

Developing your “employer pitch”

An “employer pitch” is a quick overview of your skills and experience, your interests and hobbies, why you are interested in the sector and what you are hoping to discuss with the employer you are speaking with. It should be around 30 seconds – it doesn’t need to cover everything, just the highlights.

You can use your “employer pitch” to provide content for your job applications, when you are speaking with employers, and during interviews.

Complete the steps below to develop your “employer pitch”.

Step 1. Start by introducing yourself:

Hello, my name is <insert your name here>. It’s lovely to meet you!

Step 2. Next give a brief summary of your relevant values, skills and experience, and your interests and hobbies:

Consider the values listed in the “It’s all about values” section on the [Explore care careers](#) page and identify a few that are relevant to you. Also review your responses to the [self-reflection quiz](#).

Other things you could include:

- relevant training courses (for example, if you have completed a first aid certificate);
- caring responsibilities, might be for a family member or friend; and
- previous work experience, and how it is relevant to this sector. For example, if you have previously worked in hospitality or retail you could talk about the customer service skills you developed in those roles.

If you’re not sure what to include, try writing down everything that comes to mind and then go through the list to pick the top 3 or 4 points that will help an employer to see why you’re a good fit for the sector.

Some examples could be (remember you don’t need to cover everything just the highlights):

Example 1. I have <insert relevant values, skills and experience>. I enjoy <insert your hobbies and interests>.

Example 2. I am currently studying <insert course>. I have <insert relevant values, skills and experience>. I enjoy <insert your hobbies and interests>.

Example 3. I am currently working in <insert sector e.g. retail>. I have <insert relevant values, skills and experience>. I enjoy <insert your hobbies and interests>.

Step 3. Now outline your interest in the sector:

Maybe you have attended a recent employer information session, or realised the range of interesting roles available in the sector. Perhaps you have had experience caring for older relatives or supporting a family member with a disability and are interested in pursuing a career. Or maybe you have a friend or relative working in the sector, or who is a client of the sector, and that has sparked your interest.

Step 4. Finish with what you would like from the employer:

End your “employer pitch” by outlining what you would like from the employer. This could be asking an employer to discuss current vacancies in their organisation. Or it could be asking if they have time to have a chat and answer some of your questions about their organisation or the sector more generally. If you are considering training, you may also want to ask them what qualifications they look for and for recommendations of local training providers.

Step 5. Practise saying it aloud

Now that you have completed your “employer pitch” practise saying it aloud. This is the best way to get comfortable with it so it sounds more natural. You could also practise with a friend or family member and get them to time you to check that it isn’t too long (remember you are aiming for around 30 seconds).

While your “employer pitch” is designed to be a quick conversation, be careful you don’t speak too fast or start rambling. Remember to make eye contact and keep your energy level high, confident and enthusiastic, and don’t forget to breathe!

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