

● LIVE WEBINAR SERIES ● ● ●

# JOB SEEKERS & EMPLOYMENT SUPPORT

Empowering new Kiwi professionals with the tools, knowledge, and connections to navigate New Zealand's job market with clarity and confidence.



## FACILITATORS



AJAZ NUSRAT



SUMAIRA NASIM



**Mr Ajaz Nusrat**

Vice President Engagement & Employment Development

With over 20 years of experience in the IT industry, Mr Ajaz Nusrat stands as a visionary Solution Architect at NTT Data, where he has been shaping enterprise technology landscapes since 2015. His career is defined by a relentless pursuit of excellence, blending deep technical mastery with a strategic mindset to deliver scalable, secure, and future-ready solutions across diverse sectors.

Armed with a Master's degree in Information Technology specializing in Data Science, Ajaz brings a rare combination of analytical precision and architectural creativity. He has led complex digital transformation initiatives, optimized cloud-native infrastructures, and championed data-driven decision-making frameworks that empower organizations to unlock their full potential. His ability to translate business needs into robust technical architectures has earned him the trust of stakeholders and the respect of peers.

But Ajaz's impact reaches far beyond the boardroom. A passionate community advocate, he served as President of the Pakistan Association of New Zealand, where he spearheaded cultural, educational, and social initiatives that strengthened community bonds and promoted inclusivity. His leadership was marked by transparency, empathy, and a commitment to empowering others.

Driven by a deep belief in collective upliftment, Ajaz actively supports job seekers and emerging professionals. He has organized and facilitated career development workshops, offering practical guidance on resume building, interview preparation, and navigating the evolving job market. His mentorship has helped countless individuals gain confidence, secure employment, and chart meaningful career paths.



**Ms Sumaira Nasim**  
Vice President Operations

Ms Sumaira Nasim is a Senior Data and Insights Analyst with nearly five years of experience in leveraging data to drive strategic decision-making and organisational performance. With a Master's degree in Mathematics and currently pursuing a second Master's in Data Science, she brings a strong academic foundation complemented by industry-recognised certifications in data science.

In her current role, she mentors and guides team members, collaborates cross-functionally across the organisation, and works closely with developers and data engineers to ensure project continuity and delivery excellence. Her ability to replicate technical workflows and adapt quickly allows her to support the team effectively while maintaining momentum in complex data initiatives.

Beyond her technical responsibilities, she serves as Co-Chair of the organisation's Asia International Network—an employee-led group focused on inclusion and diversity. She contributes to the strategic development and execution of initiatives that foster a more inclusive and culturally aware workplace.

With a blend of deep technical expertise and strong interpersonal skills, she is passionate about using data not just to inform, but to influence meaningful change and contribute to the bigger picture across teams and initiatives.



WEBINAR SERIES

# Employment Support & Job Seeker Roadmap

Empowering job seekers, whānau, and community members with professional pathways, tools, and local industry insight.

## Today's Discussion Points:



CV, Cover Letter & Transferable Skills



Interview Competency (STAR)



Time to Job Hunt? (Self-Reflection)



NZ Workplace Culture & Rights



Five Keys to Get Ready



LinkedIn & SEEK Optimization

## Webinars Layout:



Program Structure



Interactive discussion



Question & Answer with Audience



Industry Experts

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Welcome & Overview



# Is it Time to Start Job Hunting?

If you're wondering when's a good time to start job hunting, there are a few questions you should ask yourself first, says Lambart. These include:

-  **Tenure:** Have you been in your current role more than two years?
-  **Learning Curve:** Are you still learning?
-  **Opportunities:** What opportunities are there for growth in your workplace?
-  **Values:** Do you feel aligned to the values of your employer?
-  **Potential:** Are you playing to your strengths and using your full potential?



# Five Keys to Get Ready

If you decide to move forward, focus on these five critical preparation pillars outlined by Lambart:

-  **Reflect on what you want:** You'll have more success if you're clear on roles you're looking for. Focus your applications on jobs that truly fit you, especially in a crowded market.
-  **Update your resumé:** Add recent accomplishments, certifications or other achievements. Make multiple tailored versions if applying for different roles.
-  **Refresh your online profile:** Update your SEEK profile with your updated resumé and employment history, making it easier for recruiters to find you.

-  **Tap into your network:** Reach out to peers, past employers or recruiters as part of your job search – or even just to get an up-to-date view of your industry.
-  **Practice your interview skills:** It helps to be ready in case you land an interview suddenly. Think about new success stories to demonstrate your knowledge.



# Job Searching Beyond Job Boards

Only **30% of vacancies** are publicly advertised on major sites. The remaining 70% is the "**Hidden Job Market**".

## Reactive Search (Advertised)

- Set precise daily alerts on SEEK, LinkedIn, and Indeed.
- Register directly with niche agency portals (e.g., Hudson, Robert Half, Adecco, Hays, Potential, Tribe, Beyond).
- Keep daily track of applications on a basic spreadsheet.

## Proactive Search (Hidden)

- Identify 10 local target companies and reach out directly.
- Ask for 15-minute **Informational Interviews**.
- Attend local business, community, and iwi networking events.



# Interviews: The STAR Technique

NZ employers heavily utilize **behavioral interview questions** ("Tell me about a time when you..."). Answer structured and systematically.

## S / T

**Situation & Task:** Briefly outline the context. What was the project or challenge, and what was your specific responsibility?

## A / R

**Action & Result:** What did \*you\* do to solve it? (Focus on your own actions, not the team's). What was the positive, measurable result?

**Tip:** Always prepare 2 or 3 questions to ask the interviewer. It demonstrates initiative, engagement, and critical thinking.

# Leveraging Transferable Skills

Employers see massive value in **transferable skills**. You likely have many of these—making it vital to highlight them.

 **What are they exactly?** Core abilities and behaviors that go beyond a specific job or organisation. You can utilize them in almost any workplace.

 **Universal Value:** Great people skills remain valuable whether you are a customer service representative, a carpenter, a senior executive, or an intern.

 **Stand Out & Pivot:** Knowing your specific transferable skills helps you differentiate yourself to employers and can even facilitate a complete career change.





# Organizational & Execution Skills

These are the skills that help you **plan, prepare, and get things done**. Showing how you execute tasks is highly valuable to employers.

 **Planning & Time:** Managing yourself, timelines, and resources to meet strict goals in fast-paced workspaces.

 **Admin & Clerical:** Efficiently handling paperwork, communications (email/phone), calendars, and appointments.

 **Financial Control:** Budgets development, keeping neat financial records, and resource allocation.

 **Research & Analysis:** Collecting data, evaluating patterns, reporting findings, and outlining advice.

 **Creative & Digital:** Generating innovative solutions, adapting fast to new software and tools.

 **Sales & Marketing:** Promoting a product or service, or constructively influencing behaviour.

# Active Communication Skills

Workplaces rely on communication for things to run smoothly, so skills you have here will be a benefit to them.

-  **Listening:** Not only taking on what is communicated to you but also interpreting, understanding, and validating the message.
-  **Writing:** Any interaction involving the written word, including clear and concise emails, professional letters, reports, or materials.
-  **Face-to-Face:** In-person communication, including facilitating meetings, active presentation of ideas, negotiating, and public speaking.



# Interpersonal & People Skills

These are the skills that help you interact and get along with others, playing an increasingly important role in modern team culture.

-  **Co-operation:** Being able to collaborate, work well with others, and effectively contribute to joint projects.
-  **Empathy:** Putting yourself in someone else's shoes to try and understand, relate to, and support them.
-  **Patience & Flexibility:** Handling trying situations, repeating processes when necessary, and adapting approaches dynamically.



# Leadership & Influence Skills

Effective leaders can motivate their team, support individual growth, and make complex decisions—skills almost any successful business needs.

-  **Prioritisation & Delegation:** Stepping back from the front line to decide what needs to be done first, and who can best handle those jobs.
-  **Critical Thinking:** Looking at complex workplace problems, analysing variables, and coming up with sustainable solutions.
-  **Coaching & Feedback:** Mentoring peers, supporting goals, removing roadblocks, and delivering constructive performance information.



# Understanding NZ Work Culture

New Zealand business culture combines structural informality with highly professional expectations.



**Flat Hierarchies:** Managers are accessible; open debate and sharing of ideas is expected across all levels.



**Team Collaboration:** Highly collaborative. Values high "team fit," positive communication, and support.



**Quiet Humility:** Balance showcasing achievements with humility. Be proud of results but avoid boastfulness.





# The Foundation of a Winning CV

Recruiters spend an average of **6 seconds** reviewing a CV. Clean, logical layout is critical for retaining attention.

## Essential Sections

- **Contact Details:** Professional email, phone, location, & LinkedIn.
- **Professional Summary:** A brief 3-sentence elevator pitch.
- **Key Skills:** Bulleted list mapping directly to the job description.
- **Work History:** Reverse chronological, focus on recent 10 years.

## Standard Rules

- **Length:** Strictly 2 to 3 pages.
- **Format:** Save and send strictly as PDF unless asked otherwise.
- **Design:** Use neutral fonts (Arial, Calibri, Lato) and clean margins.
- **No Photo:** Best practice in NZ is to omit personal photos.

# Example: Professional Clean CV

## Key Visual Highlights:

- **High Contrast Grid:** Keeps the layout easily scannable for recruiters.
- **Bullet-Led format:** Avoids large paragraphs of heavy text.
- **Consistent Hierarchy:** Clearly defined dates, company names, and locations.
- **No distracting graphics:** Ensures applicant tracking software (ATS) can parse information smoothly.



# Example: Professional Clean CV



## Emma Robinson

### PROFESSIONAL SUMMARY

Successful sales professional with 10+ years experience in large-scale food and retail environments. Implement cost control measures to ensure operations remain within company targets. Maximize bottom-line performance through P&L, merchandising, staff management, loss control and inventory management initiatives.

### WORK EXPERIENCE

Verizon Wireless - District Manager  
San Francisco, CA • 09/2009 - Current

- Directed recruitment/training/staff development initiatives to maximize productivity and revenue potential through development of a sales team.
- Successfully increased employee retention by created a positive work environment in 18 stores.
- Administered daily operations to ensure policies were adhered to and understood by sales staff.
- Cultivated strong business relationships with customers to drive business development.
- Planned and executed floor merchandising initiatives in collaboration with merchandise management.
- Ensure store is prepared for internal audits through analysis/preparation of quality assurance and inventory statistics

Walgreen, Inc. - Operation Manager  
San Francisco, CA • 08/1997 - 09/2009

- Oversaw opening/closing operations for a \$4 million annual revenue store in compliance with current company policies/procedures.
- Managed operational costs by spearheading inventory control and leading shipping department activities as well as setting wage targets.
- Administered financial processes including accounts payable/accounts receivable, managing an accounting office and updating customer service files.

### CONTACT INFORMATION

M: emma.robinson@live.com  
C: 781-669-5989  
A: 123 Main Street, San Francisco,  
CA 94122

### EDUCATION

San Francisco State University  
San Francisco, CA • 09/2009 - Current

- Master of Business Administration:  
Operations Management Speech and  
Communication, Sociology and Psychology

### SKILLS

- Executive team leadership
- Inventory report generation
- Client/Vendor relations
- Market analysis
- Budgeting and financing
- Project management
- Team liaison
- Strong verbal communication

### CERTIFICATIONS

Certified Retail District Manager  
Verizon, Inc. • 07/2009



## JONATHAN HALL

j.halls@live.com | H: 508-278-2542 | C: 781-669-5989 | 123 Main Street, San Francisco, CA 94122

### Professional Summary

Successful sales professional with 10+ years experience in large-scale food and retail environments. Implement cost control measures to ensure operations remain within company targets. Maximize bottom-line performance through P&L, merchandising, staff management, loss control and inventory management initiatives.

### Experience

Verizon Wireless | San Francisco, CA  
District Manager  
09/2009 - Current

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San Francisco State University | San Francisco, CA  
Master of Business Administration: Operations Management Speech and Communication, Sociology and Psychology  
2009

### Skills

- Executive team leadership
- Inventory report generation
- Client/Vendor relations
- Market analysis
- Budgeting and financing
- Project management
- Team liaison
- Strong verbal communication

### Certification

Verizon Inc.  
Certified Retail District Manager  
July 2009



# Active Summaries & Key Skills

Ditch passive, generic phrases. Tailor your professional summary to reflect active capability.

## ✓ Strong, Active Phrasing (Good):

"Results-driven Customer Service Specialist with 5+ years experience in NZ retail and telecommunications. Proven track record of resolving complex escalations while maintaining a 95% satisfaction rate."

## ✗ Weak, Passive Phrasing (Avoid):

"I am a hard worker who is looking for a challenge in a customer-focused role where I can grow. I have good communication skills and work well under pressure."

**How to Present Skills:** Categorize into *Hard Skills* (e.g. CRM Systems, Budgeting) and *Soft/Transferable Skills* (e.g. Stakeholder Management, Conflict Resolution).



# Writing Achievements with Metrics

Do not write a CV that reads like a list of chores. Shift focus from \*tasks\* to \*impact\* using our mathematical formula.

Achievement = Action Verb + Context + Measurable Result

-  **Instead of:** "Responsible for taking customer support calls."
-  **Write:** "**Managed** a high-volume call queue of 60+ daily queries, **achieving** an average resolution rate of 92% against a team KPI of 85%."
-  **Instead of:** "Assisted with inventory and stocktake."
-  **Write:** "**Implemented** a standardized digital stock tracking system, **reducing** weekly inventory discrepancies by 15%."



# Structuring an Effective Cover Letter

Your CV shows you *\*can\** do the job; the Cover Letter shows you *\*want\** to do it and understand the organization.

## 1. The Hook (Paragraph 1)

State the role you're applying for and share immediate, personalized enthusiasm for the company's recent work or values.

## 2. The Value Pitch (Paragraph 2)

Select 1 or 2 of your biggest achievements from your CV and connect them directly to their specific requirements.

## 3. The Alignment (Paragraph 3)

Address why you are a cultural fit. How do your goals and working styles fit with their operational environment?

## 4. Call to Action (Paragraph 4)

Keep it simple: state your availability for an interview and politely thank them for their time.

# Visual Layout: Cover Letter



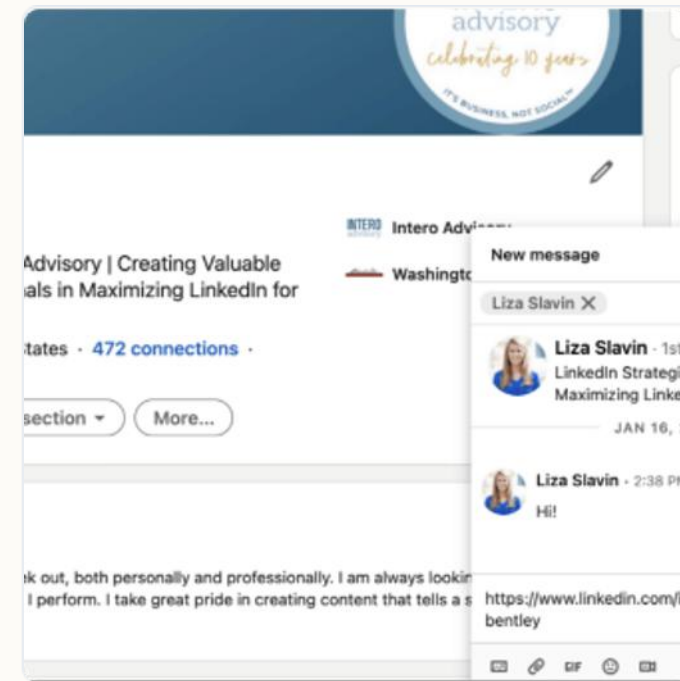
## Structuring Essentials:

-  **Professional Header:** Your name, details, and date aligned with the recipient's information.
-  **Single Page Standard:** Ensure the letter never overflows into two pages.
-  **Consistent Typography:** Use the exact same font type and sizes as your CV for visual alignment.

# Optimising LinkedIn & SEEK Profiles

Recruiters actively "headhunt" using algorithmic keywords. If your profile is complete, jobs can find you.

-  **LinkedIn Optimization:** Use a clear, warm headshot. Change your headline from your current title to your area of value. Toggle "Open to Work."
-  **SEEK Profile Power:** Complete your profile entirely. Set visibility to "Standard" so verified recruiters can search and view your CV.





# Your Rights as an Employee

Every employee in New Zealand has guaranteed minimum rights by law. Ensure you and your whānau are protected.

| Entitlement Area    | Minimum Legal Standard in New Zealand                                     |
|---------------------|---------------------------------------------------------------------------|
| Employment Contract | Must be in writing, read, and signed *before* you start working.          |
| Annual Leave        | 4 weeks of paid annual leave per year after 12 months.                    |
| Sick Leave          | 10 days of paid sick leave per year after 6 months.                       |
| Trial Periods       | 90-day trial periods are strictly for businesses with under 20 employees. |

# Q&A and Next Steps



## Questions & Answers



## Your Action Plan for This Week:

- Update your CV and SEEK/LinkedIn profiles.
- Reach out to one person for a networking chat.





## Stay connected and follow us on:



**Professionals Development Council  
New Zealand**



**Website:**

[www.pdc.org.nz](http://www.pdc.org.nz)

**Email:**

[info@pdc.org.nz](mailto:info@pdc.org.nz)

**Join the WhatsApp Community:**

+64 210 877 5502

**LinkedIn:**

[linkedin.com/company/pdcnz](https://www.linkedin.com/company/pdcnz)

**Facebook:**

<https://www.facebook.com/pdcnz/>

