



How to Write Pitches for APS Jobs

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DELIVERY SKILLS:

Ann worked as a Professional Speaker for more than a decade, attaining Certified Speaking Professional status with the National Speakers Association of Australia (NSAA). She co-emceed the 2012 CDAA Canberra National Conference and delivered well-received workshops at five CDAA Conferences.

TARGET AUDIENCE:

Career development practitioners who provide services to: public servants, people wishing to enter the public service, graduates.

RELEVANCE TO THEME:

Practitioner excellence includes staying current with market place changes and reassessing dated methods like the STAR model in order to increase clients' access to work opportunities.

PROFESSIONAL STANDARDS:

6.3.2 Labour market

LEARNING OUTCOMES/INNOVATION:

APS departments are using a 'pitch' approach to applications. These 'statements of claims', have word or page limits. Inviting a marketing approach, these documents can be problematic for applicants and practitioners accustomed to writing responses to selection criteria using the STAR model. Contextual analysis is now the basis of strong applications.

Practitioners take away a structure and process for assisting clients based on:

- Examples of the pitch application process
- A structure using the CAR rather than the STAR model
- A process to interpret the role description to support a pitch.

Handout with resources included.

THEORY/EVIDENCE:

Based on:

- Professional practice with multiple clients
- A chapter in *How to Write and Talk to Selection Criteria*, 6th edn. 2015
- Published articles:
How to write a suitability statement
<https://myfuture.edu.au/career-insight/how-to-write-a-suitability-statement>
The 'integrated leadership system' has no place in government recruitment
<http://www.canberratimes.com.au/national/public-service/the-integrated-leadership-system-has-no-place-in-government-recruitment-20160124-gmcz7u.html>