

升學及就業中心
Further Studies & Career Centre
SECOND EDITION 第二版



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

COLLEGE OF PROFESSIONAL AND
CONTINUING EDUCATION
專業及持續教育學院



CPCE 學生事務處
Student Affairs Office

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FOREWORD

Dear Students,

Do you feel uncertain about the future?

Are you looking for guidelines to help you plan your career?

Do you need hints on writing your CV and preparing for your interview?

"CHANCE FAVORS THE PREPARED MIND" (LOUIS PASTEUR)

CPCE Student Affairs Office (CSAO) is committed to helping you discover and develop your talents and potential, and preparing you for pursuit of your goals in life.

To strengthen your competitiveness in job search, the Further Studies & Career Centre (FSCC) has produced this **JOB HUNTING GUIDE**. It is a useful and handy booklet especially for SPEED and HKCC students, outlining the key steps you need to take to find a job. We do hope that this guide will help you develop a better understanding of yourself, learn how to search for jobs, write a great cover letter and CV, prepare for a job interview, and learn the tips of post-interview follow-up and evaluation.

You are strongly encouraged to visit the FSCC on both PolyU Hung Hom Bay Campus and West Kowloon Campus or make an appointment with our professional Career Development Officer for one-to-one advice on career-related topics such as CV writing, career assessment and job interviews.

Last but not least, the production of this Job Hunting Guide would not be possible without the contributions by a number of dedicated parties. Special thanks have to be given to the Further Studies and Career Development Section for its effort on producing the guide, and the administrative team for its efficient administrative support.

I do hope that this booklet will prove to be a useful starting point on your journey to find your dream job. A bright future is ahead of you!

Joseph SO, PhD
Head of Student Affairs
College of Professional and Continuing Education
The Hong Kong Polytechnic University



序言

各位同學：

你是否對未來感到迷惘？

你是否希望得到一些指引，幫助你計劃事業的方向？

你是否需要一些建議，幫助你撰寫履歷表和準備面試？

「機會是留給準備好的人」（路易·巴斯德）

專業及持續教育學院學生事務處（CSAO）致力協助同學發掘和發展自己的才能和潛能，幫助他們向理想邁進。

為加強同學在求職時的競爭力，升學及就業中心（FSCC）製作了這本**求職攻略**。這本小冊子內容實用、精簡易明，當中概述了求職的步驟，特別為專業進修學院（SPEED）和香港專上學院（HKCC）同學而設。我們期望同學利用這本小冊子，加深對自己的認識，學習尋找工作、撰寫求職信和履歷表的要訣，為面試作好準備，以及掌握面試後的跟進和檢討工作。

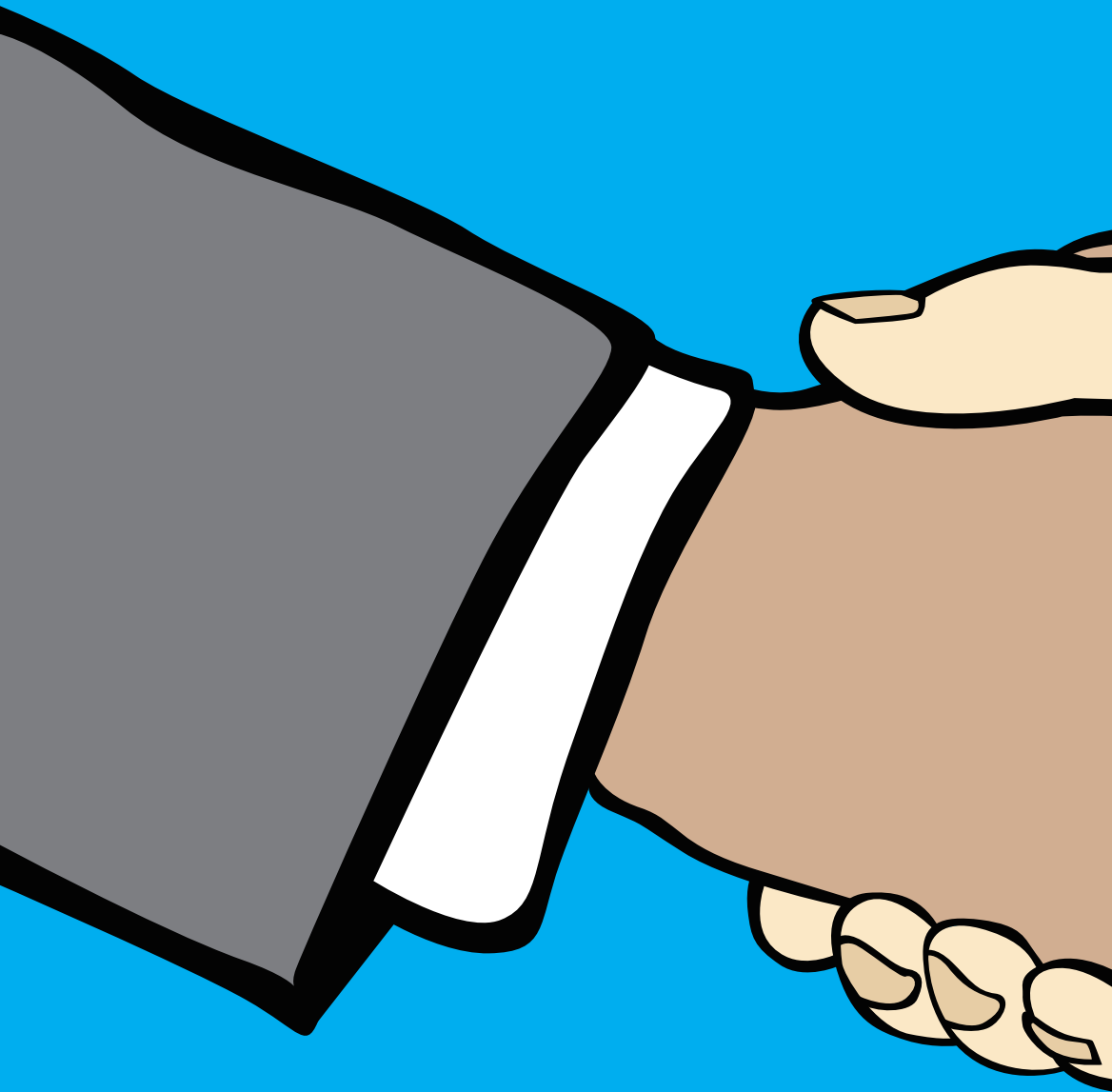
歡迎同學到訪位於理大紅磡灣校園和西九龍校園的升學及就業中心，或與就業發展主任預約面見，了解更多有關撰寫履歷表、職業性向評估及面試的技巧。

最後，我要特別感謝升學及就業組用心地為同學撰寫和設計這本求職攻略，以及行政人員高效率的支援。你們的支持與付出，讓這本求職攻略得以順利出版。

希望這本小冊子能幫助同學開展理想的求職旅程，開拓光明的未來！

香港理工大學
專業及持續教育學院
學生事務處總監
蘇志豪博士







CAREER PLANNING PROCESS 職涯規劃過程

STEP 1 - JOB HUNTING JOURNEY

第一步：求職之旅

PREPARATION OF COVER LETTER AND RESUME 準備求職信和履歷表

Cover Letter 求職信

A cover letter gives you the chance to tell a potential employer why you are the perfect candidate for the position.

求職信是給你一個機會，向準僱主說明你是有關職位的最佳人選。

Introduction 簡介

When and where did you read the job advertisement?

你在何時何處得知該空缺廣告？

What position are you applying for?

你來信應徵什麼職位？

The Body 正文

How is your education background related to the position applied for?

你的學歷如何與此申請職位有關？

What work experience can make you stand out from other candidates?

你有哪些工作經驗，讓你從其他候選人中脫穎而出？

How are your extra-curricular experiences related to the position applied for?

你曾參加的課外活動如何與此申請職位有關？

Closing Paragraph 結束

Look for an interview opportunity and provide the employer with your contact number and email address.

爭取面試機會，並提供聯絡電話和電郵地址。



CAREER PLANNING PROCESS 職涯規劃過程

STEP 1 - JOB HUNTING JOURNEY

第一步：求職之旅

14 March 2020

Human Resources Department
Ming Pao Magazines Limited
15/F, Block A, Ming Pao Industrial Centre,
18 Ka Yip Street, Chai Wan
Hong Kong

COVER LETTER SAMPLE
求職信範例

Dear Manager,

Re: Application for the Position of Social Media Specialist

With reference to the advertisement in the Good Morning Post on 3 March 2020, I wish to apply for the position of Social Media Specialist. I have enclosed a copy of my resume for your reference.

I am now in the final year of the Bachelor of Arts (Honours) in Marketing and Public Relations offered by School of Professional Education and Executive Development of The Hong Kong Polytechnic University. The intensive course work has equipped me with the essential knowledge in marketing management and necessary skills in communication. I am able to speak and write in English and Chinese (both Putonghua and Cantonese). My group projects included a competitive analysis of the Ocean Park Hong Kong and Hong Kong Disneyland and a market study of the Circle K.

Having worked as a Freelance Social Media Specialist for Hong Kong iNet Limited for more than a year, I have gained practical work experience in building and executing social media strategies. I am responsible for setting up and optimising company pages within each social media account, and conducting research to understand online marketing channels and trends.

As an outgoing person, I have participated in various extra-curricular activities during my study. I enjoy participating in the Mentorship Programme and treasure the job shadowing opportunity. I am paired up with a mentor from the marketing industry who has given me a bigger picture of the industry.

I shall be happy to attend an interview at your convenience to provide more details about my academic study and work experience. I can be reached by phone at 9123 4567 or by email: Chan_Tai_Man@gmail.com to arrange an interview. I look forward to speaking with you.

Yours sincerely,

Man

CHAN Tai Man

Enclosed: Resume



CAREER PLANNING PROCESS 職涯規劃過程

STEP 1 - JOB HUNTING JOURNEY

第一步：求職之旅

PREPARATION OF COVER LETTER AND RESUME 準備求職信和履歷表

Resume 履歷表

Resume is a brief summary of your background that highlights your skills, experience and qualifications. It is also a selling tool for you to get an interview.

履歷表是個人背景的摘要，能突出個人技能、經驗和學歷。它亦是你的「銷售工具」，用來爭取面試機會。

Contact Information 聯絡資料

Your full name, contact number and email address

你的姓名、聯絡電話號碼和電郵地址

Education 學歷

Name of school, programme and study period

學校名稱、課程名稱、修讀期

Work and/ or Internship Experience 工作及/ 或實習經驗

Relevant full-time and/ or part-time work and/ or internship experience with name of the company, position, working period and job descriptions

相關全職及/ 或兼職工作及/ 或實習經驗，包括公司名稱、職位名稱、受僱日期及職責

Extra-curricular Activities 課外活動

Name of the organisation, activity, role, contributions and participation period

機構名稱、活動名稱、角色、職責及參加日期

Awards 獎項

Name of the organisation, award and year

機構名稱、獎項名稱及得獎年份

Skills & Capabilities 技能和能力

Language and other skills

語言及其他技能



CAREER PLANNING PROCESS 職涯規劃過程

STEP 1 - JOB HUNTING JOURNEY

第一步：求職之旅

CHAN Tai Man
9123 4567
Chan_Tai_Man@gmail.com

RESUME SAMPLE
履歷表範例

EDUCATION/ ACADEMIC ATTAINMENT

School of Professional Education and Executive Development (SPEED) 2018 - present

The Hong Kong Polytechnic University (PolyU)

Bachelor of Arts (Honours) in Marketing and Public Relations

Hong Kong Community College (HKCC) 2016 - 2018

The Hong Kong Polytechnic University (PolyU)

Associate in Business (Marketing)

Tsuen Wan Government Secondary School 2010 - 2016

Form 1 to Form 6

WORK EXPERIENCE

Hong Kong iNet Limited Sep 2018 - present

Freelance Social Media Specialist (Part-time)

- Assist in conducting research on digital products
- Manage and maintain social media accounts
- Answer over 50 social media inbox enquiries per day

EXTRA-CURRICULAR ACTIVITIES

PolyU SPEED Sep 2019 - present

Mentorship Programme

- Pair up with a mentor from the marketing industry
- Take part in the job shadowing arranged by the mentor
- See a bigger picture and understand more about how the industry functions

AWARD

Tai Hang Youth Centre 2017-2019

Best Volunteer Award

SKILLS AND CAPABILITIES

Language: Proficient in both written and spoken Cantonese, English and Mandarin

Computing: Familiar with MS Word, Excel, Access, PowerPoint and SPSS

DATE AVAILABLE

June 2020

EXPECTED SALARY

\$15,000



CAREER PLANNING PROCESS 職涯規劃過程

STEP 1 - JOB HUNTING JOURNEY

第一步：求職之旅

JOB SEARCH 尋找職位

Through the following channels, you can try to find a job which meets your personality, values and skills.

你可從以下的渠道，嘗試尋找一份適合自己個性、工作價值觀和技能的工作。

1. Career Fair (offered by SPEED in collaboration with CSAO)

就業博覽 (由SPEED主辦·學生事務處協辦)

Before joining the Fair 參與就業博覽會前	During the Fair 就業博覽會期間
<p>Attend "CV Writing Workshop", "Mock Interview Workshop" and Career Talks 參加「撰寫履歷表工作坊」、「模擬求職面試工作坊」和職業講座</p> <p>Join Interview Clinic 參加「面試諮詢服務」</p> <p>Bring sufficient copies of your resume 帶備足夠的履歷表副本</p> <p>Dress up in a formal suit or dress 穿著西裝或商務連身裙</p>	<p>Check and prioritise your interested companies 選出你感興趣的公司，然後按優先次序排列</p> <p>Introduce yourself briefly to the potential employers 先向準僱主簡單介紹自己</p> <p>Make good eye contact with the potential employers 與準僱主保持眼神交流</p> <p>Join on-site "CV X-ray service" if necessary 如有需要，可即場參加「履歷表諮詢服務」</p>

2. Recruitment Websites

招聘網站

Civil Service Bureau
公務員事務局

www.csb.gov.hk/english/recruit/7.html



cpjobs
www.cpjobs.com/hk



CTgoodjobs
www.ctgoodjobs.hk



JobsDB
hk.jobsonline.com/hk



JUMP
jump.mingpao.com





CAREER PLANNING PROCESS 職涯規劃過程

STEP 2 - INTERVIEW PREPARATION AND FOLLOW-UP

第二步：面試前準備及面試後跟進

TIPS FOR INTERVIEW PREPARATION 面試準備要訣

1. Browse the company's website and annual report to gain a comprehensive understanding of the company
瀏覽該公司的網頁和年報，全面了解該公司的情況
2. Make a job application record
記錄工作申請

Date of Application Submission 申請日期	Company Name 公司名稱	Company Address 公司地址	Email Address 電郵地址	Contact Phone Number 聯絡電話	Position 職位名稱	Interview Date, Time & Venue 面試日期、時間及地點

3. Bring your identity card, ball pens, correction pen or tape, resume, mobile phone and academic certificates (if necessary) to attend the interview
參加面試時，請帶備身份證、原子筆、改錯筆/帶、履歷表、手提電話和學歷證明文件（如需要）
4. Prepare questions to ask the potential employer at the end of the interview
預備向準僱主發問的問題

Example 1: Which supervisor or department does the employee report to?
例子一：該職位的員工需要向哪位上司或哪個部門負責？

Example 2: What is the development plan of the company for the next 5 years?
例子二：貴公司在未來五年有什麼發展計劃？



CAREER PLANNING PROCESS 職涯規劃過程

STEP 2 - INTERVIEW PREPARATION AND FOLLOW-UP

第二步：面試前準備及面試後跟進

UPON ARRIVING AT THE INTERVIEW LOCATION 到達面試場地

1. Arrive 30 minutes earlier so that you can have enough time to fill in the application form and relax
提前三十分鐘到達，以便有足夠時間填寫申請表格及放鬆心情
2. Switch off your mobile phone and other electronic devices
關掉手提電話及電子設備
3. Keep smiling to the staff and interviewer
對職員和面試主考人保持微笑
4. Knock the door before you go into the interview room
進入面試室前，請先敲門
5. Sit down properly when invited or prompted by the interviewer
待面試主考人邀請或示意才可禮貌地坐下

POST-INTERVIEW FOLLOW-UP AND EVALUATION 面試後跟進及檢討

1. Which part of the interview were you doing fine?
在面試中，有哪些地方做得好？
2. What are the areas for improvement?
有哪些地方需要改善？

TOP 10 INTERVIEW QUESTIONS 十條面試常見問題

1. Please briefly introduce yourself.
請簡單介紹自己。
2. What are your strengths and weaknesses?
你有哪些優點和缺點？
3. What makes you apply for this job?
你為什麼要申請這個職位？
4. What makes you think that you are suitable for this job?
你如何能夠勝任此職位？
5. What do you know about our company?
你對本公司有什麼認識？
6. Have you visited our website? Please give your comments.
你曾瀏覽本公司的網站嗎？請給意見。
7. How can you contribute to our company if we hire you?
假如你被錄用，你能夠對本公司作出什麼貢獻？
8. What are the most important rewards you expect to receive in your career?
你期望在職業生涯中獲得最大的獎勵是什麼？
9. What are your goals for the future?
你對未來有何計劃？
10. Do you have any questions?
你有什麼問題要詢問？



INTERVIEW APPEARANCE AND ATTIRE FOR WOMEN

面試儀容和衣著攻略 (女士)

MAINTAIN NATURAL MAKEUP
保持清淡妝容

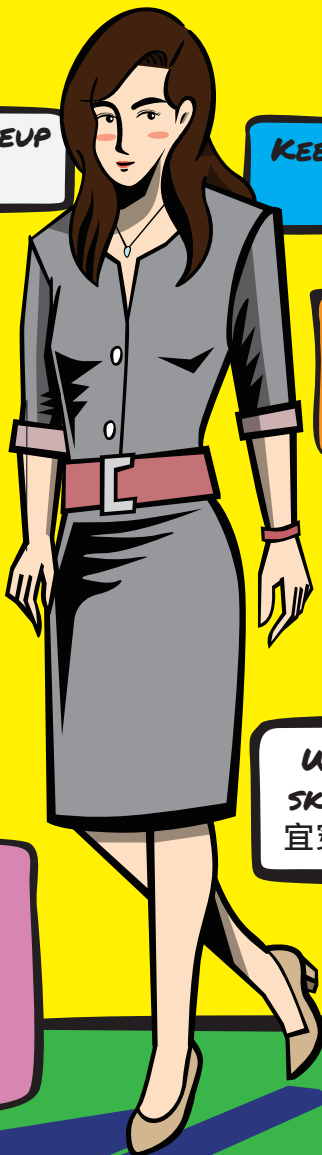
KEEP HAIR CLEAN AND NEAT
頭髮梳理整潔

**KEEP
ACCESSORIES SIMPLE**
只佩戴簡單飾物

**CHOOSE
TRANSPARENT
OR NUDE NAIL POLISH**
選擇透明或
裸色指甲油

**WEAR A KNEE-LENGTH
SKIRT OR LONG TROUSERS**
宜穿及膝的西裙或長西褲

**APPLY A
SMALL AMOUNT
IF YOU USE PERFUME**
若塗香水，
只可塗少量



INTERVIEW APPEARANCE AND ATTIRE FOR MEN

面試儀容和衣著攻略 (男士)

KEEP HAIR CLEAN AND NEAT
頭髮保持整潔

WEAR NO EARRINGS
不要佩戴耳環

**WEAR A TIE WITH
SIMPLE PATTERN OR
IN PLAIN COLOR**
穿戴保守顏色
和圖案的領帶

**WEAR LIGHT COLOR
SHIRT WITH
BUSINESS SUIT
IN DARK COLOR**

穿著淺色恤衫
配搭深色西裝

**KEEP FINGERNAILS
CLEAN AND TRIMMED**
指甲保持整潔

**WEAR CLEAN AND
POLISHED DARK SHOES**
穿上乾淨光亮的皮鞋

**WEAR DARK SOCKS OR
ONES WITH COLOR
MATCHING THE PANTS**
穿深色或與褲子
顏色相襯的襪子





SUCCESS

CAREER

GROWTH

DEVELOPMENT

CAREER PLANNING PROCESS 職涯規劃過程

STEP 3 - ACCEPTANCE OF APPOINTMENT *

第三步：接受聘任

Do you fully understand your job duties, working hours and other terms of employment?
你是否詳細了解自己的工作範圍及職責、工作時間及其他聘用條件？

What is the compensation and benefit scheme provided by the company?
公司提供什麼員工福利？

What kind of training opportunities will the company provide?
公司提供哪些培訓機會？

Did the employer provide you with a copy of the signed contract for future reference?
僱主有否提供給你一份已簽署的合約作日後參考？

* Labour Department. (2017). *A Guide to Job Hunting*. Retrieved from <https://www.labour.gov.hk/eng/public/eip/JobHunting.pdf>



REFERENCE 參考資料

Labour Department. (2017). *A Guide to Job Hunting*. Retrieved from <https://www.labour.gov.hk/eng/public/eip/JobHunting.pdf>



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INFORMATION ABOUT FURTHER STUDIES + CAREER CENTRE

升學及就業中心資料

LOCATIONS 地點

Room 406, PolyU Hung Hom Bay Campus
香港理工大學 紅磡灣校園 406室

Room 301, North Tower, PolyU West Kowloon Campus
香港理工大學 西九龍校園 北座301室

OPENING HOURS 開放時間

Monday – Friday 10:00 am – 6:00 pm
星期一至星期五 上午十時至下午六時

Saturday, Sunday and
Public Holidays Closed
星期六、日及公眾假期 休息

ENQUIRY HOTLINE 查詢熱線

3746 0193 (PolyU Hung Hom Bay Campus 理大紅磡灣校園)
3746 0293 (PolyU West Kowloon Campus 理大西九龍校園)



fscd@cpce-polyu.edu.hk



sao.cpce-polyu.edu.hk/en/fscd



CPCE SAO Further Studies and Career Centre 學生事務處—升學及就業中心



[csaofsc](https://www.instagram.com/csaofsc)



Facebook



Instagram



Website

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