



Chaleen **BOTHA**
RECRUITMENT
Your Growth. Our Purpose.

Job Hunting Toolkit

In today's job market you are going to
need all the help you can get

About US

Chaleen Botha Recruitment is a trusted, family-run recruitment agency dedicated to supporting businesses and changing lives across Australia, with a focus on small to medium-sized businesses needing scarce talent.

For job seekers, we provide professional resume services, alongside interview coaching and hands-on relocation guidance, to empower them on their journey to secure rewarding careers in Australia. With over a decade of local Australian job market expertise and a commitment to making a daily difference, we are the go-to partner for affordable, impactful recruitment and career support.

*Thanks for taking the time to download
"Our Ultimate Job Hunting Toolkit".*

*We want to share these tips with you so that
you can stand out in the Australian job
market. Reach out and let us know how we
can assist you on your journey.*

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www.chaleenbotha.com

Step 1: Optimised LinkedIn Profile

*"Employers and prospective businesses will
look at your profile and based on your profile
will decide whether to connect with you or
not."*

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Chaleen Botha ✓ · 1st

Hands-On Recruiter Assisting Business Owners To Find
That Special Employee | Taking Care Of Your Entire
Recruitment Process | Job Coach | Resume Writer |
LinkedIn Profile Writer

Chaleen Botha Recruitment · University of South Africa/Universiteit
van Suid-Afrika
Perth, Western Australia, Australia

An optimised LinkedIn Profile will assist you to:

- Create a positive first impression
- Get your profile noticed
- Lift your profile ranking on LinkedIn and Google
- Gain exposure to Hire Managers and Recruiters
- Provide a professional-looking profile
- Demonstrate your knowledge, credibility and expertise
- Setting your profile up to gain social proof for your skills and talents
- Build your brand
- Help you to stand out from the crowd
- Build trust in your brand

What you can do:

- Update your profile picture, a professional looking profile photo clearly sets you apart from the rest.
- Check for spelling errors in your profile.
- Build your reputation with recommendations, take the initiative and ask your key contacts to recommend you on LinkedIn.
- Use a custom URL to show off your profile.
- Update your skills regularly and keep them focused on the areas you want to be known for.

**For help with this and
further optimisation
get in touch**

Step 2: A Network

In Australia, as in many other places around the world, a network is very important. One of the most important places to build that network is on LinkedIn. In my experience, more than 70% of people land a job through their network.

Your connections – build relationships with your peers at companies that you would like to work for. Remember those who studied or worked with you previously. Often, companies offer their employees referral fees for finding suitable candidates, as this saves them the cost of advertising and hiring.

"I thoroughly enjoyed being one of Chaleen's clients. Her insight and knowledge provided me with a fresh perspective which will undoubtedly lead to new possibilities. I would strongly recommend her services as she is professional and have her clients' best interests at heart."

Bernard Richter - Masters Biomedical Science

Before I was introduced to Chaleen, I completely underestimated the value of a proper LinkedIn profile and social network. She is extremely knowledgeable and passionate in utilizing social networks to build your personal brand. I would highly recommend her services.

Pietro Prinsloo - Credit/Lending Specialist

Step 3: LinkedIn Coaching

Consider doing some LinkedIn Coaching. Coaching will help you incorporate the steps you need to take to succeed on this platform.

Within one hour of LinkedIn coaching, you will:

- Get to know the key LinkedIn pages
- Learn to search LinkedIn and set up alerts
- Know how to connect and receive relevant templates
- Learn the why and how of LinkedIn recommendations

- Obtain key knowledge of the Australian job market
- Receive an easy-to-follow LinkedIn strategy

"It is not what you know; it is whom you know that matters when looking for a job."

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**Get in touch with me
today to discuss your
options**

Step 4: Tailored Resume and Cover Letter

Important things to note:

- Every time you apply for a job, you must tailor your resume because every role is different, every manager is different, and every company is different.
- The skills and achievements that the hiring manager wants to see in your resume will differ every single time.
- It is not enough to send a generic resume and hope for the best.
- It is essential that you personalise and optimise your resume to the role you are applying for.
- Creating your best image and personal brand starts with the cover letter.
- The cover letter is the "door-opener," "conversation-starter" and the first impression for hiring managers.
- It is not the resume, interview, or job application recruiters scrutinise first; recruiters look to cover letters for a basic understanding and "feel" for potential candidates.

"I could not have done this without you Chaleen. My resume was totally incorrect, and you helped me so much with advising and writing it in a professional way. You are truly amazing !!"

Landoli Botes – Technology Release and Change Manager

Step 5: Interview Skills

"First impressions count"

Interview skills are an essential tool in the job-hunting process, as competition for job vacancies is increasing. Some of the tips we include in our coaching sessions are:

- You only get one chance to make a good first impression. Your handshake is the first step.
- What your outfit says about you speaks louder than words. Do you look like the level of position for which you are interviewing? Are you dressing too casually or too formally?
- Is your voice too high? Too squeaky? Too constricted? Too soft?
- Mispronouncing words or using incorrect words will negatively impact your chances.

During our interview coaching sessions, we will listen carefully for these mistakes and help you correct them immediately.

We have various packages available to suit your requirements for example ...

We can

Set up or update the top 10 items on your LinkedIn Profile and re-write a resume for you

This LinkedIn Package includes:

- Update or set up the TOP TEN items of your LinkedIn profile for you from a resume and other information as requested.
- Write one of your most recent job or business experiences.
- 1 hour coaching session to teach you how best to use LinkedIn to achieve your desired outcome. (optional)
- All relevant templates, connection templates, search strings and a strategy to follow. (included in coaching session).

We have four Resume Package Options, which all include:

- A resume with a clearly defined Australian value proposition
- Two to three professional cover letter templates
- Visa sponsorship request cover letter template
- Australian companies that sponsor resource list
- How to address the "selection criteria" typical for government related positions
- Step-By-Step Guide: How to use a Resume and Cover Letter when applying for jobs
- Post-interview follow-up template
- Recruiter introduction template
- Notable achievements template
- Salary guide
- Career confidence builder

Contact me

www.chaleenbotha.com/contact/

"I recently had the pleasure of working with Chaleen Botha on updating my CV at very short notice, and I cannot recommend her highly enough. She immediately understood what was needed, asked thoughtful and insightful questions, and quickly identified how best to highlight my skills, strengths, and experience.

The difference between my CV before and after her revisions was remarkable - it went from being a simple document to one that truly reflects the value I can bring to an employer. Chaleen's professionalism, attention to detail, and ability to bring out the best in her clients stood out throughout the process.

I am extremely grateful for her support and expertise, and I would strongly recommend her services to anyone looking to update their CV or present themselves more effectively in today's competitive job market."

Cindy Thomas – Office Manager and Coordinator

Disclaimer: The information provided in this document is based on general knowledge and should not be considered as personalized advice.