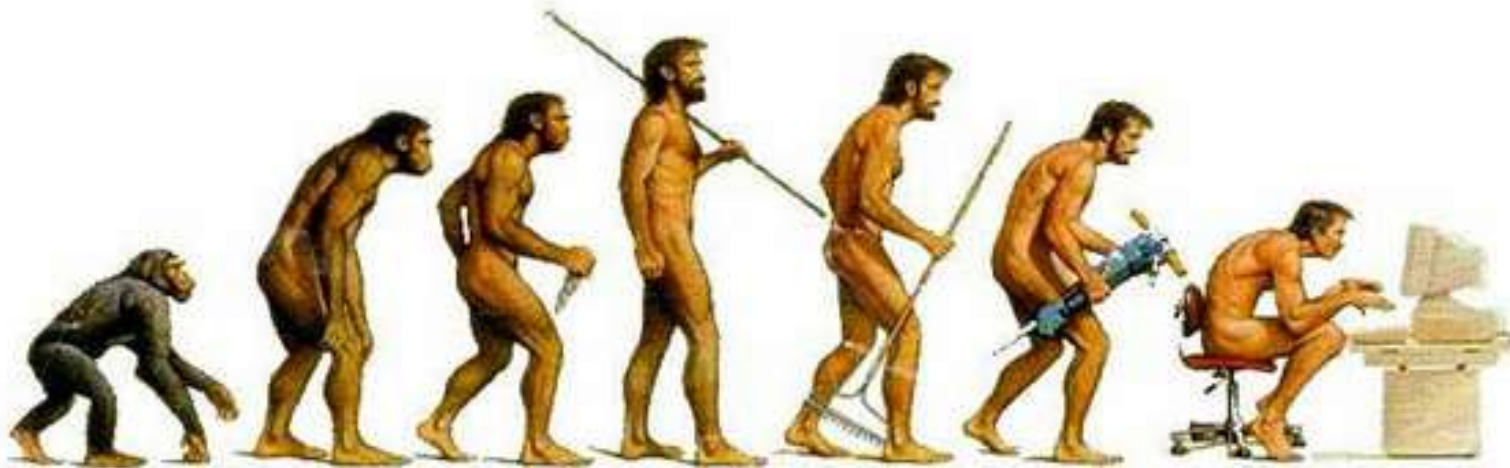


Work Related Project

- Presenting yourself to an employer
(CVs etc)



Assessment

- CW1 – Reflective Portfolio (40%)

3. Presenting Yourself to an Employer (18 marks)

3.1 Context (3) – to describe your career ambitions, and to explain your choice of job for this part of the portfolio.

3.2 Job Description (1) – it is essential to include the job specification to show how you have tailored the covering letter and CV accordingly.

3.3 Covering Letter (4) – to present yourself as a good candidate for the position.

3.4 CV (10) - production of an up-to-date and professional CV.

- CW2 – Project (60%)

Previously...

www.cwjobs.co.uk

The screenshot shows the CWJobs website interface. At the top left is the CWJobs logo. The top right navigation bar includes links for 'WELCOME TO CWJOBS JOBSEEKER', 'REGISTER OR SIGN IN', and 'JOB BASKET [0]'. Below this, a banner displays '10,435 ads for IT jobs from 775 companies'. A dark navigation bar contains links for 'FIND A JOB', 'MY CWJOBS', 'JOBS BY EMAIL', 'CV UPLOAD', 'EMPLOYERS HIRING', 'CAREER ADVICE', and a blue button for 'FOR RECRUITERS >>'. The main content area is titled 'SEARCH IT JOBS' and features a search form with the following fields: 'KEYWORDS:' with the text 'systems analyst'; 'LOCATION:' with 'e.g. Reading or EC1', a 'WITHIN' dropdown set to '30', and 'MILE RADIUS'; 'SALARY:' with a dropdown for 'Annual salary' and a field for 'at least £30,000.00'; and 'JOB TYPE:' with a dropdown for 'All'. Below the form are radio buttons for 'RECRUITER TYPE:' with options 'All' (selected), 'Direct Employer', and 'Agency'. A large orange 'SEARCH' button is positioned below the form. On the right side, there is a grey sidebar with the heading 'ADVERTISE YOUR JOBS ON CWJOBS', a sub-heading 'Get your job ad in front of over 430,000 IT professionals by posting your vacancies on CWJobs today', a blue 'MORE' button, and a 'DOWNLOAD' button at the bottom. The bottom left of the page has a 'FEATURED EMPLOYERS' section.

WELCOME TO CWJOBS JOBSEEKER [REGISTER](#) OR [SIGN IN](#) [JOB BASKET \[0\]](#)

CW JOBS

10,435 ads for IT jobs from 775 companies

[FIND A JOB](#) [MY CWJOBS](#) [JOBS BY EMAIL](#) [CV UPLOAD](#) [EMPLOYERS HIRING](#) [CAREER ADVICE](#) [FOR RECRUITERS >>](#)

SEARCH IT JOBS

KEYWORDS:

LOCATION: WITHIN MILE RADIUS

SALARY: at least

JOB TYPE:

RECRUITER TYPE: All Direct Employer Agency

SEARCH

ADVERTISE YOUR JOBS ON CWJOBS

Get your job ad in front of over 430,000 IT professionals by posting your vacancies on CWJobs today

MORE

DOWNLOAD

FEATURED EMPLOYERS

Previously...

Wordle Cloud

The screenshot shows the Wordle website interface. At the top, the Wordle logo is on the left, and navigation links for Home, Create, Gallery, Credits, News, Forum, FAQ, and Advanced are on the right. Below the navigation is a menu bar with options for Edit, Language, Font, Layout, and Color. The main content area features a word cloud with the following prominent words: Analyst, Systems, Business, Experience, Data, Requirements, Solutions, BI, Working, Development, Intelligence, Analysis, Skills, Design, Delivery, Software, Requests, Strong, and Access. The words are arranged in a roughly rectangular shape, with 'Analyst' and 'Systems' being the largest and most central.

Previously... Job Requirements



"An 'ability to smell fear' is a quality I've never seen listed on a resume before."

What Are Employers Looking For?

TECHNICAL SKILLS

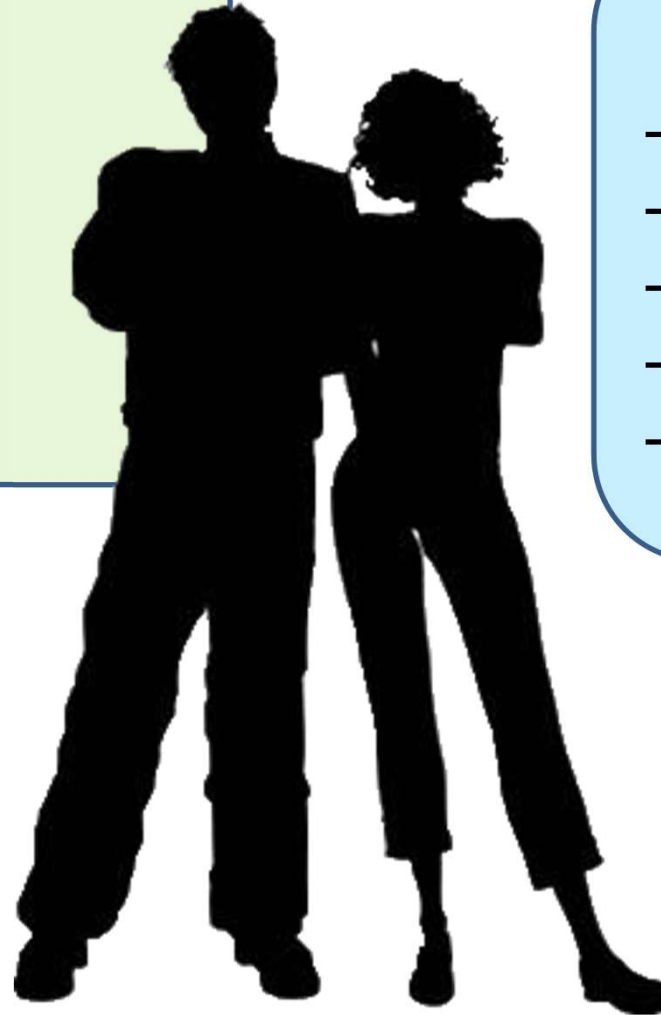
- Software
- Hardware
- Computer technology
- IT Services



What Are Employers Looking For?

TECHNICAL SKILLS

- Software
- Hardware
- Computer technology
- IT Services



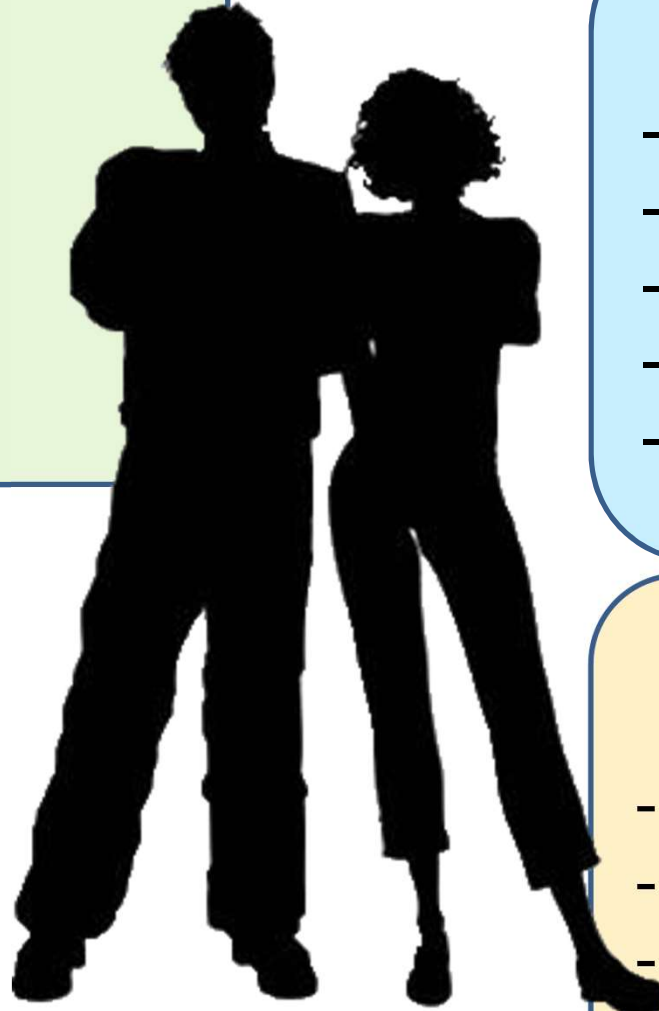
TRANSFERABLE SKILLS

- Communication
- Teamwork
- Problem solving
- Time management
- Learning skills

What Are Employers Looking For?

TECHNICAL SKILLS

- Software
- Hardware
- Computer technology
- IT Services



TRANSFERABLE SKILLS

- Communication
- Teamwork
- Problem solving
- Time management
- Learning skills

PERSONAL CHARACTERISTICS

- Confidence
- Integrity
- Flexibility
- Adaptability

What Are Employers Looking For?

TECHNICAL SKILLS

- Software
- Hardware
- Computer technology
- IT Services

TRANSFERABLE SKILLS

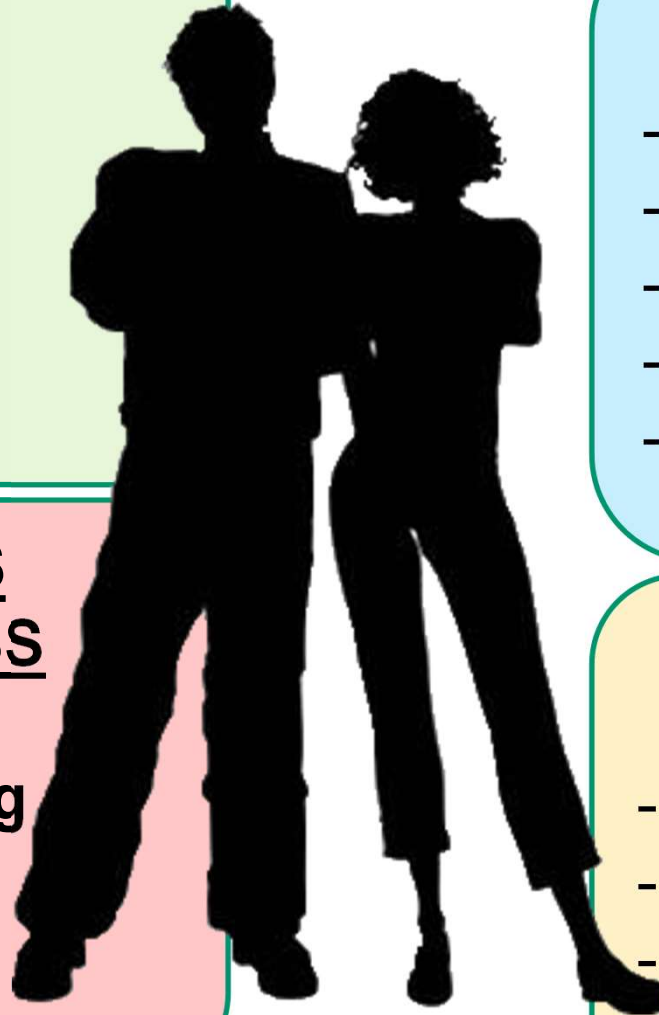
- Communication
- Teamwork
- Problem solving
- Time management
- Learning skills

BUSINESS AWARENESS

- Understanding the industry and client needs

PERSONAL CHARACTERISTICS

- Confidence
- Integrity
- Flexibility
- Adaptability



Previously...

bubble.us



Principles of CV and Covering Letter Writing

Heather Boyd – Careers Adviser



Careers and Employability Service

Objective:

To understand the art of effective CV writing

Outline:

- Overview and Context**
- Common Mistakes**
- Importance of Targeted CVs**
- Techniques of CV Writing**
- Covering Letter Writing**

CV Advice Please?



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What is a CV?

- It is a unique selling document
- It shows a prospective employer that you have the necessary skills and experience to do the job
- It should always be accompanied by a quality targeted covering letter



Common Mistakes

When reading the CV it is not clear what the CV is for

Unprofessional email address cutepartygirl@yahoo.com
badboy@aol.com

Relevant information is hidden on page 2

Date of birth and nationality

Education and Employment history starts with the oldest information first

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Example Job requiring a CV: Activity 1

How would you approach this job with a CV?

Fresca

Web Designer

(3 – Example Web Designer Job role)

Altera

IT Helpdesk Support Analyst

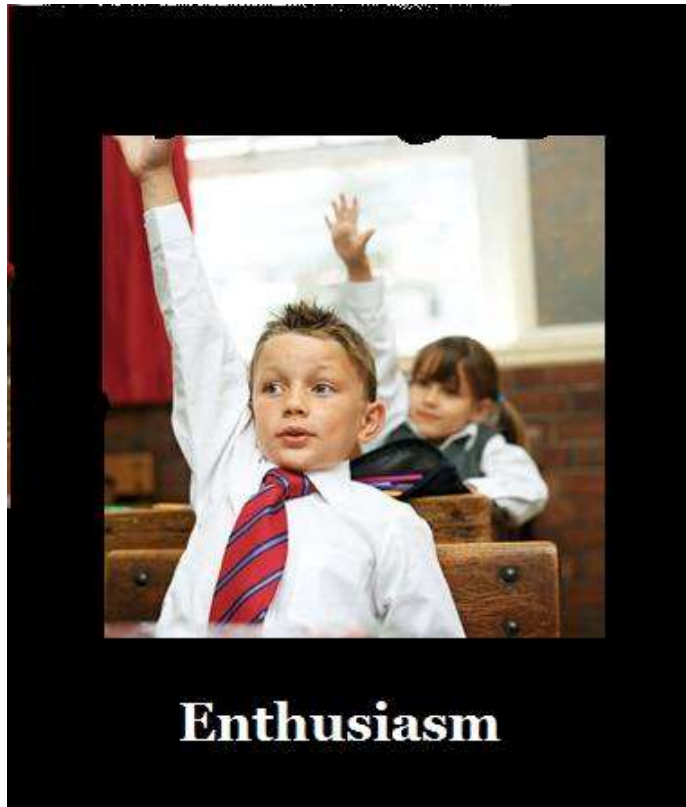
(2 – Example IT Support Job Role)

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Making effective job applications

- What skills and competencies does the role require?
- What information would you have on the 1st page of your CV?

Making your CV Targeted

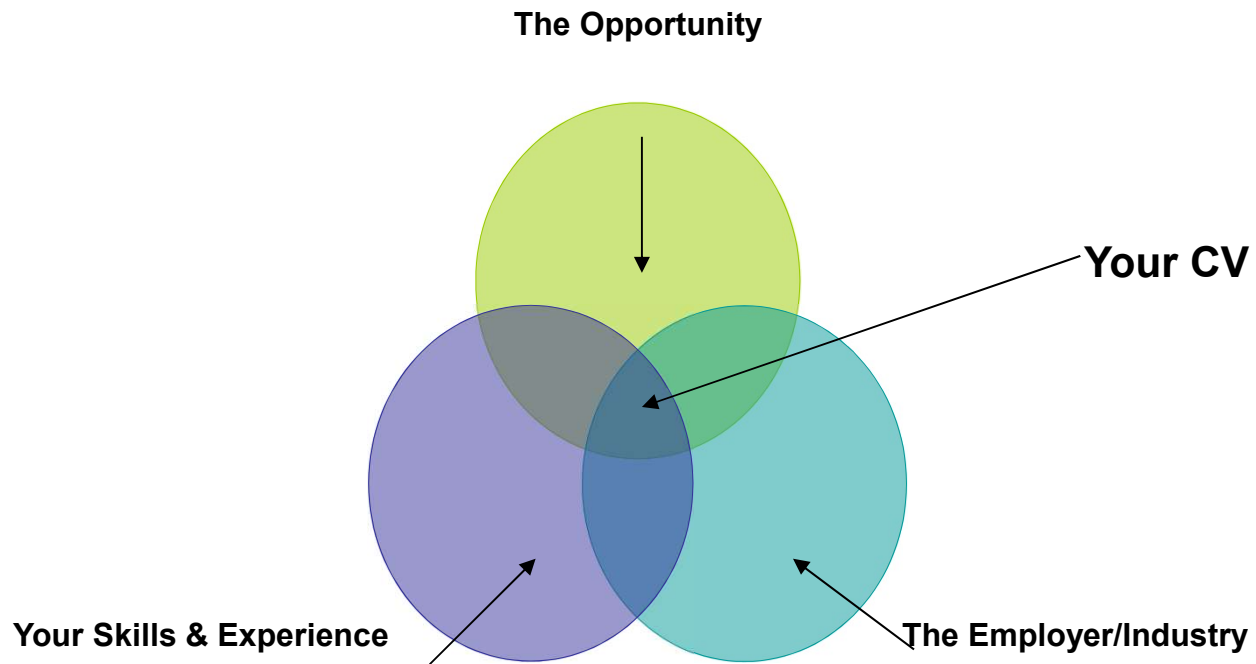


You need to demonstrate enthusiasm and passion for the job role/industry on the CV and Covering letter



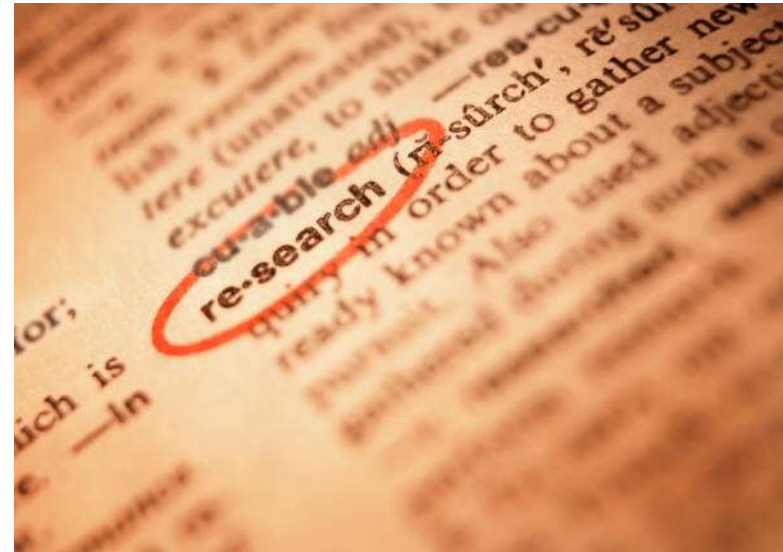
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Vital ingredients of a CV



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Making your CV targeted 3 points to consider



- What is the CV for?
- Who is the potential audience going to be?
- What is the best way to demonstrate your current experience?

The purpose of a CV is to secure a job interview. Your CV needs to stand out amongst all the other applicants.



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What makes a good CV – Skills to include

Technical Skills

- programming languages;
- network design and engineering;
- software engineering;
- multimedia design;
- software tools and packages.

Generic competencies such as:

- teamwork and leadership;
- communication, persuasion and interpersonal skills;
- time management and organisational skills;
- report writing;
- retrieval of information;
- numeracy.

Activity 2 – CV Checklist

- Produce the following sections as a draft CV to match the job
 - Personal profile / career objective
 - Relevant skills
 - Education
 - Experience

Before you start your own CV.....

1. Research, Research, Research

- Use **Prospects Website** to look at industry insights
- And to investigate the sector and find out about job roles and titles

http://www.prospects.ac.uk/it_technical_support_officer_job_description.htm

2. Analyse Company information

3. Analyse Job Specification

4. Identify the skills you have to offer

5. Think about specific examples when you have used these skills

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Understanding the styles of CV's

Curriculum Vitae

CONTACT INFORMATION
Name Ashley Gill
Address lappage Court
Tyler Green
bucks
hp8 4jd

Telephone 01882 652349
mobile Phone 0771 7121824
Email ashleyhotlegsgill@hotmail.co.uk

PERSONAL INFORMATION
Date of Birth 03/02/1986
Place of Birth High Wycombe
Marital Status single

EMPLOYMENT HISTORY

2000 2005-2006
McDonalds Sainsburys
High Street High Wycombe
High Wycombe High Wycombe
(crew member) (Customer Service Assistant)

2007 Since 2005
Yellow Pages ADG Design
High Wycombe This is my own graphic and digital design
business
Bucks
(Telephone operator)

EDUCATION

Secondary school; Clare's Court School
Maidenhead
Berkshire

GCSEs
ICT A*
Art and Design A

Understanding the styles of CV's

Ashley Gill

Loppage Court
Tyler Green,
Bucks,
HP8 4JD

Mobile: 079 399 59633
E-mail: ashleygill01@hotmail.co.uk

Adaptable and organized multi-lingual computersystems engineering studies undergraduate with a strong academic background and strong interpersonal skills seeks a career in Information Technology / Customer Service.

EDUCATION & QUALIFICATIONS

2004 – 2006 Buckinghamshire University (High Wycombe)

BSc Computer Systems Engineering (Ordinary Degree)

Final year 12,000 word dissertation on Web based online Database Management (Estate & Travel Agent).

Modules: Media Technology, Computer Fundamentals, Programming 1 and 2, Software Application Development, Web Authoring, Network Concepts, Web Site Development, Digital Audio Production, LAN Administration & Management, Logic Circuits, Microprocessor Based Systems, Software Engineering 1 & 2, Computing, Network Security, Managing Distributed Computer Systems, Database Management

1993 – 2002 Städt. Ruhr-Gymnasium Comprehensive School

Witten / Germany

GCSE: German (C); Maths (B); English (C); Chemistry (C);

Physics (C); Politics (C); Art (B); Sport (A)

A-Level: Mathematics (B), English (C), History (C), Geography (C)

IT SKILLS

- Web design (Dream weaver),
- Graphic Design (Photoshop, Ulead Express),
- Web Development (html, php, asp),
- Database Management (Mysql, Oracle),
- Networking (Cisco),
- Programming C++,
- Experience of Content Management Systems (E107),
- Confident user of all Office applications, Email and Internet

IT RELATED WORK EXPERIENCE

1998 (Feb – Aug): HEW Computer Systems GmbH (Witten/Germany)

Computer installers and repairers

- 4 weeks work experience in a computer firm

Ca

Understanding the Styles of CVs

Skills based CV

- Use if you want to promote your skills and qualities**
- Useful CV to use if you lack relevant work experience**
- Good style for Career Changers**

XXXXXXXX

XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX

Mobile:xxxxxxx
Email:- xxxxxxxxxxx

Creative advertising and Marketing graduate, with proven knowledge and experience in Public Relations and advertising for a well known household magazine, able to take on challenges and maintain a professional manner towards clients, looking to gain further experience within PR and Marketing.

CREATIVE ABILITY

- ❖ Worked on briefs set by the University and Advertising agencies including Woman's Aid Charity, Bertolli Olive oil, and Saatchi & Saatchi.
- ❖ Work well under pressure, completed projects on time and met high standards.
- ❖ Developed and completed and three year marketing plan for xxxxx Charity included planning a PR event and pitched the ideas to the charity.

EFFECTIVE COMMUNICATION

- ❖ Confident in presenting creative ideas to a wide audience, such as Lecturers, advertising agencies and xxxxx Charity.
- ❖ Active listener when working in teams, respectful of others opinions.
- ❖ Excellent customer awareness, able to meet their expectations.

INITIATIVE AND ADAPTABILITY

- ❖ Travelled to Texas and found a job for six months working on a ranch learning how to cattle rope, Barrel race, train young horses, worked alongside Bull riders and competed at Dallas stock show barrel racing and pole bending.
- ❖ Lived with a cattle farming family and had to adapt to a new way of life and survive on my own.

PR EXPERIENCE

Understanding styles of CVs

Chronological

- Use if you want to promote your academic achievement**
- Use this style of CV if the job advert asks for specific qualifications**

XXXX XXXX

Tel: xxxxxxxx
xxxxxxx@hotmail.com

Address: xxxxxxxx,
xxxxx.

Personal Statement

Intelligent, hardworking and adaptable undergraduate of a BSc in xxxxxxxxx who has always found it easy to work independently or as part of a team. Experience revolves around hospitality, event planning and logistical work within the motorsports and events industries.

Current Education and Qualifications

2009 Buckinghamshire New University -xxxxxxxxxx(2011 Graduation)

2nd year module grades:

- Industry Skills – 1st
- Event Planning & Logistics – 2:1,
- Project Research & Management – 2:1,
- Application of Sport Science to xxxxxxxx – 2:1.

Events and Promotion Experience

05/2010 –

Present **Promotions Manager (High Wycombe Area) - Kop Hill Climb 1910-2010 Centennial Show**

Skills gained/Main roles:

- An increased understanding of event management and promotion by organising the promotion of the Kop Hill Climb. This mainly involved arranging a promotional car display including locating and securing a vehicle, creating a press release and organising press coverage of the event in local paper The Bucks Free Press and their supplement magazine, The Star.
- Better understanding of negotiation and management communications, through liaising with Eden Shopping Centre Commercial Manager to confirm availability of dates, completing risk assessments of event and ensuring necessary public liability insurance cover.
- Increased problem solving and organisational abilities, when dealing with the planning of the event.
- Enhanced interpersonal skills, when dealing with press and VIPs before and during the event.

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Techniques for writing an effective CV

Ideas for writing the personal profile

Ideas

Resources to help you

Structure and layout

Ideas for content

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Writing Personal Profiles

□ What is it?

□ Why do you need it?

□ Advice and techniques

Activity 3 – Interview each other then write a personal profile for your partner

Think about

- Your current experience**

- Think about what skills you have to offer**

- Long term or short term career objectives**

Personal Profile- Exercise



Me:

- Careers adviser with 9 years experience in guiding and motivating clients within the education and voluntary sector. With expert knowledge of the graduate labour market seeks to assist bucks new university students with CV's.

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What makes a good CV – Skills

In your role as a student rep, member of the dance society, or volunteer have you.....

Had any Involvement with campaigns?

Worked on any live briefs?

Been involved in organising events?

Had experience of selling or sales?

Have you had experience of liaising or negotiating with groups or individuals ?

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CV cheats

- ❑ Using the skills sections on the prospects website

What makes a good CV - structure

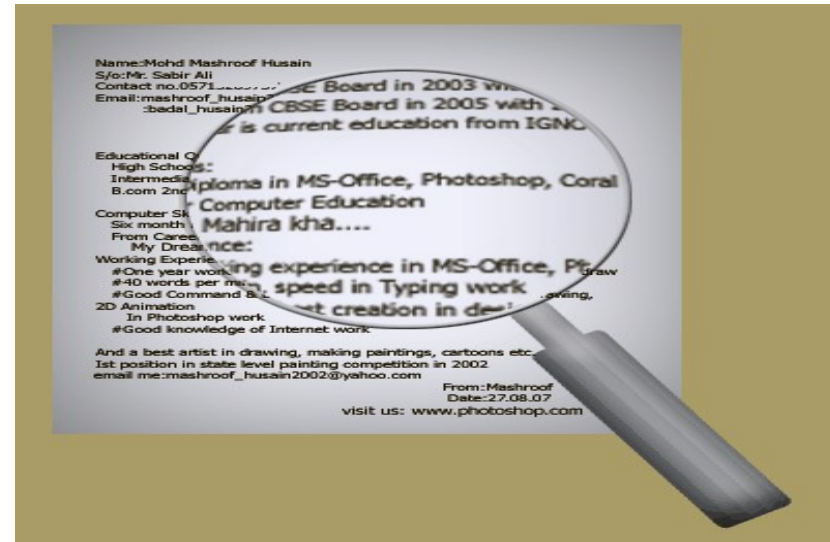
❑ Relevant headings

❑ Short paragraphs

❑ Bullet points

❑ Most relevant information should be on the front page

❑ Clear layout



Jamie Fisher

Address details, contact number , email@aol.com

Personal Profile

A confident, assertive and flexible individual with a professional approach to many things in life. Hard-working, self-motivated and reliable with the ability to work as part of a team and on own initiative. Enjoys a challenge, a quick learner and works well under pressure.

Education

2010-2013 Bucks New University,
BA (Hons) in Sports Management and Golf Studies.

- Currently in my first year.
- Modules include, Foundation of Industry Sport, Coaching, Sports society and Foundation of Sports Management.
- They involve creating PDP and CDP, Observing, History of Sport and the commercialization and professionalization within the golfing industry. Looking to achieve a 2:1.

2008-2010 xxxxxxxx College
National Diploma in Business (DMM)

- Covered three different units in the first year, HR, Finance and Marketing.
- Second year studied HR.
- Some modules included; Contract Law, Health and Safety, HR Management, Economics and Recruitment selection.

2003-2007 xxxxxx School
GCSE's

7 GCSE's Including Math's and English.

Work Experience

July 2008- Sept 2010 Marks and Spencer, Fitting Consultant.

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Possible Content for the CV

- Name, address,
- Personal Profile
- Technical Skills
- Software knowledge
- Skills – relevant for the industry
- Work experience – most relevant
- Education – most recent first
- Additional **Relevant** information – involvement with the dance society
- languages
- Interests
- References

Covering Letter Writing

HELLO
I am applying
for the
Graphic Design
position

A handwritten covering letter on a white background, enclosed in a blue rectangular border. The text is written in black ink and reads: "HELLO", "I am applying", "for the", "Graphic Design", and "position" on separate lines. A small yellow rectangular box with the text "graphicdesignre" is positioned to the right of the word "Design".

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Covering Letter Writing

The CV is about **you** the covering letter is about **them** (the organisation)

Most important emphasis on the letter is **why do you want this job and why do you want to work for this employer**



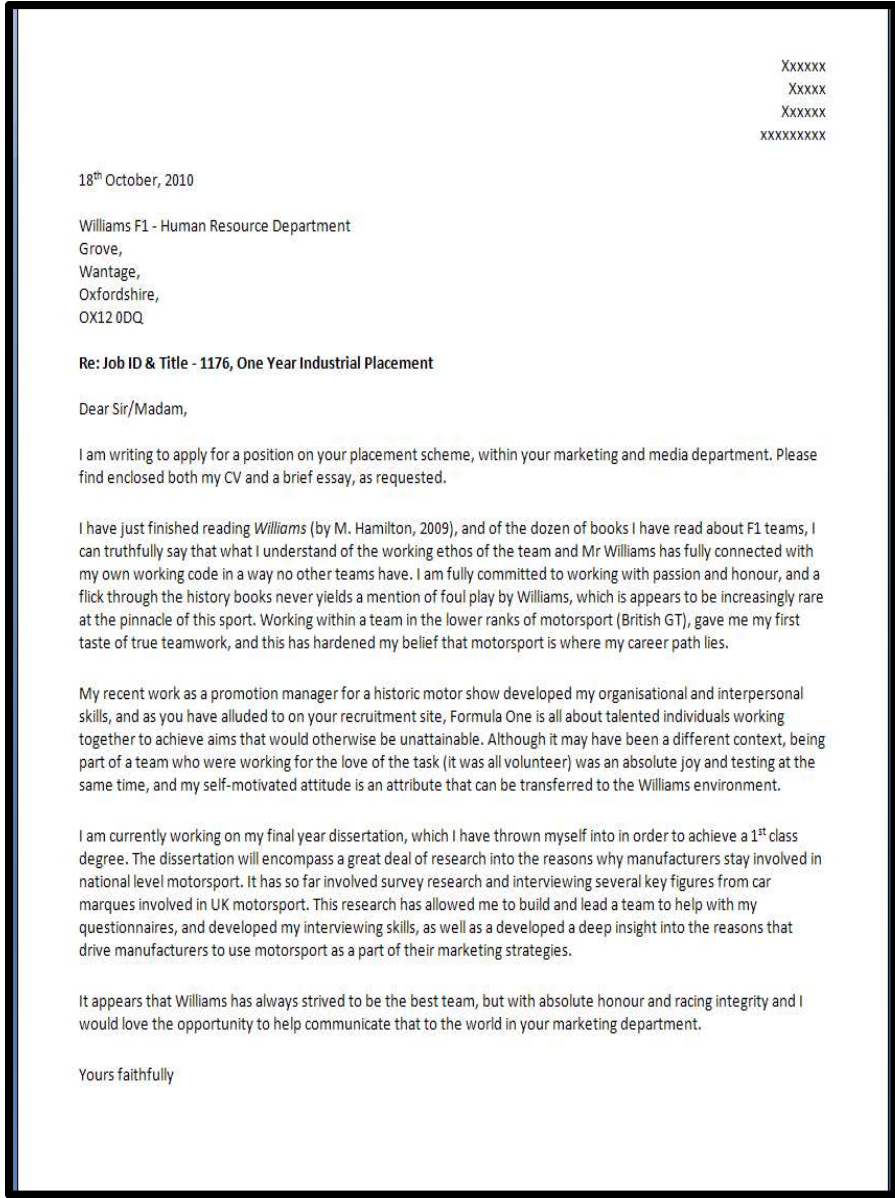
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Covering Letter Writing

Your CV should always be accompanied by a Covering letter.

Use it to demonstrate your understanding of the employing organisation

The letter is your chance to prove your motivation and adaptability for a role.



Covering Letter Common Mistakes

- ❑ Poorly laid out and not properly addressed**
- ❑ Incorrect grammar and spelling mistakes**
- ❑ Too short and lacking in focus**
- ❑ Fails to explain clearly what you can offer them**

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Covering Letters- Structure

- To a named person
- Reference the job title and vacancy source
- Talk about the company – show that you understand what they are about.
- Talk about your interest in the job role
- Write about the contribution you could make rather than benefits to yourself
- Draw attention to your key selling points
- Example letters

Careers and Employability Service

Activity 4 – For one of the examples or for a job that you are going to use for the coursework

1. Explain why you are interested in the role and show your understanding of what it is likely to involve
2. Explain why you are interested in this type of employer
3. Highlight ways in which you are suitable

Make your CV and Covering letter stand out!

- Is the CV targeted - is it clear from the CV what job role the applicant is looking for?
- Is all the relevant information on the first page?
- Layout - Does it have relevant headings, is the font easily readable?

Does the covering letter demonstrate interest in the job role and the employer?



www.bucks.ac.uk/careersonline



The image shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar with the word "Search" and navigation links for "Browse", "TV Shows", and "Films". Below the search bar, the video title "How to get started with CV's" is displayed, followed by the channel name "BucksNewUniversity", a "73 videos" indicator, and a "Subscribe" button. The video player itself has a dark blue background. In the center, a light green rounded rectangle contains the text "Welcome to How to write a CV". In the bottom right corner of the video frame is the Bucks New University logo, which consists of a circular icon and the text "bucks new university". At the very bottom of the player, a control bar shows a play button, a volume icon, a progress bar at 0:13 / 9:26, a "480p" resolution indicator, and other standard video controls.

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How to get started with Covering Letters

[BucksNewUniversity](#)

73 videos

[Subscribe](#)

Show interest in the organisation. It is really important that you put your own emphasis on this. Talk about the company's successes, clients, products and awards. What is it about them that really appeals to you? This is one of the most important paragraphs of the covering letter.

Bristol International Airport offers a platform of learning and experience leading to a wide range of opportunities which I find exciting. Working in a demanding airport environment, such as Bristol International, would enable me to apply the knowledge and skills that I have gained from my degree, whereby I have developed a keen interest in the airline industry and feel this role would provide me with a valuable insight into the ground operations at the airport.

bucks new university

Like Add to Share

53 views

6:05

[Knowing Your Industry](#)

by BucksNewUniversity

21 views

8:10

[Thinking About Further Study](#)

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[Career Choice](#)

by BucksNewUniversity

16 views

18:30

[Lois Graessle, Graduation 2011, 8 September, Gu...](#)

by BucksNewUniversity

1 views

1:20

[How did you get started in filmmaking? -- Chris...](#)

by YourNxtStep

24 views

[How did you get started in](#)

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In summary

- Before you apply for any job role think about the role and audience
- Ensure your CV is targeted towards the job role and when possible make direct reference to the job
- Ensure your covering letter has a formal layout with a professional approach
- Remember to get your CV and Covering letter checked by the Careers and Employment Service

Contact Us

- ❑ **Face to face appointments - Contact details**
 - ❑ High Wycombe - First Floor of North Block (01494 603 163)

- ❑ **Online career service**
 - ❑ Email Careers@bucks.ac.uk

- ❑ **Careers information - Blackboard**
 - ❑ Careers and Employability organisation

- ❑ **Recruitment and employer events – Join our Facebook page**
 - ❑ <http://www.facebook.com/careers.employability/>

- ❑ **Web pages**
 - ❑ http://bucks.ac.uk/learningandteaching/careers_and_employability/

Careers and Employability Service