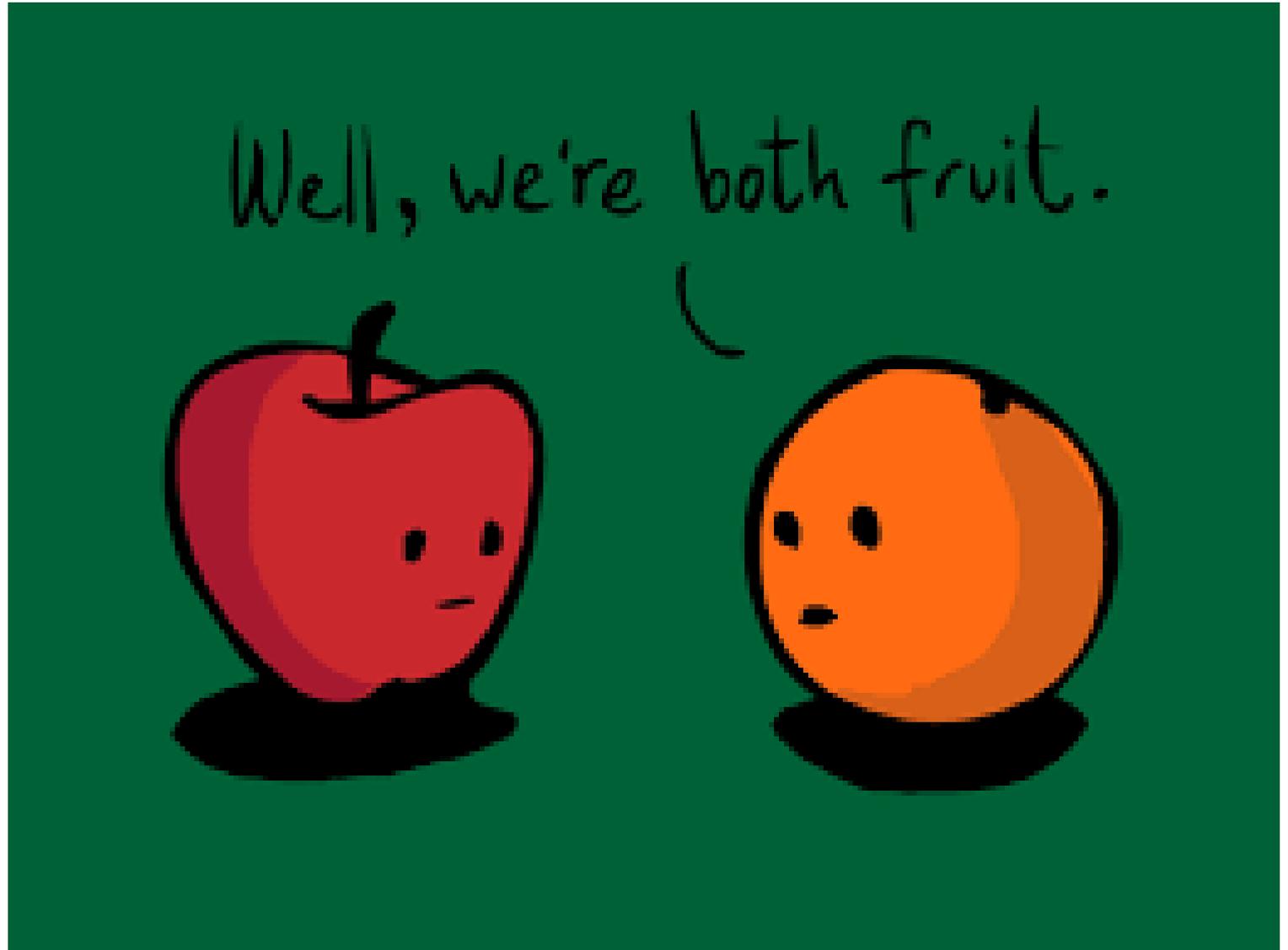


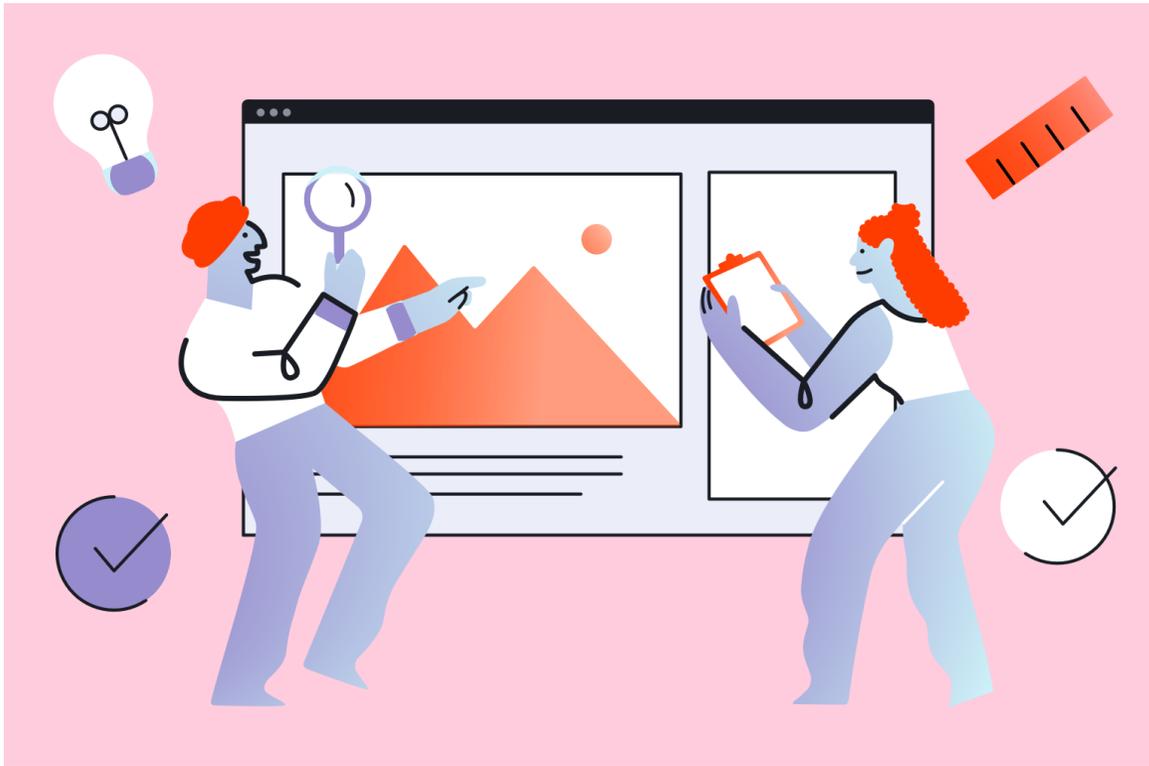
What is  
one new  
thing you  
learned  
today?



Can you apply these strategies to job postings in other industries?

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**Today:** we learned how to analyze job postings, research companies, and tailor cover letters!

# Career Center Resources



- CHECK OUT ONLINE RESOURCES ON OUR [WEBSITE](#)
- VIEW OUR [CALENDAR](#) FOR MORE EVENTS
- STOP BY OUR OFFICE AND HANG OUT!
  - Hours: M - Th, 8 a.m. – 6 p.m., Friday, 8 a.m. – 5 p.m.
- MAKE APPOINTMENTS THROUGH [NAVIGATE](#)
- CONTACT US
  - 323-343-3237  
[careers@calstatela.edu](mailto:careers@calstatela.edu)