



Australian Government  
Department of Agriculture,  
Water and the Environment

# How to develop your pitch

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Department of Agriculture, Water and the Environment

**Water Division**



### **Why do I need to include a pitch in my application?**

A number of employers have implemented a pitch process to make it easier for you to apply for positions and best showcase why your experience and personal attributes make you suitable for the vacancy.

### **Why limit responses?**

Limiting responses makes it easier for you to focus on key facets of your work history and experience. When reviewing the responses of all applicants, the selection panel can focus on areas of greatest importance in the pitch and resume and finalise shortlisting in a faster timeframe.

Generally, employers limit responses to 750 words or 2 pages.

### **How do I develop my pitch?**

Before you begin to plan and develop your response you need to ensure that you review the position requirements and responsibilities, selection criteria and other relevant information such as team overview and key working relationships in the job advertisement or candidate information package. The Work Level Standard for the position can provide further information about role expectations. Also, make contact with the contact person for the position if you require more specific details.

## **What to include in your pitch**

It is important to focus on not only telling what you have done but also provide insight into how you did what you did and why you did it that way. Don't be tempted to only highlight what you have done in order to limit the size of your response. This may result in underselling yourself and your achievements.

## **Suggested approach**

- Why you are attracted to the role or organisation
- The skills, experience and personal attributes you will bring to the role – focus on two or three key points that highlight your points of difference. Link these to your resume which can then outline other skills/experience that you have
- Focus on a key example or work situation that relates to the selection criteria required for the position. Ideally, try to craft your response using the What, How, Why Framework:
  - What you did
  - How you went about doing it
  - Reasons why you did it that way
    - Use another example that highlights other criteria or reinforces your suitability again using the What, How, Why framework
    - Highlight what you plan to give, the difference you will make and any ideas that you may have if you were appointed to the vacancy
    - Close with strong statement about why the employer should hire you and advise that your resume contains more detailed information about your work history, contact details and that you look forward to hearing from them.

## **Some DOs and DON'Ts when developing your pitch**

### **DO's**

- Know the two to three messages that you want to share to ensure that you stay on message and highlight your claims against the selection criteria
- You might prefer to use one or two work examples that showcase all criteria rather than a separate example for each criteria. Just remember all examples must be relevant and easy for the reader to link back to your resume
- Remember document design principles such as a readable font size and use of white space. Use bullet points to create breaks in your response if preferred
- Use real examples – don't only 'tell' of your skills and experience through general statements
- CHECK your response for relevance, typos and flow before submitting.

## **DON'T:**

- Don't waste space in your response telling about projects/experience that can be easily seen in your resume. For example: "I am currently an Executive Assistant in ...."
- Don't be tempted to use small font or narrow margins to maximise word usage in your response. This will make it very difficult for the selection panel to read. The skill in developing a pitch is to develop a short but relevant document. This requires practice.
- Don't submit a pitch longer than two pages. This may make your application 'stand out' in a non-favourable way as you have not attempted to craft a succinct but highly relevant response. How your resume and pitch work together?
- Your resume creates a vital first impression and should work in tandem with your one to two page pitch. Ensure your resume is crafted to best reflect selection criteria for the vacancy and that it conveys a sense of meaning and commitment for the work of the role that you are applying for.
- Standard resume inclusions such as your personal and contact details, relevant education/qualifications/technical skills, work experience including responsibilities and achievements and details of referees.
- You may wish to encourage the reader to refer to your resume in your pitch to provide more detailed information about the nature of work undertaken and the organisation.

## **Practice**

Remember to consider feedback from previous recruitment processes in developing and refining your future pitches. Strive to always improve, better highlight and present your claims in a logical order that relates to the position vacancy.

Further resources: **How to write and talk to Selection Criteria: Dr Ann Villiers**





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