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### MATERIALS NEEDED

Whiteboard markers

### LEARNING GOALS

At the close of the workshop, students will be able to:

- Write a cover letter that demonstrates understanding of the genre and that meets audience expectations with regards to content, format, and tone
- Close read a job description, and match and tailor their skills and background accordingly
- Make strategic, purposeful choices about which kind of content to include when, demonstrating understanding of the function of each paragraph in a letter
- Draw on a variety of sentence structures to describe themselves and their skills
- Understand key differences between cover letters and resumes

### OVERVIEW

In this workshop, four primary activities take place:

- Facilitator introduces students to the cover letter as a genre of writing that is tailored to a specific audience with specific expectations.
- Students analyze a job ad, alongside a cover letter written in response, in order to name the function of each paragraph/sentence and to identify specific sentence structures used to introduce and describe oneself and one's skills.
- Students compare related sections of an applicant's resume and CV
- Independently, students close read a job ad from a field of interest and tailor a response

## LESSON PLAN

### Introduction

Begin by asking how many students have written cover letters. Ask: *What's the purpose of a cover letter?*

Elicit or provide the following:

- A cover letter expands on your resume to reveal something about you, your skills, and your strengths
- It also *serves as a writing sample*. A clear, persuasive, error-free letter is indicative of the type of work that you might do on the job.

Next, **introduce the cover letter as a genre of writing**: to write a successful one, you have to understand what your audience expects and hopes to see. Today, we will

- discuss the specific expectations that accompany this genre;
- examine a job ad, and a cover letter written in response, in order to determine how successful cover letter writers tailor their skills to an ad, and to examine the paragraph and sentence structures that they use to do so;
- compare related sections of an applicant's resume and cover letter to understand each document's purpose; and
- draft a cover letter in response to a job ad.

### Part One: Understanding Audience Expectations for Cover Letters (15 min)

#### 1. **Successfully responding to a job ad requires understanding employers' expectations.**

- **Ask: what is the main goal of writing a cover letter?** Elicit or provide: **To get an interview/response.**
- **Ask, "What do employers expect you to do in a cover letter?"** Record responses on board. Possible responses might have to do with content, format, tone:
  - To use a tone appropriate for your audience (courteous, professional, interested)
  - To tell them more than they could learn from reading your resume alone
  - To make it clear why you'd be a good fit and why the job appeals to you
  - To describe your educational and work experience, and tailor these to the specific job (often using keywords from the job ad)
  - To help them understand what you learned from your past experiences
  - To explain where you heard about the job and how you can be contacted
  - To address the letter to the specific job and person to which you are applying
  - To include the address, date, and signature in the proper places
  - To use standard formatting: 1 page, single-spaced, 12-point font, 3-4 block paragraphs (including an introduction, 1-2 body paragraphs, and conclusion)
  - To write a letter that is clear, persuasive, spell-checked, and free of grammatical errors
- **Emphasize that in all cover letters, your main job is to expand on the facts of your resume**, to show your potential employer:
  - 1) why you're interested in the job and
  - 2) why you are the best candidate for the job.

2. **Clarify that, though we have a good sense of what employers expect from a cover letter, we also know that employers have some varying expectations and values.**
  - These expectations are often coded in job ads themselves.
  - Close reading a job ad, paying particular attention to the qualities and skills an employer emphasizes, can help you to determine what an employer is looking for and which skills you should prioritize.
3. **Ask: What is the first thing you should do when you see a job ad that interests you?** Elicit: Read it closely.

### **Part Two: Close Reading the Paragraphs and Sentences in a Cover Letter (30 min)**

1. **Distribute Handout 1: “Front Desk Attendant Wanted,”** explaining to students that this was a recent job ad posted for the Writing Center’s Front Desk position.
  - Provide time for students to read independently.
  - Encourage them to circle or underline anything that seems important as they read.
2. **Ask students which words and phrases stood out to them.**
  - Record on the board as students share their answers.
3. **Based on their answers, have students imagine what a successful cover letter written in response to this ad might look like.** What should the writer emphasize?
4. **Distribute Handout 2: “Cover Letter for Front Desk Attendant Position,”** explaining to students that this is a student cover letter that was written in response to this job ad. Inform students that the right column on Handout 2 will serve as a place to record the group’s findings as they read and observe the function of particular sentences and paragraphs in this letter.
5. **Have students take turns reading aloud.**
  - As you read, pause at the end of each paragraph (in particular in the introduction and conclusion) to ask students to identify the function of the sentences within, and to have students observe the specific phrases the writer uses to accomplish this work.
  - Record students’ observations on the board.
  - Draw students’ attention to places where the writer specifically links her experience to the job posting (using **keywords**) and to places where the writer introduces background information that makes her unique (speaking a different language). See **Reference Sheet: Cover Letter for Front Desk Position.**
6. **Highlight, or ask students to highlight, parts of sentences in the model cover letter that could be used in other cover letter contexts.** (E.g. “I am writing to express my interest in the position of ...”)
  - Explain that there is language common to many cover letters that might be thought of as fairly generic templates, even though the content that completes each of these sentences will be absolutely unique to each applicant.
  - Knowing and using some of these templates can help them to feel more confident to know that they are meeting employers’ expectations.

## 7. **Distribute Handout 3: “Sentence Structures Used in Cover Letters.”**

- Explain that this is a list of such phrases that cover letter writers regularly use to describe themselves and their experience.
- Point out that these templates are only possibilities.
- Their first step when writing is to decide what it is they intend to say; next, they can draw on these templates to help them to express their thoughts.
- Provide students a few minutes to read, perhaps highlighting ones they can imagine using themselves.

## **Part Three: Identifying Differences between a Cover Letter and Résumé (15 min)**

1. **Say:** It is important that your cover letter not just repeat what you’ve included in your resume. While you may be referring to the same experiences, you can use the cover letter to influence how a potential employer views, understands, and evaluates your background. Explain that the cover letter allows you to **interpret your resume for the employer** in order to **paint a broader picture of who you are, what you’re interested in, and what motivates you to apply to this position.**
2. **Pass out Handout 4: “Roxane Wu’s Application for Audit Intern Position.”** Explain that they will read an excerpt from Roxane’s resume and a corresponding excerpt from her cover letter in order to compare how Roxane presents the same experience in both documents.

Start with the first example (the first row) about Roxane’s accounts payable internship. **Say:** Imagine yourself in the role of a potential employer. How does the cover letter add to what’s already in the resume? What impression of Roxane do you get from the cover letter that you do not from the resume?

Possible student responses:

- “The cover letter is more descriptive.”
- “They present information in a different order.”
- “The cover letter presents the same information as the resume in many cases. I’m not sure why we need to say the same information twice.”

**For each student response, ask “Why might Roxane have made that choice?”** Encourage students to discover options for framing or controlling the way a recruiter might view their experience.

For example:

- “The cover letter presents information in a different order than what’s on the résumé.”  
⇒ Build on the student’s response to explain that Roxane uses the cover letter to focus the reader’s attention (remember that hiring managers are busy and will spend a limited amount of time on each application). In a cover letter, you want to be **selective** and **emphasize key transferrable skills** (in this case, Roxane focuses on analytical skills, her relationships with clients, and her ability to work accurately under pressure).
- “The cover letter presents the same information as the resume in many cases. I’m not sure why we need to say the same information twice.”

## COVER LETTER WORKSHOP

- ⇒ Ask the student to indicate the sentences in the cover letter that seem repetitive. Help them see that, in each instance, the same “facts” are presented differently. For instance, Roxane uses the cover letter to highlight **what she learned** instead of just summarizing what she did. Roxane also explains **how she accomplished tasks** on the job instead of just listing her responsibilities.
3. Have students repeat this process of noticing differences in the second row. Here, help students see how the cover letter creates **bridges or links between seemingly distinct experiences listed in the resume**. This gives the employer a more coherent image of her background, interests, and career trajectory.
  4. Pass out the full model letter: **Handout 5: “Cover Letter for Audit Intern Position.”** Tell students that this is Roxane’s completed cover letter. While we won’t go over it now, they can use as a resource later.

### Part Four: Drafting a Cover Letter in Response to a Job Posting

(If there is time remaining)

1. **Pass out Handout 6: “Selected Job Ads (1-5).”**
  - Inform students that these ads are for entry-level positions and are drawn from several fields, including accounting, journalism, marketing, corporate communications, and public affairs.
  - Ask students to select one ad that interests them, read, and to begin to draft a response, using the templates as desired.
2. **Make yourself available for questions as they arise.** Wrap up by asking students to read one sentence from their draft they feel confident about.

## FRONT DESK ATTENDANT WANTED

We are looking for bright, reliable, friendly, assertive, self-motivated, organized, detail-oriented people to join our front desk staff. Experience in providing excellent customer service—in an office, a restaurant, through volunteer work, etc.—is a strong plus.

### Job responsibilities:

- **Greeting Students.** You will be the first face students see when they come to the Writing Center or when they call, so a friendly, encouraging, and patient persona is a must. You will greet students, answer their questions, inform them of what they can expect from Writing Center support, and help them sign up for appointments, workshops, and online support.
- **Working with Consultants.** You will let consultants know when students have arrived.
- **Corresponding.** You will be responding to student and faculty e-mail requests, so you need to be able to produce error-free correspondence in a professional and friendly writer's voice.
- **Opening and/or closing the Writing Center.** You will be responsible for opening and/or closing the Center, setting up the computers, and making sure that the Center is operational.
- **Other responsibilities include** assisting the Directors as needed with tasks such as photocopying, recordkeeping, and preparing and distributing materials.

To apply, please email your resume, cover letter, and writing sample to Diana Hamilton, Writing Center Director ([diana.hamilton@baruch.cuny.edu](mailto:diana.hamilton@baruch.cuny.edu)).

COVER LETTER FOR FRONT DESK POSITION

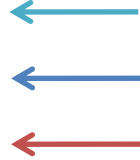
Labani Basu  
112 35<sup>th</sup> St, Apt 7  
Brooklyn, NY 11232

July 8, 2018

Baruch College Writing Center  
NVC 8-185, One Bernard Baruch Way  
New York, NY 10010

Dear Diana Hamilton,

I am writing to apply for the position of front desk attendant at the Baruch College Writing Center. I am currently a rising junior in the Baruch Honors Scholars program. As an English major, aspiring journalist, and editor of the student newspaper, I often meet struggling writers. I know that the Writing Center is an invaluable resource for these students, and I would be eager for the chance to assist with its daily operations.



Introduction

For the last three years, I served as news editor of *The Ticker* and managed the print and online versions of the news sections. Each week, I assigned stories and edited the articles for my section. These experiences gave me insight into the writing process and working with a team. Editing also taught me to be **detail-oriented** and **self-motivated**—I had to ensure the issue was ready on time, and I was the **last person to look at proofs before** they went to print.

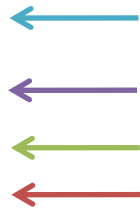


Body Paragraphs

In addition to my editorial experience, I also have extensive **customer service experience**. As a cashier at American Apparel, I assisted customers, **organized** items and helped out at events. As a **volunteer** at Housing Works, I was responsible **for closing the bookstore** on many shifts, and for maintaining a **friendly, bright** persona for the customers who came in looking for book recommendations. I would bring **the same friendliness** to the Center’s front desk.



Working with student writers is a passion of mine. Though I grew up speaking Hindi, my education gave me the opportunity to become fluent in English, enabling me to pursue a career as an editor. I would especially love to be a part of the Writing Center’s work supporting English language learners. I have attached my resume and writing sample to this email for your review. Please do not hesitate to contact me at l.basu@baruch.edu or (646) 312-0000 if you have any questions about my application. Thank you very much for your time and consideration.



Conclusion

Sincerely,

Labani Basu

## SENTENCE STRUCTURES USED IN COVER LETTERS

### How do I introduce myself?

I am applying for the front desk position.

I heard about the front desk position from Dr. Smith, my English professor, who suggested I contact you.

I am extremely interested in learning more about the front desk position.

I think I would be a good match for the job because \_\_\_\_\_.

### How do I describe my education?

I am currently a rising junior majoring in English in the Baruch Honors Scholars program.

I am currently a junior at Baruch College majoring in English.

As a recent graduate of Baruch College's English department, I...

### How do I describe my past work? I...

served as an intern at \_\_\_\_\_.

interned at \_\_\_\_\_.

worked at \_\_\_\_\_.

was responsible for filing paychecks...

helped create a filing system/to push a new initiative...

am familiar with working at a front desk...

feel very comfortable editing documents based on my experience working at The Ticker...

### How do I describe my skills? I...

honed my ability to respond quickly to emails...

developed my ability to respond to students' essays...

sharpened my editing skills...

refined my data-entry skills...

### How can I describe my work experience? I...

have experience editing documents...

gained experience working with customers...

possess experience working in the finance industry...

have extensive experience working in the media industry/in the medical field...

### How can I describe my experience working with others? I...

worked closely with the head supervisor of marketing.

collaborated with a team of interns.

### How can I describe my leadership experience? I...

organized a company-wide effort/events...

led my group...

managed a team of my peers...

created a new database...

### How can I introduce my unique background?

I come from a diverse background. My family is Indian...

My time overseas taught me...

Having grown up in a Hindi-speaking household, I have a passion for learning new languages.

### How do I close/ask for a response?

Thank you for your time and consideration.

Please contact me if you have any questions.

I look extremely forward to hearing from you.

I look forward to the opportunity of discussing this position with you in person.



**ROXANE WU'S APPLICATION FOR AUDIT INTERN POSITION**

<b>RÉSUMÉ</b>	<b>COVER LETTER</b>
<p><b><i>WORK EXPERIENCE</i></b></p> <p><b>Accounts Payable Intern</b>, Local Bushel, New York, NY</p> <ul style="list-style-type: none"> <li>• Identified discrepancies and partial payments to reconcile vendor statements</li> <li>• Filed vendor invoices in a timely manner</li> <li>• Worked with the accounting staff to meet monthly deadlines</li> <li>• Maintained clear communication to ensure excellent customer service</li> </ul>	<p>In my 2017 Accounts Payable Internship at Local Bushel, I applied the strong analytic skills I have gained through my coursework. At Local Bushel, I learned the importance of developing relationships with vendors and clients to ensure ease of communication throughout the billing cycle. Working with staff accountants, I implemented this knowledge to analyze client data, identify discrepancies, and reconcile accounts under tight deadlines. My ability to adapt to client needs and work accurately under pressure make me well qualified for the internship at Deloitte, and...</p>
<p><b><i>LEADERSHIP EXPERIENCE</i></b></p> <p><b>Conversation Partner Program</b>, Member, Baruch College</p> <ul style="list-style-type: none"> <li>• Match native and non-native speakers for conversation practice</li> <li>• Write text for flyers and social media to promote events and spread awareness on campus</li> </ul> <p><b>Girl Up Baruch</b> (Student Club), Member, Baruch College</p> <ul style="list-style-type: none"> <li>• Assist with events and fundraisers to create awareness about educational inequality's effects on women</li> </ul> <p><b>Center for Family Life in Sunset Park</b>, Volunteer, Brooklyn, NY</p> <ul style="list-style-type: none"> <li>• As a computer lab volunteer, assisted individuals with searching the internet and other basic computer skills</li> </ul>	<p>In addition, as a member of the Conversation Partner Program, I encourage cultural exchange. In matching native and nonnative speakers for conversation, and in promoting our events via flyers and Facebook, I help create spaces for cross-cultural communication and the development of language skills on campus. As a member of CPP, as well as volunteer at the Center for Family Life (2014-16), I have strived to empower others in the pursuit of their career goals. With a demonstrated record of building community, I look forward to contributing to the culture of mentorship and collaboration at Deloitte.</p>

## COVER LETTER FOR AUDIT INTERN POSITION

Dear Hiring Manager:

I am writing to apply for the position of 2019 Winter Audit & Assurance Staff Intern at Deloitte. I am currently a junior working towards my B.B.A. in Accounting at Baruch College, Zicklin School of Business. Through my conversations with Mr. David Yu and Ms. Maria Small, I have learned that the company is committed to creating a diverse workforce. As a first generation Asian-American with a demonstrated record of building community, I believe I would make valuable contribution to Deloitte while deepening my knowledge of the audit profession. **My strong analytic skills, my leadership ability, and my ability to work on a team distinguish me as** an applicant for the winter audit internship.

In my 2017 Accounts Payable Internship at Local Bushel, I applied the strong analytic skills I have gained through my coursework. At Local Bushel, **I learned the importance of** developing relationships with vendors and clients to ensure ease of communication throughout the billing cycle. Working with staff accountants, I implemented this knowledge to analyze client data, identify discrepancies, and reconcile accounts under tight deadlines. My ability to adapt to client needs and work accurately under pressure make me well qualified for the internship at Deloitte, and I would look forward to further expanding my skillset through close work with audit professionals.

In my work and volunteer roles, I use my leadership and communication skills to create communities in which individuals' diverse strengths contribute to our shared goals. At Irvington, I trained and mentored new servers to maintain consistency of polite and prompt service in the restaurant's dynamic environment. In addition, as a member of the Conversations Partner Program, I encourage cultural exchange. In matching native and nonnative speakers for conversation, and in promoting our events via flyers and Facebook, I help create spaces for cross-cultural communication and the development of language skills on campus. **As a member of CPP, as well as volunteer at the Center for Family Life (2014-16), I have strived to** empower others in the pursuit of their career goals. I would bring this same drive and expertise to the Audit Intern position at Deloitte.

At the Baruch Accounting Society Networking luncheon, I was impressed by the Deloitte staff's high level of enthusiasm, and the guidance I received from Ms. Small in my one-on-one session helped me to focus my goals. The mentorship possibilities at Deloitte would be invaluable as I prepare for a career in accounting. My resume is attached for your review. I would enjoy the opportunity to further discuss my qualifications in person. You can contact me at Roxane.Wu@baruch.cuny.edu or via phone at (347) 555-1409. Thank you very much for your consideration. I look forward to hearing from you.

Sincerely,

Roxane Wu

### Introduction

Identifies the position of interest

Introduces academic background including degree, major, and college affiliation.

Demonstrates interest in company, and ties this to personal background & motivation

Summarizes why she is a good fit for the position

### Body Paragraphs

Emphasizes what she learned from her experience (usually not found on a résumé)

Describes how skills or accomplishments are transferrable to the new position.

Uses first sentence of body paragraph to emphasize overall skills gained through one or more experiences (sometimes drawing on keywords from job ad).

Creates bridges between seemingly distinct experiences in résumé.

### Conclusion

Reiterates passion for company, citing specific knowledge she gained about it.

Refers to any relevant enclosed materials

Reiterates contact information for clarity

Thanks the reader for taking time to read letter.

Politely requests follow-up or interview within a mutually convenient time frame.

REFERENCE SHEET  
COVER LETTER FOR FRONT DESK POSITION

Labani Basu  
112 35<sup>th</sup> St, Apt 7  
Brooklyn, NY 11232

July 8, 2018

Baruch College Writing Center  
NVC 8-185, One Bernard Baruch Way  
New York, NY 10010

Dear Diana Hamilton,

I am writing to apply for the position of front desk attendant at the Baruch College Writing Center. I am currently a rising junior in the Baruch Honors Scholars program. As an English major, aspiring journalist, and editor of the student newspaper, I often meet struggling writers. I know that the Writing Center is an invaluable resource for these students, and I would be eager for the chance to assist with its daily operations.

For the last three years, I served as news editor of *The Ticker* and managed the print and online versions of the news sections. Each week, I assigned stories and edited the articles for my section. These experiences gave me insight into the writing process and working with a team. Editing also taught me to be **detail-oriented** and **self-motivated**—I had to ensure the issue was ready on time, and I was the **last person to look at proofs before** they went to print.

In addition to my editorial experience, I also have extensive **customer service experience**. As a cashier at American Apparel, I assisted customers, **organized** items and helped out at events. As a **volunteer** at Housing Works, I was responsible **for closing the bookstore** on many shifts, and for maintaining a **friendly, bright** persona for the customers who came in looking for book recommendations. I would bring **the same friendliness** to the Center’s front desk.

Working with student writers is a passion of mine. Though I grew up speaking Hindi, my education gave me the opportunity to become fluent in English, enabling me to pursue a career as an editor. I would especially love to be a part of the Writing Center’s work supporting English language learners. I have attached my resume and writing sample to this email for your review. Please do not hesitate to contact me at l.basu@baruch.edu or (646) 312-0000 if you have any questions about my application. Thank you very much for your time and consideration.

Sincerely,

Labani Basu

**Introduction**

Identifies the position of interest



Summarizes why you think you’d be a good fit for the position



Communicates interest in the position and organization, thereby demonstrating familiarity with the job.

**Body Paragraphs**



Identifies strong qualifications and connects these to position’s needs



Describes relevant skills, education, and experience, and customizes these towards position (including, often, **keywords** from the job description itself.)



Highlights transferable skills, proficiencies, and achievements

**Conclusion**



Strongly reiterates interest in and passion for company and related industry



Refers to any relevant enclosed materials



Reiterates contact information for clarity



Thanks reader for taking time to read letter

**SELECTED JOB ADS****1. Job Ad: English, Writing  
Editorial Assistant, Martha Stewart Living Omnimedia**

Martha Stewart Living Omnimedia is seeking an Editorial Assistant to provide administrative support for the VP, Editorial Director of the group and general office support to the edit staff.

**Job Responsibilities:**

- Provide administrative support for the Editorial Director and general office support to the editorial staff of Living.
- Manage daily schedule, meetings, appointments, and monthly expense reports for the VP, Editorial Director.
- Maintain freelance writer database, send contracts, prepare invoices, and coordinate billing in a timely fashion.
- Maintain filing systems and contact lists, supplies, back issues, story binders, etc.
- Help the Books team with upcoming projects, creating storyboards, putting binders together, sourcing and editing recipes for cookbooks, and arranging meetings with our partners at Clarkson Potter.
- Sort mail for editorial department.
- Contribute to print editorial projects as needed; pitch, research, and write selected monthly content for Martha Stewart Living.

**Experience:**

Recent college graduate looking to gain experience in the editorial field. Must be a strong writer with some interest in lifestyle content or the lifestyle publishing industry. Previous internships at magazines a plus.

**Skills:**

Hardworking, organized, timely, works well with others, willing to learn, passionate about writing, energetic, interested in the lifestyle industry and lifestyle trends, has a strong understanding of the brand's aesthetic.

**Salary:** 35,000

## **2. Job Ad: Accounting Accounts Payable Coordinator, Entry level WSP Group**

WSP, an award winning and innovative multi-disciplinary engineering consulting firm, has an opening for an Accounts Payable Coordinator to be located in the New York City office. WSP works closely with architects and owners from around the world on a variety of challenging engineering projects, with a focus on efficient and sustainable high performance designs.

The position of Accounts Payable (A/P) Coordinator is responsible for the preparation and posting of invoices and expense related items. The A/P clerk is essential in ensuring timely payments of vendor invoices and employee expense reimbursements.

### **Job responsibilities:**

- Verify invoice information against purchase order and process payments
- Audit reimbursement and manual check requests for proper paperwork and approvals
- Process invoices, check requests, and cash disbursements on a weekly basis
- Ensure the proper general ledger coding and vouchering of all invoices
- Prepare year end 1099's for tax reporting purposes
- Respond to inquiries from vendors and internal clients, researching payment issues as needed
- Handle sensitive and/or confidential documents and information

### **Job requirements:**

- Business or Accounting degree preferred
- 0-1 years of experience working with A/P Accounting for a professional services firm, relevant internship experience is acceptable
- Basic accounting knowledge, including debits, credits, and G/L account number structures
- Excellent data entry skills
- Strong communication skills
- Excellent customer service skills
- Excellent attention to detail
- Experience with MS Excel and other Microsoft Office Suite applications
- Some experience with Project Accounting systems (e.g. Deltek) preferred

WSP offers salary commensurate with experience, a comprehensive benefits package which includes medical, dental, disability and life insurances, 401k plan, tuition reimbursement, and more. Please submit your resume and cover letter as one document in either PDF or Word format.

**Salary:** TBD

### 3. Job Ad: Corporate Communications Internship Creative Content Production Internship, Sesame Workshop

Sesame Street Production is looking for TV/Film/Video Production and Communication majors for the Fall 2015 Creative Content Production Internship. We are looking for proactive, driven, problem-solving interns that are interested in learning about all aspects of production.

#### **Intern Responsibilities Include the following:**

- Answer Production phone lines
- Assist in Sesame Street Digital Shoots
- Assist Script Department with distributions to cast/crew and with the script revision process, including screenings
- Observe both creative and management aspects of production to gain a better understanding of how a Sesame Street episode is produced domestically and internationally
- Give Sesame Street Set Tours to Make A Wish, auction winners, donors, and guests of cast/crew when in Production
- Test new Sesame Street Apps/Games for the web and mobile devices
- Assist with special projects as needed and help Sesame Workshop staff as directed

#### **Seeking candidates with the following qualities:**

- Computer Literate: Proficient in Microsoft Office Suite: Excel, Word, and PowerPoint. Familiar with Final Cut, Final Draft, and Photoshop is a plus.
- Confident: Possesses and exhibits a level of confidence, but is able to take direction and criticism professionally while communicating efficiently.
- Detail Oriented: Ability to work efficiently/effectively. Ability to keep self and space organized.
- Enthusiastic: Enthusiastic and highly energetic ensuring a willingness to learn and creating a positive work environment.
- Flexibility/Adaptability: Ability to adapt to and work effectively within a variety of situations and with various individuals and groups as production needs develop.
- Initiative: Proactive attitude that focuses on creating ideas and plans for correcting issues or handling daily tasks. Uses resources well and creates projects to use downtime productively.
- Results Oriented: Ability to achieve results and complete assignments in a timely manner.
- Team Player: Must thrive in a collaborative environment. Works on personal and professional growth with hopes of inspiring and encouraging growth in others.

**Please Note:** Applicants must be currently enrolled in College or University. All years are welcome to apply, Juniors and Seniors preferred. Students who are currently enrolled in a TV/Film/Video Production or Communication major are preferred.

## 4. Job Ad: Marketing

### Online Sales & Marketing Assistant, Penguin Adult, Penguin Group

Our digital sales team is looking for an Online Sales & Marketing Assistant to join their team. The Online Sales & Marketing Assistant will provide general administrative support to the Director of Online and Digital Sales and the Online and Digital Sales Department.

#### Specifically, the Online Sales & Marketing Assistant:

- Provides administrative support to supervisor and to the department (filing, maintaining calendar, galley mailings, keeping meeting minutes, etc).
- Runs sales reports for department and manages distribution of reports as directed.
- Tracks and analyzes digital sales.
- Creates new departmental reporting and ad-hoc reports, and liaises with relevant outside departments.
- Creates and distributes weekly digital sales reports to other divisions.
- Organizes sales activities around our digital-first and digital-only imprints.
- Prepares and formats marketing/book title data for online booksellers, including managing the collection, creation and distribution of catalog content, cover images, and other essential marketing materials in digital format.
- Works directly with Amazon merchandising team on specific Penguin projects as directed.
- Checks shipments and fields questions from accounts.
- Covers for reps if they are out of the office.

#### Please apply if you meet the following minimum requirements:

- 4 year degree or equivalent work experience
- Minimum of one year of experience to be considered, sales experience preferred
- Excellent communication and interpersonal skills
- Advanced knowledge of Excel, PowerPoint, and Access
- Ability to work in fast-paced, evolving area of the publishing industry

#### Preferred qualifications include:

- Ability to work independently as well as in a team setting
- Excellent problem-solving skills
- Familiarity with imaging and design software

**Salary:** The salary for this position is \$35,250. Full-time employees are eligible for our comprehensive benefits package.

## 5. Job Ad: Non-profit Grants Assistant, Harlem RBI

Harlem RBI, an award winning youth development and education program, is seeking a dynamic individual to serve as a *Grants Assistant*. The Grants Assistant will support the Grants Associate and Director of Institutional Giving with generating \$6M+ for Harlem RBI and its associated DREAM Charter School, in public and private grants annually by researching funding opportunities, writing grant proposals and reports and providing administrative support as needed. The successful candidate will be a strong writer with excellent attention to detail and a desire to be part of a fast-paced development team.

Like all Harlem RBI employees, the Grants Assistant should demonstrate a strong commitment to the mission and values of Harlem RBI. Come join an organization that was recently recognized as one of the “50 Best Non-Profits to Work For” in the United States by *The Nonprofit Times*.

### Responsibilities:

- Maintain grants files, records and tracking systems, including Harlem RBI’s grants calendar and donor database;
- Regularly review resources such as the Government Grants Information Service and Philanthropy News Digest for public and private grant opportunities; research prospective funders and RFPs for mission “fit;”
- Write and edit grant proposals and reports;
- Work with program/data staff to ensure information in Harlem RBI’s case statement is accurate and up to date;
- Assist with financial reporting and associated record keeping, including preparation of reports for Harlem RBI’s quarterly board meetings; and
- Provide additional administrative support, such as scheduling, meeting preparation, filing, etc. as needed.

### Qualifications:

- Bachelor’s Degree required;
- Excellent communication skills, in particular writing and editing ability;
- Interest in non-profit fund development, particularly grant-writing;
- Exceptional research skills;
- Outstanding organizational skills, including the ability to manage several overlapping projects with a strong attention to detail;
- Flexibility, collaborative mindset and problem-solving capabilities;
- Excellent computer skills, including mastery of Microsoft Word and Excel;
- Deep embodiment of Harlem RBI’s organizational values of teamwork, diversity, integrity and fun.

**Compensation:** Salary is highly competitive and commensurate with experience. To apply, send a resume, cover letter and writing sample to [jobs@harlemrbi.org](mailto:jobs@harlemrbi.org).