

Writing Career Objectives

There are two reasons for including an objective on your resume:

- 1) To show that there is a match between the kind of work you are seeking and the position being offered by an employer.
- 2) To clearly state your career goals for the benefit of an employer who needs assurance that you have clear goals. Potential employers may be hesitant to take a risk on a candidate who is unsure of his or her career direction.

The ideal resume and objective are tailored to a specific position and employer. The myth that one resume will do for all positions is just that - a myth.

There are several types of objectives from which to choose:

- 1) A simple **statement of a professional position**, i.e., Landscape Architect, Wildlife Biologist, Statistician.
- 2) **A statement reflecting your functional area** and the fact that you are seeking an entry-level position.
 - an entry-level position in food industry management
 - an entry-level environmental engineering technology position
 - an entry-level position in genetics research
- 3) **A statement which notes your functional skills and may include preference for a particular sector of employment, size of organization and/or geographic area.**
 - an administrative position in a nonprofit agency utilizing my fundraising and public relations skills
 - an entry-level sales position in a medium to large-sized insurance company
- 4) **Short term/Long term format**

Short Term: A summer internship in poultry or red meat processing.

Long Term: Graduate education in poultry science leading to a management position in a poultry processing plant.

5) **Seeking/Offering Statement**

Seeking: A horticultural position with a West Coast landscape design firm.

Offering: Practical experience and education in landscape design, development and maintenance; knowledge of special pruning techniques; capacity for hard work and effective communication skills.

Some tips for writing objectives:

1) Be specific! A vague objective invites a vague response or no response at all.

2) Avoid the use of trite terms such as:

"a challenging and interesting position"

"opportunity for advancement"

"dealing with people"

"a progressive organization"

To understand why, put yourself in an employer's place. He or she reads hundreds of resumes. It can safely be assumed that each resume writer is seeking a situation which can be described by the above phrases.

3) State only one functional area in a single objective: e.g., marketing OR finance, not marketing AND finance.

4) Make your objective "work-centered" rather than "self-centered." An employer needs to know that the organization will benefit from hiring you. They don't particularly care to know how they can help you. Answer the question, "Why should I hire you?"

5) Don't count on your cover letter to do the work of an objective. Cover letters and resumes are frequently separated by employers who are overwhelmed with paper.

A final thought:

Career counseling, advising, and resume critiques are available to you. Visit 177 Roberts during drop-in hours or make an appointment. *We're here to help!*