

## **Sell yourself!**

### **Tip #1 - Job title and description**

It is always good practice to provide an explanation of your responsibilities/duties as well as your job title when listing your work experience. We see CVs where the job title is very vague or does not accurately convey the proper role undertaken - it is therefore important you provide recruiters with a concise description of what you actually did.

### **Tip #2 - Listing achievements**

In an increasingly competitive graduate job market employers are looking for the most talented individuals to join their organisation. No recruiter wants to hire an "average" candidate and a recruitment consultant will not want to represent an "average" candidate. In an increasingly competitive job market you will need to make yourself stand out. We've all had achievements in our life so make sure you identify them in order to market yourself effectively.

### **Tip #3 - Precise not ambiguous**

Recruiters need to know the nature, size and location of your past employers, and what their business is. Also it will help the person who is reading your CV if you quantify your achievements. For example, if you completed a placement at a large financial services group working in customer services, instead of writing "Dealt with customers daily", a better alternative would be "Solved over 90 customer enquiries per day".

### **Tip #4 - Definitions**

You must always think about the language you've used on your CV so that the reader understands what you saying. Typically candidates use words or phrases that are specific to their degree or previous work experience without defining them on the CV. If a recruiter sees

something like this, he or she may become confused and will stop reading your CV and move on to the next one.

#### **Tip #5 - Emphasise importance**

Normally the most important experience on your CV is your most recent experience - but this does depend on the type of position you are applying for. Also bear in mind the requirements of the position you are applying for. You can use the requirements to help you decide which elements of your previous experience/jobs are most relevant. For example, if you wish to be considered for a marketing job, don't write one paragraph describing your current marketing assistant role, followed by two paragraphs about your part-time supermarket role three years ago.

#### **Tip #6 - Objective**

As we've mentioned before, your CV only has around fifteen seconds to make an impression. Employers don't like to have to pick through CVs for information to make a decision on your suitability for the role. Make it easy for the recruiter to easily qualify your suitability for the position by having an objective at the top of your CV. This summarises the knowledge you've gained from your degree and previous relevant work experience.

#### **Tip #7 - Length and relevance**

No recruiter wants to read about your entire life story through your CV, so keep your CV to two pages at the most. Remember that the point of a CV is to get you an interview, not a job, so it needs to be easy to read, precise and also demonstrate that you are an achiever with the skills, knowledge and abilities to perform successfully in the job you are applying for.

### **Tip #8 - Proof read it and get feedback**

Create a CV that is free from errors. Ask as many people as possible if they will read your CV and give you their honest opinion. A second set of eyes looking over your CV will highlight any errors or inconsistencies. If someone doesn't like your CV, ask them to be more specific and find out exactly what they don't like. The more people you can ask the better. If everyone you ask says the same thing about your CV, or they have similar comments, you know that's how your CV is coming across.

### **Tip #9 - Skills and achievement summary**

The skills and achievement summary should ideally be near to the top of your CV below the objective. This section lets the reader see instantly that you are successful and what your key skills are. The rest of your CV will be viewed through this window of success and relevant skills.

### **Tip #10 - Layout and font**

Avoid any font that is difficult to read. The use of colours other than black on your CV should be avoided. To be on the safe side choose a standard conventional font. Use white space effectively so that your CV doesn't look crowded and is easy to read. Remember, if your CV is difficult to read the recruiter is likely to go on to the next CV in the pile.