



Preparing your CV

What is a CV for?

- As a marketing tool to get you an interview
- As a basis for discussion at the interview

Do not assume that your CV will be read. It is more likely that a prospective employer will skim read it looking for relevant points. Many recruiters and employers take between 15-45 seconds to make a decision on a CV! This means that the following should be considered:

1. Make it clear & concise – use headlines & bullet points
2. Clearly illustrate what your prospective employer is looking for
3. Ask yourself what is the first thing that will be seen when my CV is opened?

What are prospective employers looking for?

Whilst this will vary the following are the key points:

- Your highest most relevant qualification
- Your relevant recent work history
- Logical career progression (2-3 yrs+ in each job with evidence of career advancement, further training, new project exposure etc... to explain moves)
- Your Unique Selling Points

What are Unique Selling Points?

Anything that will make you stand out from other applicants. Examples might include:

- Clear and logical career progression (see above)
- Outstanding academic achievement
- Awards
- Examples of your suitability for the job, for example: similar projects, similar clients.
- Examples of your attitude, motivation, team work, leadership, communication skills, for example: extra curricular activities and achievements such as sport, drama, music, public speaking, charity work, work experience etc...

Be aware of your strengths and ask yourself why you are more suitable for the position compared to someone else? Are these points clearly illustrated in your CV?

Don't:

- Write long essay type texts
- Give your opinion – for example don't say I'm a team player but instead illustrate your achievements in team sports. Don't say I'm a good presenter but instead illustrate your achievements in training and public speaking.
- Summarise all your skills then all your jobs – when and where you gained the relevant experience is very important.

Do:

- Use bullet Points
- Use facts to illustrate your abilities (see above)
- List your responsibility, projects and achievements under each employer



- Start with your most recent job
- Provide less detail for experience over 10 years ago

In Summary:

Know yourself and clearly illustrate your strengths using factual examples. When putting something on your CV ask yourself whether it makes you more employable? If it doesn't it probably doesn't need to be there.

Your Cover Letter

What is a Cover Letter for?

- To help you get an interview
- To provide information that is not suitable for a CV

Do not assume that your cover letter will be read. Most employers skim read the CV and then only read the cover letter if they are interested. Therefore do not put vital information in the cover letter unless it is also in the CV. At all times you should consider the time constraints on the person looking at your application. If you are emailing your CV I see no harm in writing your cover letter as an email as opposed to having a separate attachment (which takes longer to open).

What information should be in the cover letter?

- Why you are applying for the job
- Why you want to work for them
- Explanation of any discrepancies on your CV - for example why you are applying for a job in Adelaide when you live in Sydney.

Don't

- Make it too long (no more than 1 page)
- Use generic cover letters

Do

- Make it clear & concise
- Tailor the letter to the job – for example re. read the job description and illustrate your suitability based on what they are looking for.
- Sell yourself

A cover letter is the ideal opportunity to illustrate your passion and enthusiasm. To show how working for this company progresses your career in the direction that you want.

One of the most significant traits that an employer looks for is a positive ATTITUDE. Your cover letter is an opportunity for you to illustrate your positive attitude.