

## 如何在求职过程中脱颖而出？你的求职信够“亮”了吗？

何佳佳

商务信函是商务活动中最常用的商务文本。商务信函简洁明了，有明确的目的性。信函根据沟通目的的不同，可以分为不同种类，比较有代表性的有下列几种：问询和回复信、投诉和调解信、销售信、邀请信、回绝信、求职信、道歉信等。

求职信是常用的一种商务信函，主要用于求职。求职者怎样才能在众多候选人中脱颖而出呢？我们相信个人素质是成功的基础，但一封好的求职信能够给人留下深刻的印象，让对方在字里行间中看到“the best of you”，看到一个栩栩如生、跃然纸上的优秀人才，也能在很大程度上为求职者争取到面试机会。

既然求职信很重要，那么我们怎样才能写好一封求职信呢？求职信一般分为三个部分，开篇部分简单自我介绍，说明申请的职位，可以说明自己对所申请的职位和行业的工作热情，例如：

*I have recently learned from Jodi Hammel, a graphic designer at Dyer/ Khan, that you are recruiting for a graphic designer in your Marketing Department. Your position interests me greatly because it offers me an opportunity both to fulfill my career goals and to promote the work of an internationally respected institution. Having participated in substantial volunteer activities at a local public museum, I am aware of the importance of your work.*

中间部分是求职信的精髓部分，你需要把“the best of you”呈现给读者。中间段落会写教育背景、工作经历、相关资历(证书、获奖等)、个人特质等内容，但必须是和申请的职位有直接关系。中间部分可以分成几个小段落写，每个段落主要突出某一方面的亮点，然后用具体的典型事例（经历）说明，例如：

*I bring strong up-to-date academic and practical skills in multimedia tools and graphic arts production, as indicated in my enclosed résumé. Further, I have recent project management experience at Dyer/ Khan, where I was responsible for the development of client brochures, newsletters, and posters. As project manager, I coordinated the project time lines, budgets, and production with clients, staff, and vendors.*

结尾部分一般表达面试的愿望，希望对方给予积极考虑；也可以表达对所申请职位的期待，说明自己对招聘部门能有所贡献，争取打动对方。例如：

*Could we schedule a meeting at your convenience to discuss this position further? If you have questions or need additional information, feel free to contact me. Thank you for your favorable consideration.*

以上是求职信写作的总体原则，求职者在写作时还要注意其他几个要素：内容充实、实事求是，亮点突出、语言流畅，态度热情诚恳、积极自信；这样的求职信才会真正打动人心，也才够“亮”，才能助你脱颖而出！