



HOW TO STAND OUT IN THE CV CROWD ... AND GET THAT JOB



PLUM'S CV SECRETS FOR YOUR FUTURE SUCCESS

When you're seeking a new role as a prospective employee you can maximise your chance of success by really understanding what employers are looking for. Your CV is key to this ... we hope the following will be helpful in preparing your key document for success in preparing a 'stand out' CV and cover letter to get you that interview.

WHEN LOOKING FOR THAT PERFECT ROLE – YOU MAY LIKE TO CONSIDER ...

- on average **job-seekers send out 25 applications** for every interview gained **and it takes around one month's job search for every £10,000 salary requirement**
- **the average graduate will send out about 70 CVs when looking for their first graduate job.** Of these, the average number of responses will be 7 including 3 to 4 polite rejections and the remainder inviting the graduate to interview or further contact.
- **whilst there's a direct link between the number of CVs sent out and the number of interviews gained:** the more CVs you send out the more interviews you will get – be selective - apply for those roles that are aligned to your experience as ...
- **there's also a direct link between the number of CVs sent out for inappropriate roles;** the more you send the more rejections you will receive!

FOLLOW OUR 'TOP 10' HINTS FOR GETTING IT RIGHT ... TO GET THAT JOB!

1. Keep positive – **employers want enthusiastic people with 'will do' attitudes**
2. Demonstrate your personal ROI – return on investment – by showing in your CV ways you have helped companies boost their sales, improved efficiencies or saved money. **Using figures always helps for example 'reduced spend by 25%'.**
3. Ensure your CV is free of errors (especially spelling and dates) and to the point ... **don't repeat or overemphasise**
4. Keep in touch – it's perfectly appropriate and reasonable to **follow up within 7-days of sending your original CV**
5. Wherever possible tailor your CV to the role emphasising the skills, talents and experience specific to the role – employers are always looking for a 'close match'
6. Specialise – look for the types of industries, sectors and professions that are hiring and **network both face to face and on-line**
7. Assess what qualities you have and what **type of career you are best suited to**
8. Be aspirational and ambitious but be realistic. **Over 95% of applicants apply for roles (and pay) that are inappropriate to their experience**
9. Consider temporary and interim opportunities to get 'your foot in the door' and prove your worth to an organisation
10. Never lie or over-sell yourself on your CV and **know your CV inside out**

THE PERFECT COVER



- **Applicants who include a covering letter are 10% more likely to get a reply**
- **Open with context** – what role are you interested in? Focus on how you can help the employer, what's in it for them? What can you bring to the table?
- **Address your letter to a person** and not 'to whom it may concern'. Make the effort to find out who will be reading it. 60% of CVs are mailed to the wrong person: usually the managing director. Applicants who addressed their application to the correctly named (and spelled) person were 15% more likely to get a letter of acknowledgement and 5% more likely to get an interview.
- **Target the role you are applying for** and don't make the cover letter too generic. Each letter you write should be specific to that company.
- **Sell yourself** without coming across as arrogant.
- **Close with a call to action** and let them know when you intend to follow up with a phone call.
- **End** your cover letter with your contact information – and remember to use a 'sensible' and professional email address!

POSITIVE/ACTION WORDS TO USE

Consider the following words when preparing your CV or completing your application. They will help you to make a positive favourable impression on the potential employer.

Achieved	Efficient	Processed
Administered	Engineered	Productive
Analysed	Established	Proficient
Built	Expanded	Profitable
Capable	Experienced	Qualified
Competent	Guided	Repaired
Communicated	Implemented	Resourceful
Consistent	Improved	Sold
Controlled	Initiated	Specialised
Co-ordinated	Led	Stable
Created	Managed	Successful
Designed	Monitored	Supervised
Developed	Organised	Trained
Directed	Participated	Versatile
Economical	Positive	Wide background
Effective		

EXPANDING YOUR LIST OF PERSONAL SKILLS

Advising individuals
Operating equipment
Arranging social events
Organising people and work
Calculating numerical data
Persuading others
Checking for accuracy
Planning agendas
Classifying records
Preparing charts or diagrams
Coaching individuals
Programming microcomputers
Mediating between people
Motivating others

Compiling figures
Promoting events
Constructing buildings
Protecting property
Handling customer complaints
Setting up demonstrations
Inspecting
Speaking in public
Interpreting data
Supervising staff
Interviewing people
Teaching
Managing staff
Maintaining records

Co-ordinating events
Raising funds
Correspondence with customers
Recording data
Counselling people
Repairing mechanical equipment
Delegating responsibility
Reviewing
Dispensing information
Running meetings
Drafting reports
Selling products
Editing documents
Serving the public

SAMPLE CURRICULUM VITAE

Heading:
Don't head your document with 'curriculum vitae' – it's a waste of space

Profile:
Experts claim a 'Mission Statement' outlining skills, qualities and goals is essential

Format:
For easy reading, box off experience, education and personal details. Bullet points are a good visual tool

Career:
If you have moved jobs a lot, group them under year, industry or type, such as 'work experience' or 'financial/services sector'. Still list companies and your roles, but the wording can be shorter or more general

Interests:
Opinions vary, but most employers are not interested in hobbies – however it could show teamwork skills

Age: Don't include your age; you do not now need to include your date of birth either. Similarly your marital status, appearance (photo) and whether you have children have no effect on your ability to do the job – leave them out

Email:
Make sure you give a neutral, sensible address

Tone of voice:
To describe your work experience, start sentences with an active, descriptive or impressive verb

Experience:
Edit ruthlessly, listing your most recent job first. Since this will probably be the one that determines whether you get the job, describe it in detail

Education:
This is relevant in your twenties but less so later, so be brief

Referees:
Make sure you ask their permission and always assume that references will be followed up

CURRICULUM VITAE

JOSEPH BLOGGS

Address 699 Warwick Road **Date of birth** 25 May 1988
Tel: 0121 705 8157 **Email** joe.bloggs@hotmail.com

Personal profile

This is where you can describe yourself – your greatest strengths and attributes, your key achievements to date and ambitions for the future.

Experience

Feb 2009 – Present Arbor Services, Solihull

Office Manager

- Managed a team of 12 support staff
- Implemented training course for new recruits
- Reduced costs by 20% over 2 years
- Took part in 'Process Improvement Initiative'
- Responsible for approving all outbound communications

Apr 2006 – Jan 2009 Fergus and Bards Ltd, Coventry

Administrator

- Maintained accurate company database
- Dealt with all incoming queries by telephone
- Provided excellent Customer Service in handling escalated problems
- Produced regular mailshots for the Sales Director
- Raised all outgoing invoices
- Filing, photocopying and faxing

Oct 2005 – Mar 2006 Wallace and Gromit

Office Junior

- Inputting customer details on to database
- Stationery stock control
- Filing, faxing and photocopying

Skills

Microsoft Word, Excel and Outlook
Copy typing

Education and qualifications

1999 – 2005 Oak Ridge Comprehensive School, Walsall

6 GCSEs - English, Mathematics, French, Art, Biology, Science

Interests Running, gardening, swimming

References Mr Alan Ball, Chairman, Wallisons, 123 High Street, Walsall
Mr James Chamberlain, Arbor Services, Solihull

OTHER THINGS TO THINK ABOUT

KEEP IT CONCISE: Your CV is ideally one page long but no more than 2. Edit your experience to the most relevant and impressive

THE LOOK:

- A classic serif typeface such as Times suits an application to a traditional-style employer, but won't win you points for imagination. A sans serif font (a typeface without small lines or wiggles at the end of each character), such as Century Gothic, is suited to more creative jobs. Calibri and Tahoma are ideal for a contemporary look.
- CVs are sometimes scanned by computers searching for key words. They won't have all fonts loaded, so if you stray from the common ones, your CV might not scan properly.
- Keep words in a 10 or 11 point size and written in black. Also use good-quality paper – your CV may be handled by several people and you want it to stay smart, a slightly creamy paper will stand out tastefully.
- If you are seeking an artistic / design role – your CV should demonstrate this without being 'over the top'

THE CONTENT: Tailoring your CV to a specific job is advisable as long as it doesn't seem too laboured. Given that many roles are multi-faceted, it is not disingenuous to play up relevant strengths, even if they don't seem like a perfect fit

Derek Hall MSc

Manager/ Consultant
Anytown

Outstanding Senior Management Professional, possessing an excellent record of achievement gained through extensive experience working within the financial services sector, specialising in **Governance, Compliance, and Risk Management.**

Dynamic leader, negotiator and coordinator, possessing excellent communication skills with the ability to interface at all levels including boardroom and can demonstrate an absolute commitment to delivering the highest standards of healthcare. Utilises a structured analytical approach with a keen technical eye and attention to detail in providing reliable, accurate information and presenting at Senior Executive Level with strategic recommendations.

CORE COMPETENCIES

**Risk Management • Patient Safety • Quality of Care • Innovation • Customer Service
Integrated Governance • Clinical Governance • Corporate Governance • Regulatory Compliance
Service Reviews • Change Management • Strategic Planning • Contracts Negotiation
Project Management • Stakeholder Relationship Management
Leadership • Training • People Development • Appraisal • KPIs • Performance Management**

KEY ACHIEVEMENTS

- Wrote the financial specifications and risk management policy
- Promoted to Head of Risk to spearhead the programme development and successfully realigned it to its original deadlines within six months.
- Utilised and managed a budget of £200,000 for a specific IT programme.
- Compiled and analysed financial statistics and presented information for marketing purposes.
- maximised labour costs for the organisation, and established licensing cost reductions

--- PROFESSIONAL EXPERIENCE ---

INTERIM CONTRACT RISK MANAGER
Company International

Mar 2011 - present

Interim Maternity Cover to manage all aspects of risk and compliance and to take a leading role to ensure appropriate contracts are in place.

Responsibilities

- ◆ To lead the development of the Risk Management Framework
- ◆ To write and develop the Risk Management Strategy immediate/mediate and long term vision
- ◆ To lead the Governance “workshops” for the implementation of the Risk Management Framework
- ◆ To lead and manage the internal assessment with final report to Board on the overall compliance and project plan for delivery of total compliance

We hope you find our guide helpful and of course if you need any further help ... please contact us on info@plum-personnel.com or call us on 0121 705 8157 and we'll be pleased to help.



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