

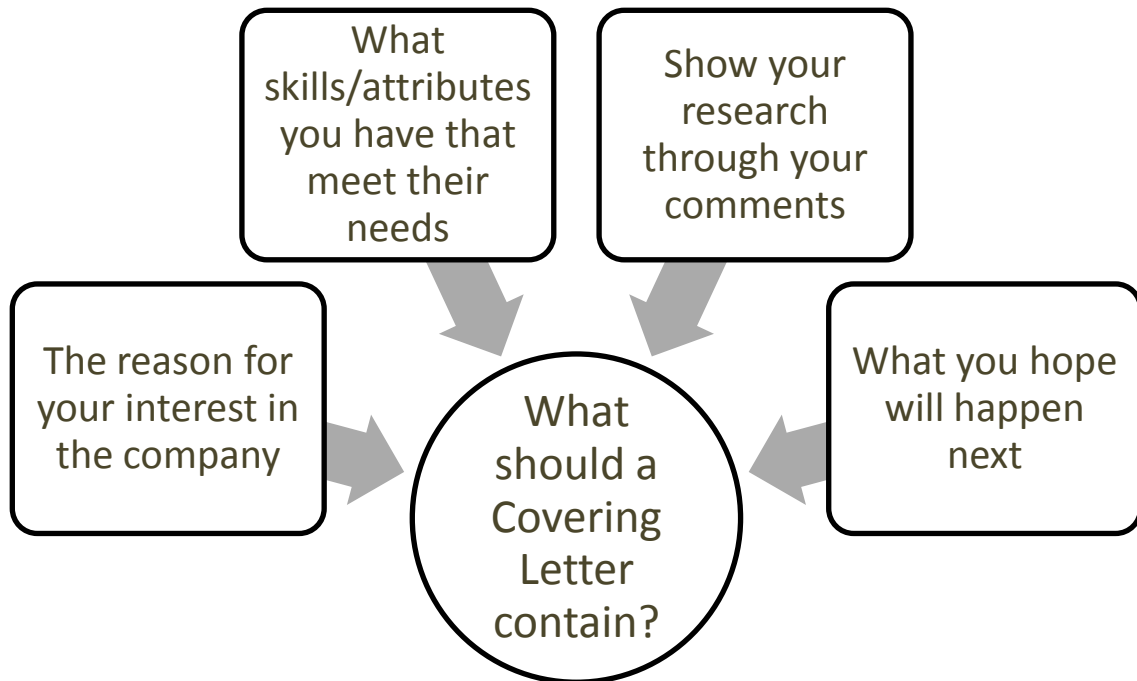
Covering Letters and Curriculum Vitae



Your Covering Letter is the first impression you create, so you need to make sure that you stand out from the rest of the applicants. It is the document that creates curiosity in the recruiter to turn the page and look at your CV, which then needs to show your skills and attributes in such a way that the recruiter is compelled to invite you in for interview.

Make sure that your documentation reaches the 'for interview' pile!

Covering Letters



- Factor of one – each application has its own covering letter
- Follow instructions eg some adverts ask for a handwritten letter, some ask for a brief emailed paragraph
- Provide relevant details such as reference numbers etc
- Zap them in the first sentence ie wow them
- One page maximum – brief and bulleted
- Directed to an individual **not** to ‘whom it may concern’
- Action words – skills focus to outline your value
- Matching words to advert (online – keywords)
- Have no spelling or grammar errors

And remember....

Keep a copy for yourself so that you can remember what you’ve told the company!

A CV should include:

- Contact Details First name and surname, postal and email address and telephone numbers
- Personal Profile A short statement that sells you
- Employment Details of employers, dates and job roles
- Responsibilities Your strengths and skills
- Achievements The results that you've achieved
- Qualifications Any qualifications that are relevant to the role for which you are applying
- Education Summary of education
- Training Simple list of training that you've received
- Interests List up to three interests

A CV does not need to include:

- Age / DOB No need with the new laws on age
- Nationality Irrelevant
- Marital Status Optional
- References Can be provided at a later stage if necessary
- Salary Leave out as it allows for negotiation at a later date
- Driving Licence Irrelevant (in most cases)
- Reason for leaving Can be provided at a later stage if necessary

Commonly made mistakes

- Not written / adapted for the job for which you are applying
- Too long – over two pages
- Too short – not giving enough detail
- Long sentences and paragraphs
- Poor grammar and spelling mistakes
- No focus on results or achievements
- Gaps in employment not explained
- Irrelevant or untrue information

Do	Don't
• Use good quality paper	• Write long paragraphs and sentences
• Open with a personal summary	• Include photographs
• Make it visually pleasing – use bullet points and have lots of white space	• Include your work number unless your manager knows you are leaving!
• Use a standard font eg arial or verdana 11 or 12	• Include references
• Concentrate on achievements and results, not responsibilities	• Put the date on your CV your job search may take longer than you initially thought
• Allow the most space for most current role	• Use jargon even if it's used in that industry
• Get someone else to proof read it	• Take more than two lines to list interests
• Keep it to a maximum of two pages	• Give reasons for leaving job
• Give a copy of your CV to your referees so that they are aware of how you sell yourself	• Use wording or phrasing that either confuses or doesn't add value
• Reread your CV before your interview	• Use exact dates – months and years are fine
• Make it specific to each job you are applying for – have key sentences that tailor it	• Include salary details as you can discuss during the interview
• Send an original not a photocopy	• Use general phrase ... be specific
• Be honest and accurate	• Leave gaps in your work record
• Use active and positive language	• Lie!
• List any relevant skills that could raise you above the competition	• Use lots of colour to make items stand out – it just makes it look messy

Layout for Functional CV

First Name Surname		
Any house Any Town Any County AB12 3YZ	Email address Mobile phone number Home contact number	
Personal Statement		
Achievements • Bullet point 1 • Bullet point 2 • Bullet point 3 • Bullet point 4 • Bullet point 5		
Keys Skills pertinent to the role • Bullet point 1 • Bullet point 2 • Bullet point 3		
Career Summary		
Company	Role	Dates
Professional & Educational Qualifications	List any academic qualifications	
Additional training	List any training course that you've attended	
Interests		

Layout for Chronological CV

First Name Surname			
Any house Any Town Any County AB12 3YZ		Email address Mobile phone number Home contact number	
Personal Statement			
Career History Role 1 Company Dates of Employment Role 2 Company Dates of Employment Role 3 Company Dates of Employment	Key Achievements Bullet point 1 Bullet point 2 Bullet point 3 Bullet point 1 Bullet point 2 Bullet point 3 Bullet point 1 Bullet point 2 Bullet point 3		
Additional Career Summary	Role	Company	Dates
Skills and Training	List any training course that you've attended		
Education Qualifications	List any academic qualifications		
Interests			

Make every word count

If you are submitting your CV on line the recruiter will be able to short list your CV through key words. These are words that link into their advert and or job description. Even if you are not successful on the first attempt, your CV will be held within a database for future searches. Make sure that you are using language that count! Here are a few examples of words that you could use!

Planned

Administered
Arranged
Scheduled
Developed

Created

Started
Developed
Delivered
Instigated

Transformed

Altered
Changed
Restructured
Improved

Increased

Doubled
Exceeded
Enlarged
Amplified

Supported

Continued
Updated
Consolidated
Coached

Managed

Lead
Steered
Headed
Directed

Proposed

Planned
Projected
Anticipated
Suggested

Researched

Investigated
Explored
Examined
Studied

Achieved

Attained
Responsibility
Completed
Overcame

Implemented

Undertook
Processed
Produced
Formulated

Streamlined

Reduced
Minimised
Rationalised
Simplified

Inspired

Enthused
Encouraged
Motivated
Trained

What is a personal statement?

It's a 'punchy' paragraph which allows you to summarise:

- Who you are and what experience you have
- Your unique selling point – personal qualities and characteristics
- What you can contribute to the organisation

Examples of good ones....

An experienced operational professional whose excellent management skills motivate people at all levels to achieve their potential. Her customer focus is second to none. Sue has the ability to streamline processes, improve service levels and create cultures that are always looking at ways to enhance and provide a better level of service. She has a great capacity to encourage her people to buy into her vision and through her challenging, yet supportive style, always achieves the results she sets herself.

An experienced operational professional and excellent man-manager, whose skills motivate people to achieve their potential in both large and small organisations. Having initially focused on the freight forwarding industry, in a sales and marketing capacity, Ray has continued to develop his skills and has spent the last five years focusing on the due diligence and fraud investigation aspect of the financial sector. Ray's keen eye for detail and innate ability to identify high risk cases coupled with an influential decision making capability and keen negotiation skills, has enabled him to be very successful and create a truly positive impact in this market.

What are the words that describe you?

Accurate	Adaptable	Ambitious	Analytical	Assertive	Achiever
Calm	Caring	Cheerful	Competent	Confident	Conscientious
Considerate	Creative	Customer focused	Decisive	Dedicated	Dependable
Decision maker	Dynamic	Efficient	Energetic	Enthusiastic	Fair
Eye for detail	Friendly	Genuine	Honest	Humorous	Innovative
Imaginative	Specialist	Logical	Loyal	Negotiator	Motivated
Optimistic	Professional	Perceptive	Patient	Persistent	Persuasive
Practical	Positive	Realistic	Reliable	Resourceful	Results oriented
Resilient	Supportive	Systematic	Sincere	Tolerant	Team worker
Understanding	visionary	Versatile	Wilful	Willing	Zest