Lesson 2

# Applying for Jobs LinkedIn, Indeed & ELT Platforms

Turn your CV into a simple job-search system for ESL/ELT roles around the world.

10–20 minute practical lesson

**Takeaway: a searchable profile, smart alerts and a weekly application tracker.**



# What this lesson will help you do

Apply with focus, confidence and consistency — not panic or random clicking.

## 1 Find the right roles

Use clear role titles and keywords so you do not miss suitable ESL/ELT opportunities.

## 2 Set up platforms

Make LinkedIn, Indeed and job boards work for you through profile signals and alerts.

## 3 Track applications

Create a simple system so you know what you applied for, when to follow up and what to improve.

**The goal is not “apply everywhere”. The goal is “apply where your profile makes sense”.**

# Job search is a funnel

You need enough applications — but every application must still look intentional.

| | | |
|---|---|---|
| 01 | **Search** | Find roles using the right titles and filters. |
| 02 | **Shortlist** | Check fit before you apply. |
| 03 | **Tailor** | Adjust CV/profile to the role. |
| 04 | **Apply** | Submit clean documents and a short message. |
| 05 | **Track** | Follow up and learn from response patterns. |

**Good job search is a repeatable routine, not a one-day emotional activity.**

# Start with your target role language

Employers and platforms use keywords. Your search must use them too.

| | |
|---|---|
| **ESL / EFL Teacher** | General English, adults, young learners, online classes |
| **IELTS Trainer** | IELTS Speaking, Writing Task 1/2, band descriptors, exam prep |
| **Voice & Accent Trainer** | Pronunciation, accent neutralisation, corporate communication, MTI |
| **Academic English Tutor** | EAP, study skills, presentations, writing feedback |
| **Online English Tutor** | Remote, flexible hours, 1:1 lessons, trial classes |
| **Teacher Trainer / Mentor** | CPD, observation, feedback, lesson planning support |

**Choose 2–3 target titles first. Then search, apply and tailor around those titles.**

# LinkedIn: make your profile searchable

Before applying, make it easy for recruiters and hiring managers to understand you.

## Profile essentials

- Headline names the role you want
- About section gives 3–4 lines of teaching value
- Experience uses the same evidence bullets as your CV.
- Featured section includes demo lesson, portfolio or certificate proof.
- Skills match target roles: IELTS, TESOL, pronunciation, lesson planning.

## Headline formula

**Target role + learner group + strongest specialism**

**Example:**

**ESL Teacher | Adults/YL Support | Voice and Accent Expertise**

Do not use only “TESOL certified”. Show what you are ready to do.

# LinkedIn job search routine

Use filters and saved searches so opportunities come to you.

## 01 Search with phrases

Try exact phrases: “IELTS Trainer”, “ESL Teacher”, “English Tutor”, “Voice and Accent Trainer”.

## 02 Filter intelligently

Location, remote/hybrid, experience level, date posted and company type. Do not over-filter too early.

## 03 Save the search

Turn on alerts for your best searches. Review alerts on the same days each week.

## 04 Use people search

Look for academic managers, L&D leads, recruiters and alumni from training groups.

## 05 Engage professionally

Comment on ELT posts, share useful teaching reflections and keep your profile active.

## 06 Apply then connect

After applying, send a short, polite connection note when appropriate.

# Indeed and general job boards

Use them for volume — but keep your standards high.

## Use filters

- Job title
- Remote / city / country
- Date posted
- Full-time / part-time
- Salary when shown

## Read carefully

- Required qualification
- Learner age group
- Class format
- Working hours/time zone
- Application instructions

## Protect quality

- Avoid one-click only
- Tailor your CV
- Check employer website
- Track every application
- Do not pay recruiters

**General boards are useful, but the best results come when you apply selectively and track properly.**

# Do not depend on only one platform

ELT jobs appear in different places depending on the employer type.

| | |
|---|---|
| **LinkedIn** | Recruiters, schools, companies, corporate training, networking |
| **Indeed / general boards** | High volume, local searches, part-time and online roles |
| **ELT-specific boards** | Language schools, TEFL/EFL roles, international teaching posts |
| **School/company websites** | Direct applications and roles not always promoted widely |
| **Professional groups** | WhatsApp, Facebook, alumni, webinars, CPD communities |
| **Referrals** | Past trainers, classmates, employers and professional contacts |

**Build a weekly routine across 3 sources: one broad, one specialist, one relationship-based.**

# Read a job advertisement like an employer

Before applying, separate what is essential from what is optional.

## Must-have

- Qualification required
- Experience level
- Location / work rights
- Availability / time zone
- Learner age group

## Nice-to-have

- IELTS / business English
- Pronunciation support
- Online teaching tools
- Exam feedback
- Materials creation

## Your proof

- CV bullet
- Certificate/module
- Demo lesson
- Portfolio link
- Reference/contact

**Apply when you can prove the must-haves and explain at least one strong match.**

# Create a simple application tracker

If you do not track, you cannot improve your job search.

| Date | Platform | Role | Employer | Status | Follow-up | Learning |
|---|---|---|---|---|---|---|
| Mon | **LinkedIn** | **IELTS Trainer** | **Online academy** | **Applied** | **Fri** | **Need stronger IELTS examples** |
| Tue | **Indeed** | **ESL Tutor** | **Language centre** | **Shortlisted** | **Next Tue** | **Good fit: adults** |
| Thu | **Website** | **V&A Trainer** | **Training firm** | **Drafting** | **Send today** | **Tailor pronunciation bullets** |

**Weekly review question: Which role titles and platforms are giving me the strongest responses?**

# Use a short, professional application message

A good message is clear, polite and relevant — not desperate or overlong.

## Message formula

- Greeting + role name
- One-line fit for the role
- One specific evidence point
- CV/portfolio attached or linked
- Polite closing

## Example

Dear Hiring Team,

I am applying for the IELTS Trainer role. My training and practice focus on speaking assessment, pronunciation support and structured feedback for adult learners. I have attached my CV and would be happy to complete a demo lesson if shortlisted.

Kind regards,
[Your name]

**Keep it human. One strong paragraph is better than a copied essay.**

# Before you press Apply

Use this 60-second check every time.

**Role fit** — Can I explain why this role fits my skills?

**CV name** — Is the file name professional and correct?

**Keywords** — Does my CV/profile mirror the job language?

**Evidence** — Have I shown teaching methods, learner groups and outcomes?

**Instructions** — Have I followed exactly how they ask me to apply?

**Tracker** — Have I recorded the application and follow-up date?

**Small checks prevent careless mistakes that can cost good opportunities.**

# Protect yourself while applying

Professional job search also means knowing what to avoid.

## Be careful if they ask for…

- Money before an offer
- Original certificates/passport without a clear reason
- Unpaid full teaching work disguised as “demo”
- Vague salary, hours or contract terms
- Communication only through unofficial channels

## Professional response

- Ask for role details in writing
- Check the organization website
- Keep copies of messages and offers
- Clarify payment, hours and cancellation terms
- Say no politely when something feels wrong

**Confidence is not only getting interviews. It is also choosing safe, credible opportunities.**

# Your 20-minute job-search setup task

Do this after the lesson before you start applying widely.

1. **Choose 2–3 target role titles.**
2. **Update your LinkedIn headline and About section.**
3. **Create or improve your Indeed/profile-board account.**
4. **Set three job alerts: one broad, one specialist, one local/remote.**
5. **Create your tracker and record your first three shortlisted roles.**

**Mission output: profile ready + alerts on + tracker started.**

Final takeaway

# The strongest candidates do not apply randomly. They apply with a system.




**Before Lesson 3**

**Apply to three relevant roles and bring your tracker notes.**

Next lesson: Most commonly asked interview questions