

How to market yourself in the application process:

Contact by Phone

Depending on the position and your personal situation, it can be helpful to contact the company by phone before submitting your application documents. Make sure that you are well prepared for this conversation and research the company beforehand. Prepare some appropriate questions to ask on the phone, showing your motivation and interest in the advertised position. At the beginning, ask who is responsible for the advertised position and whether they have time for some questions. After the conversation, write down the name of the person responsible and the date of the call so that you can then refer to it in your application letter.

Extensive use of media

We recommend that you also use new media for your job search. You can create a personal account on Xing or LinkedIn, which allows you to get in touch with employers. However, you can also use Facebook or Instagram to promote yourself and start a conversation with potential employers. However, think carefully about what you post and what will be visible to employers on your profiles. Be sure to remove any photos or posts that are not appropriate. If you are technically savvy, you can also create your own application homepage where you advertise yourself and your professional skills. When applying for a job, you can include a link to your homepage in your application file.