

**Applicant Guide -  
Developing a two page pitch**

October 2020

**Applicant Guide – How to develop a two page pitch when applying for positions****What is a ‘pitch’?**

A **pitch** is a summary of your claims for the position that you are applying for. It should be relevant to the selection criteria and other stated role requirements, with a focus on being concise, consistent and clear for the SAC Panel. It should succinctly articulate why you are a suitable candidate for the role and what you can bring to the role.

**How can you develop your 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?**

Your CV provides us with your career history and evidence of particular expertise or experience. With the Pitch, you need to demonstrate your attributes as they relate to the work level standards. It is an opportunity for you to demonstrate your potential to perform the role, including leadership attributes where applicable. Focus not only on what you have done but also provide insight into how you did what you did and why you did it that way.

In demonstrating your attributes against the work level standards, use examples to convey:

- What challenges you were facing;
- How you addressed this challenge;
- What was the outcome.

Close with a strong statement about why you should be chosen to undertake this role.

**Some do’s and don’t’s when developing your pitch?****DO’s**

- Know the key messages that you want to share to ensure that you stay on point and highlight your claims against the selection criteria and role requirements;
- 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 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:**

- **Use dot points**
- Don't waste space in your response telling about projects/experience that can be easily seen in your CV. 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 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 resumes include 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](#)