

# WHY IS IT SO IMPORTANT TO HAVE AN AGRICULTURAL INDUSTRY-SPECIFIC APPLICATION IN YOUR TOOLKIT?

There are numerous online resume-building options out there for you to consider, and even many businesses in Australia or overseas that can develop a resume and cover letter for you.

With the increase in AI technology, this process can seem an easy way to enhance your prospects by developing your resume.

Be cautious when using these as they are not agricultural-focused and have no idea how to attract the attention of a farmer or agricultural-focused recruiter.

Drover Ag often hear that "I've never needed one, so I haven't got one", or that you always used to find jobs via word of mouth.

The times have changed and in most cases, businesses, even family-owned ones, will require your resume and a cover letter.

## DID YOU KNOW?

Throughout Australia, various industries are adopting ATS (Applicant Tracking Systems), a clever AI-driven tool used by large companies and recruitment agencies. This system scans your CV for the right keywords and skills before a human ever lays eyes on it. You might have experienced this already—ever received a swift email saying you weren't chosen? That's the ATS at work!

*At Drover Ag, we operate differently and still value a functional resume, a well written cover letter and chat on the phone with candidates.*

“  
**I'VE BEEN APPLYING TO JOBS—LOTS OF JOBS—WITH NO RESULTS. WHAT AM I DOING WRONG...?**  
”

You may have spent time and money getting your resume and cover letter ready, only to wonder whether recruiters or hiring managers even see them. Drover Ag has received feedback from several candidates with good skills and experience who are expressing utter frustration, with the common theme being: "I've been applying to jobs—lots of jobs—with no results. What am I doing wrong?".

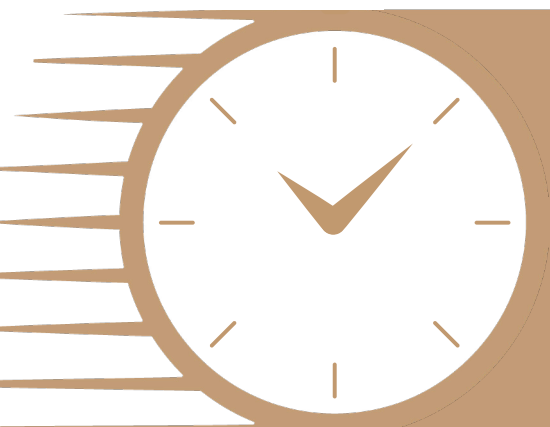
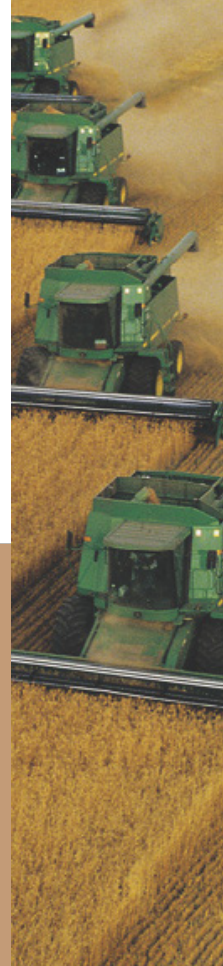
The internet has completely transformed the job search landscape. This means that an open position can easily generate far more applications than companies have the resources to review.

## WHY IS IT SO IMPORTANT TO HAVE AN AGRICULTURAL INDUSTRY-SPECIFIC APPLICATION IN YOUR TOOLKIT?

Many large employers now rely on ATS to sift through job applicants. These systems filter resumes, sending only the most qualified candidates to recruiters. It's crucial to use job-specific keywords in your resume, as the technology assesses both its content and writing style to determine relevance.

As a large scale Ag recruiter, Drover Ag receive many applications for a new position within days. At any given time, we may be recruiting for 15-25 roles, generating hundreds of applicants to track at once.

Drover Ag still use the resume and cover letter as a primary tool to short list for positions and get the first impression of candidates, so its important to get it right.



## YOU MUST SELL YOURSELF QUICKLY.

If you want to stand out in the crowd, our application must catch the recruiter's eye. You have approximately 20 seconds to grab their attention and have a chance to be shortlisted for the position.

Most of the time, a cover letter is requested to be sent with your application. Applications can be screened out if a relevant cover letter has not been included or it doesn't address the details and key requirements of the position applied for.

## TIPS FROM DROVER AG

Begin with **a brief personal introduction** at the top, including details such as your relationship status, family, current location, and career goals. We really value this and it helps us to get to know you.

Keep your resume **informative and concise** and ensure the most important information at the top.

Address all relevant points from the job ad and use **key words** to show you are a good fit.

## LAYOUT & FORMATTING

Again, there are many options out there for you to choose from. We see so many CVs that are far too busy with pictures, text boxes, symbols, and diagrams – use the KISS method (Keep It Simple, Stupid).

Choose a clean and crisp template; we don't need photos of your pet dog or horse, or your own perceived personality traits indicated on a set of colourful graphs.

### DO THIS

- Keep your resume informative but concise.
- Include a short personal introduction (relationship status, kids, location, and career aspirations) at the top, within two short paragraphs.
- Use the KISS method (Keep It Simple, Stupid).
- Choose a clean and crisp template.
- Stick to simple formatting recommended by recruiters.

### DON'T DO THIS

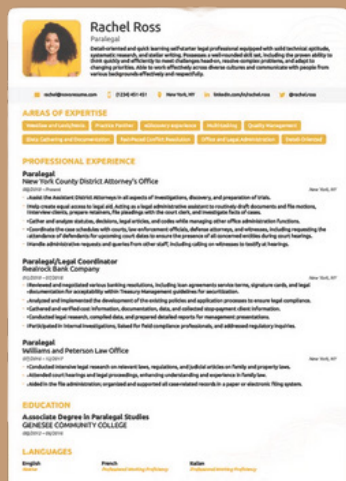
- Don't make your resume too long.
- Don't include unnecessary visuals, like:
  - Pictures
  - Text boxes
  - Symbols
  - Diagrams
- Don't use busy or cluttered layouts.
- Don't include photos of pets.

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Here are a few recommended templates from Drover Ag:

## RESUME FORMATS

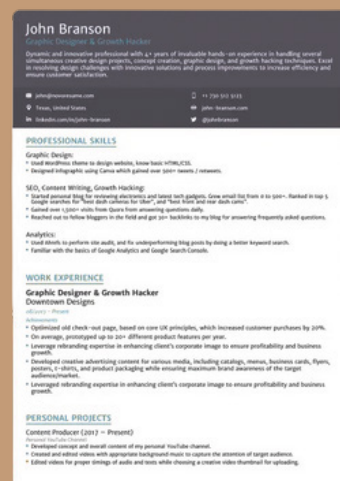
### Reverse-Chronological



### Skills-Based



### Combined



## TYPES OF RESUMES

Candidates who want to move forward in the interview process need to have a strong resume. In this section, we'll review three of the most common types of resumes so you can decide which is best for you:



### Reverse-Chronological

Most resumes are formatted as chronological resumes. It's traditional to put your **most recent job at the top** of the experience section. From there, experience goes in descending order. Ideally, you want to display seven to 10 years of relevant work experience, in addition to other accolades.

Chronological resumes usually include **work experience** and **education** both sorted by chronological order.



### Functional Resume

Functional resumes **focus more on relevant skills** than work history.

While the chronological format highlights work experience with detailed summaries of the achievements within each position, the functional format **focuses on the applicant's skill set relevant** to the role you are applying for.



### Combination Resume

A combination resume is a **blend of the chronological and functional resume types**.

This resume format allows you to **emphasize both your work experience and skills relevant to the position you are applying for**.

Your skills and employment history will consume most of your resume space, so eliminate irrelevant sections such as a summary statement, volunteer work or special interests.

## RESUME FORMATTING GUIDELINES


If you're formatting your resume from scratch, you'll first want to pay attention to the layout. That involves setting the margins, picking the font size, and determining your resume's length. To create a professional-looking resume, follow these general formatting guidelines:


### DO THIS

- **Pick an 11 or 12 pt font size** and stick with it throughout your resume.
- **Pick an attention-grabbing (but professional) font.** We recommend Ubuntu, Roboto, or Calibri
- **Use standard and legible resume sections.** and be consistent with headings and formatting throughout the document
- **Leverage bullet points to list information** such as work achievements and responsibilities, academic details, etc. They help make the resume much more reader-friendly.
- **Be consistent with resume formatting** (e.g. use the same date format everywhere, instead of using 11.2018 in one place and November 2018 in another).
- **Have good line spacing.** You don't want the information on your resume to look all cramped up.
- **Always save your resume as a PDF file.** It's the safest choice, as it guarantees your resume layout will stay intact no matter what device opens it.
- Only save your resume as MS Word if the job you're applying for specifically requires you to.


11 point or 12 point

Ubuntu Roboto Calibri

 Standard sections like "Work Experience"



- Achievements
- Experience
- Background

 Consistent date formatting



- Fixed Layout
- Safe format
- Compatible




- If only requested by employer or interviewer

### DON'T DO THIS


- Don't make your resume longer than one page. Unless you have 5+ years of relevant work experience, there's no reason for your resume to be two or three pages long.
- Don't be inconsistent with titles and headings.
- Don't be inconsistent with date formats and fonts.
- Never, ever, submit a JPEG or PNG of your resume.

## WHY A GOOD RESUME IS CRUCIAL?


A **good resume is critical because it's your first impression with recruiters and potential employers**, showcasing your skills and experience and gives you the best chance of being short-listed and scoring an interview.

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### Making a First Impression

Your resume is often the first thing a recruiter sees about you. A well-crafted resume can make a positive first impression, while a poorly written one can lead to immediate rejection. First impressions are crucial, and a strong resume sets the stage for a positive candidate experience.
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### Demonstrating Qualifications and Skills

A resume allows you to highlight your relevant skills, experience, and accomplishments. It's a concise summary of your qualifications, making it easy for us to quickly assess your suitability for a role. Tailor your resume to each job application, emphasizing the skills and experience that are most relevant to the specific position.
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### Securing Interviews

**A strong resume is your key to getting an interview.**  
By effectively showcasing your qualifications, you increase your chances of being selected for an interview. A compelling resume can help you stand out from other candidates and get your foot in the door.
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### Networking and Professional Branding

Resumes can be used for networking purposes, allowing you to share your skills and experience with potential employers and industry contacts. A well-crafted resume can serve as a professional brand, conveying your strengths and aspirations to the world. It's a valuable tool for building a strong professional image and reputation.
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### Intelligent Resume with Honesty and Integrity

It is important to be aware of ATS software and AI, and understand that a carefully crafted resume with appropriate keywords is more likely to be noticed and avoid rejection. It is also important to be able to back up every word you write so when you make it to the interview, the documents show as a true reflection of you and your abilities.
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### Documentation of Achievements

Your resume serves as a record of your professional accomplishments and experiences over time. It's a valuable tool for reflecting on your career journey and identifying areas for growth and development. It can also be used as a reference point during salary negotiations or discussions about job offers.

**CONTACT DROVER AG TODAY TO PROGRESS YOUR AG CAREER**

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AGRICULTURAL RECRUITMENT