

Peoplebank



The Job Search Toolkit

Your essential guide to accelerate your job search

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Know What You Want

Clarify your strengths, career values, and direction.

Uncover Your Strengths

Start by identifying what you do best and enjoy. Many job seekers make the mistake of focusing only on job titles or companies they want, rather than first identifying what they genuinely excel at and enjoy.

Here's a simple exercise you can do to identify your skills:

Step 1: Write 3 work/ academic wins:

Example: Organized a charity fundraiser successfully

Step 2: Identify which skills/ strengths made them successful:

Example: Event planning, teamwork, communication

Tip: if you want to get more insight about yourself, ask a peer or mentor. Their perspective may reveal strengths you overlooked.

Your Career Priorities

Before jumping into your job search, ask yourself what you want the most:

- Do I want skill growth?
- Is work-life balance important?
- Is competitive salary more important?
- A supportive company culture?

These priorities act as your personal checklist - they'll help you spot the right opportunities and steer clear of roles that might leave you frustrated or unfulfilled.

Finding Your Career Path

Not everyone has a clear career direction from the start – and that's okay. If you already know your passion, focus on setting goals and developing relevant skills to pursue it.

If you're still figuring things out, don't worry. Many successful professionals discovered their path through exploration. Here's how to start:

- Try different roles to discover what you enjoy
- Build transferrable skills
- Stay open to opportunities

Is your CV ATS-Friendly?

More companies are using ATS software to screen candidates in the initial hiring phase. Here's how to pass the ATS system and get you closer to the next step.

What to Include in Your CV



A Professional Summary

Brief 3-4 lines overview of your experience.



Education Details

Keep the format tidy and brief to outline your degree, university & dates.



Work/Project Experience

Apply your most relevant experiences to the specific job you are applying for.



Skills Section

Outline soft and hard skills separately. List your strongest skills at the top of the list.



Additional Sections

Include languages, certifications, awards

What is ATS?

An Applicant Tracking System (ATS) is software that parses, scans and filters CVs before it reaches a human recruiter.

Make Your CV ATS-Friendly



Keep the Format Clean

Use simple layouts and avoid tables, graphics and columns.



Choose the Right File Type

Save your CV as a .docx or .pdf file which is compatible with ATS system.



Standard Font Selection

Use standard fonts like Arial, Calibri, or Times New Roman in 10-12 pt font size.



Incorporate Relevant Key Words

Include relevant keywords from the job description naturally in your resume.



Reverse - Chronological Flow

Structure your experience section in reverse chronological order.

Optimize Your LinkedIn Profile for Job Searches

First Impressions



Craft a Compelling Headline

Your headline should showcase your skills and specialties - not just your job title. Make it keyword-rich and professional.



Example

Digital Marketing Manager | SEO & Content Strategy Expert | Driving Engagement & Revenue Growth
(Instead of: "Marketing Manager at XYZ Company")



Tips

- Use keywords recruiters search for
- Separate phrases with pipes (|)
- Don't get carried away with too many keywords.

21x your profile views by including a profile photo (headshot with neutral backgrounds work best!).

Optimize Your LinkedIn Profile for Job Searches

Your 'About' Section



Write a Standout "About" Section

Your 'About' section is prime space to showcase your achievements, passions, and what sets you apart. Keep it concise, engaging and keyword-rich.

Step 1: Hook Your Reader

Start with what drives you professionally.

Example:

I'm passionate about transforming complex data into compelling stories that drive business decisions.

Step 2: Showcase Your Expertise

Highlight your core skills and specialties.

Example:

Combining technical expertise (SQL, Python, Tableau) with strong business acumen, I translate data-driven findings into clear, actionable recommendations.

Step 3: Prove Your Impact

Show measurable results.

Example:

I developed a forecasting model that improved revenue predictability by 30%, enabling more accurate data-driven decisions.

Step 4: What You Bring to the Table

Emphasize your unique value.

Example:

I thrive on turning challenges into opportunities and collaborating across teams to deliver results.

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Leverage Your LinkedIn Network to Land a Job

Build connections that open doors



Share your Expertise

Post insights, articles, or industry updates to showcase your knowledge and attract recruiters.



Build Thought Leadership

Engage in meaningful conversations and share original content to position yourself as an expert.



Stay Visible

Regularly update your profile and activity to appear in recruiter searches



Personalize Your Outreach

When connecting or messaging, tailor your note to show genuine interest and relevance.



Leverage Alumni & Industry Groups

Tap into shared communities for stronger networking opportunities.



Offer Value Before Asking

Comment on posts, share resources and help others - relationships grow when you give first.

Consistency is key - engage regularly, offer help, and maintain authentic connections. Strong relationships lead to referrals, recommendations, and career growth.



What is an AI Interview?

AI interviews use software to screen candidates through pre-set questions. They assess skills and fit before moving to in-person interviews.

Many companies use AI interviews as the first step - your performance here determines if you move forward.

AI vs. In-person Interviews

AI interviews are structured and standardized, unlike human interviews that allow for dynamic conversation and clarifying questions.

AI interviews apply consistent criteria to all candidates, making preparation easier - but they lack flexibility to interpret context or alternative explanations.

Question Format

-  Pre-recorded Videos
-  Puzzles/quiz
-  Written Assessment
-  Simple-Text

AI Video Interview Tips



Test Your Equipment

Test the audio, camera, lighting and video quality beforehand.



Practice Beforehand

Practice recording yourself to identify and correct nervous habits and build confidence on camera



Facial Expression

Show smile and make eye contact with the camera.



Tone and Talking Speed

Articulate your answer with a objective and bright tone, and don't speak too fast.



Body Posture

Sit with an open posture and avoid crossed arms, hunched shoulders, or crossed legs.



Keywords

Analyze the job description and extract the keywords. Be sure to use their words specifically.

Ace the Interview

Master the STAR method



Master the STAR method

The STAR method is your secret weapon for delivering clear, compelling answers to **behavioral interview questions**. This structured approach helps you showcase your skills through real examples while keeping responses concise and impactful.



Situation

Outline the situation that required you to act. (What was happening?)



Task

What was your responsibility? (What problem needed solving?)



Action

What steps did you take to solve the problem? (Highlight your skills.)



Result

Share the outcome. (What impact does your solutions have on the challenges?)

Behavioral Questions

- "What was the biggest challenge you ever faced."
- "Describe a situation where you had to meet a tight deadline."
- "Give me an example of when you showed leadership skills."
- "How have you dealt with conflict in the workplace?"

Why STAR Works

- ✓ Keeps your answers focused and organized.
- ✓ Helps you avoid rambling.
- ✓ Provides concrete evidence of your skills.
- ✓ Helps you build confidence.
- ✓ Ensures you don't forget crucial details.

Ace the Interview

Example of STAR Answer



Question: "Tell me about a time you had to deal with a challenging team member."

Situation

"Last year, I was leading a critical marketing project with a tight six-week deadline. One team member consistently missed our internal deadlines and rarely participated in team discussions."

Action

"I scheduled a private one-on-one meeting with them. Instead of being confrontational, I asked if they were facing any challenges I could help with. It turned out they were unclear about their role and felt overwhelmed. We broke down their responsibilities into smaller tasks and set up brief daily check-ins."

Task

"As the project lead, I needed to address this issue without creating team tension or falling behind schedule."

Result

"After our discussion, their engagement improved significantly. They met all remaining deadlines, and the project was delivered on time. This experience taught me the importance of proactive communication and how to support team members more effectively."

Succeed in Your Roles



The path to success varies for each of us, but the core principles of growth and impact remain the same. After you land your job, keep these points in mind:



Set Clear Goals

Break down objectives into actionable steps and track progress regularly.



Value Each Step

Every role is a stepping stone - focus on growth, not just pay.



Build Relationships

Foster meaningful connections with colleagues and professionals.



Embrace Feedback

View all feedback as valuable data for your professional growth.



Wellbeing Matters

Balance mental and physical health to maintain sustainable performance.



Celebrate Progress

Acknowledge your achievements, both big and small, along the way.



Seek Growth Opportunities

Stay curious and proactively look for ways to expand your skills

Stay Adaptable

Your career is a journey, not a destination. Embrace change as an opportunity for growth and learning. Challenges will come, but they're stepping stones to build your resilience and strengthen your capabilities. Keep pushing your boundaries while staying true to your values.