

Crown Careers Centre
Creating your Career Objective

“A CV without an objective is like a book without a title”

By trying to keep many career options open and not using an objective, students may give the message to employers that they are not focused, do not have any goals and have diminished the possibility of being called for an interview.

A Career objective has 3 key parts:

1. Level of position for which you are applying
 - Example: Obtain an entry level position....
2. Type of business, industry or career area
 - Example: Obtain an entry level position in the hospitality industry...
3. State your major strengths you have to offer this employer.
 - Be sure there are examples of these strengths in the CV

Three sample career objectives:

Accountant

An accounting position in a blue-chip media/entertainment company. Long-term plans are to advance into a management position with responsibility for financial functioning of the firm.

Graphic designer

To obtain an entry-level position as a graphic designer that will utilise my creative and organisational skills and will provide an intense learning experience.

Retail manager

To become a store manager in a national retail chain with opportunities to advance to state sales management.

Try writing a short career objective for a couple of different jobs. It should state your goal and the skills that make you suitable.

Write your examples on your CV Preparation Worksheet