

# **<sup>i</sup>First\_Name Middle\_Name FAMILY NAME<sup>ii</sup>**

Address goes in one long line across the page to make it easy to find and tidy.<sup>iii</sup>  
Mobile Number; landline number; email address; web address<sup>iv</sup>

## **Profile<sup>v</sup>**

[Use employer's key personal attributes words eg entrepreneurial and enthusiastic] [degree subject eg Business Studies] [description of where you are now eg finalist] ([XYZ] University, on track for [expected grade]) with [*use employer's key skills words*] and experience of [use employer's required experience where you can offer it], now seeking [what you want eg graduate training opportunity, work experience etc] in [sector].

## **Key Achievements and Skills<sup>vi</sup>**

- [Personal Quality/ies - choose best example to show key personal attribute required]
- [Key Knowledge - choose best relevant example to demonstrate key knowledge required]
- [Key Experience - choose best relevant example to demonstrate appropriate key experience]
- [Skill 1 - identify these through job description/advertisement; check against other role descriptions; run heading in bold and give 3 references to where you have gained each skill]
- [Skill 2 - eg communications]
- [Skill 3 - eg team work]
- [Skill 4 - etc as above]
- [Skill 5 - etc as above]
- [Skill 6 - etc as above]
- [Skill 7 - etc as above]
- [Skill 8 - etc as above] etc

## **Education<sup>vii</sup>**

[Dates<sup>viii</sup>]      [University + town if not clear]

[Full course title]

Expected outcome [grade]

Key modules [ie what is key to the role!]

Dissertation topic:

[Dates]      [School/Sixth Form College details]

[Number of] A Levels [or equivalent; include grades]

[Number of] AS Level (s) [include grades]

[Number of] GCSEs including [most relevant including grades in brackets as appropriate]

[Other qualifications gained eg Key Skills etc]

## Employment

[Dates eg Employer Name, Location

5/2017 - 5/2018<sup>ix</sup> Job title

Use reverse order] Explanation [answer the following 3 questions:

- What did I (have to) do?
- What did I gain/get better at (ie skills/knowledge)?
- How did I contribute?/What difference did I make?]

[Dates] Employer Name, Location

Job title

Explanation [answer the following 3 questions:

- What did I (have to) do?
- What did I gain/get better at (ie skills/knowledge)?
- How did I contribute?/What difference did I make?]

[Dates] Employer Name, Location

Job title

Explanation [answer the following 3 questions

- What did I (have to) do?
  - What did I gain/get better at (ie skills/knowledge)?
- How did I contribute?/What difference did I make?]

## Interests<sup>x</sup>

## Referees<sup>xi</sup>

Referee One Name, job title, full address including town, county, postcode  
Telephone number; email

Referee Two Name, job title, full address including town, county, postcode  
Telephone number; email

*(See overleaf for comments on each section.)*

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## Footnotes:

### <sup>i</sup> Page Layout and Writing:

Recruiters usually expect a two-page CV.

Make sure you use a typeface which is easy to scan such as Arial, Helvetica, Trebuchet or similar. Use an even margin all round as in this template - an even visual balance creates a mental impression that you are balanced, even without the recruiter reading your CV. (S)he will scan read your CV first so (s)he reduces the large pile into two smaller piles: “probable for interview”; and “probable rejects”. So, help yourself by creating a CV which is easy scan read.

Aligning your text left is really important. Avoid justifying your text (ie aligning your text to both margins) - it makes scanning really difficult. Having a good balance of white space to text is also important in helping the reader to scan quickly.

You might want to choose one font for the headings and another for the text itself. If you do, be consistent in their use throughout. Bold headings help to signpost the content and help the reader to make their way through it quickly and easily, (notice how the bold goes right across columns on the template).

Keep paragraphs short. The human eye can only scan a maximum of 3.5 lines at a time, so keep within this limit when you write your content.

Although it is important to write concisely, make sure you include enough detail to make it meaningful and credible. Make good use of the keywords from the advertisement and job description, particularly in the first half of the first page. Using the structure outlined will give your CV maximum impact.

Remember you are seeking to build a mental picture in the recruiter’s mind’s eye which matches the original mental picture (s)he had when writing the job description and advertisement so use the right language for the industry and role where possible. Most importantly, make sure you spell check your CV and preferably get someone else to read it to see if it makes sense!

If you are sending a physical copy of your CV, consider which paper you want to use. Using a heavier weight paper sends the recruiter an unspoken message that you are a quality candidate. If you intend to supply one electronically, send it in PDF format so you have control over how it prints out.

In general, do not include a picture unless asked to. You only normally need to include photos on CVs for roles where your physical appearance matters, eg acting or similar.

<sup>ii</sup> **Name Section:** Note the absence of CV or Curriculum Vitae as a heading. Employers can see this from the format. By not including it, it shows that you recognize this. It also makes it easier for the recruiter to find your name! If you are known by your middle name, then underline it or put it in capitals. If you have a name which is usually shortened eg Victoria but you are known as Vicky, then put this in brackets after your name. eg (“Vicky”). Either approach will help the recruiter know what to call you! This makes sure

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that you avoid wrong footing or confusing the employer. Being called by the wrong name can also make you feel unsettled just before an interview so is best avoided!!!

<sup>iii</sup> **Address Section:** Giving your recruiter two addresses at the start to choose from is not helpful. In fact, it will probably annoy them as they are not experts on your university's calendar and don't want to have to be!! So, give them the address which is going to be most useful to them and which is most relevant to the location of the job. If you intend staying near your university, use this address, unless you are likely to be away for an extended period. If on the other hand, you are looking for work close to your usual home, then using this will send a signal to a recruiter that you are local to them which may unconsciously cause them to slightly feel warmer to you as an applicant than if you were further away. This may be particularly true if the role you want needs local knowledge, where you would presumably have an advantage over other candidates. If you use your home address, make sure your post gets forwarded to avoid missing an opportunity.

<sup>iv</sup> **Web link:** Choose the most useful link to your online presence which can impress a recruiter/support your application most effectively and include it here. You might choose to use a link to eg your LinkedIn profile page, or to your "about.me" home page, either of which may contain links to all your social media/online places. If you have a portfolio online which is relevant, then add this.

<sup>v</sup> **Profile Section:** Using a profile will position you as someone who is focussed and is a close match to the ideal candidate. This hooks the employer in as it already creates the right sort of mental picture to match theirs. As a result, your CV will be much more likely to make it to the interview pile at the first sift stage. Remember that employers are looking for as close a match to 100% as possible. However, very often, most candidates cannot offer 100% but more realistically offer a 65-80% match. As long as you meet the minimum requirements of the post, it is appropriate for you to apply, even if you do not meet them all.

<sup>vi</sup> **Key Achievements and Skills Section:** Use this section to showcase in detail how you match the role based on the job description/job advertisement and other website role descriptions such as <https://www.prospects.ac.uk/job-profiles> and <https://nationalcareers.service.gov.uk/>. Look for phrases such as "Applicants should possess the following qualities" or similar phrases as language signposts for you to identify key words easily.

This section is key as it helps you to stand out from other clients. It enables you to tailor yourself very closely to the role. It also helps you to show the breadth of your experience so make sure you maximise this when you write it. Use the requirements grid you created from the job advertisement and job description to help you structure this section. Think carefully about which examples are the most relevant given the role and the context. Include 3 examples for each skill eg "Confident verbal communication skills gained through dealing with customers in busy retail setting, making presentations at university and in telemarketing role."

<sup>vii</sup> **Education Section:** If you have particularly relevant employment experience then think about including your employment section before your education section. This is absolutely fine to do, given you have already talked about your qualifications in the Profile at the start. If your grades were not brilliant and your preparation was affected by a specific series of events eg illness, family circumstances (eg divorce,

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death or serious illness of a close family member), then you need to mention this in your covering letter. If the recruiter only wants a CV without a covering letter then consider putting a short phrase after your results eg “Results adversely affected by [identify the event], independent confirmation available. You can use this approach for all levels of study.

If you decided to change university or A Level course, had to resit or withdraw temporarily for similar reasons, again include an explanation at the point at which the events took place. For instance, in the case of a change of university course, you could simply state something like: “Successfully completed the first year. Decided to change subject to support more appropriate career direction,” against the first course which would come below the second course.

**viii** **Employment/Work Section:** Use “Employment” or “Work” (or similar) as a heading depending on which you feel more comfortable with. If you have a lot of voluntary experience, you may find “Work” is an easier title to use. Your voluntary experience is as valuable as your paid experience in terms of what you gained from it and can show added commitment to a career. Make sure you highlight work as voluntary either in your job title or in brackets after it.

As outlined earlier, it may be more useful to run this section before your education section if you have significant experience in a relevant area. If you are struggling because of space, consider splitting your employment history into two sections. Call one “Relevant Employment” and include all employment which links directly to the role you want. Call the other section “Other Employment” and put all the rest in this section. Remember to run it in reverse time order. Splitting your work history like this will help the employer to understand the context and relevance of what you have done more effectively. It also gives more flexibility in terms of how you use space, as you could include relevant experience on the first page and then other experience after your education details on the second page. It is OK to dedicate more space to relevant work history and reduce the details for less relevant experiences.

When explaining your work history, avoid using “I did this, and then I had to do that” type of language. You can leave out the “I did” element and give the text more impact by using just the verb eg delivered, created, initiated, led team of 7 etc at the start of the sentence. Make sure you give sufficient details in this section in particular. Employers are especially interested in what you have done and use this as a strong indicator of what you will be able to do in the future. The Key Achievements and Skills section on page one acts as a showcase of what you can do and enables you to give more detailed information about how specifically you gained individual skills in context.

If you have worked for the same employer on several different occasions, such as summer vacations, then show all the periods together (give the full range of dates and then give the details again in reverse time order). Wherever possible create a sense of development over your employment with them. You can use the same approach to provide cohesion if you had a range of different roles with different employers via a temping agency.

NB, if you have a gap in your CV, make sure you explain this, preferably in your covering letter. If a covering letter is not required however, consider including an explanation eg “six-month gap due to

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illness, now fully resolved”. Also include gap years and ensure that you include any relevant skills, training and knowledge, experience and benefits you gained through the activity.

Remember, you may want to run your employment section first and then include education on the second page if your experience is more important and of reasonable length.

<sup>ix</sup> **Employment/Work Section Dates:** As before, always run details in reverse time order.

<sup>x</sup> **Interests Section:** Use this section to include appropriate activities which show you as a rounded individual and also give the employer something to talk to you about to settle interview nerves. Remember that there might be something you do in your leisure activities, which is directly relevant to the needs of the role. If for instance the role needs someone who is tenacious or disciplined and you regularly climb peaks, you could use this experience/these achievements to illustrate how you meet these personal qualities. Similarly, if you have been on a university club committee, you can use this to show a large range of qualities and skills including leadership, teamwork, initiative, sales and marketing (fundraising/recruiting members) etc. So remember to think carefully about the things you do in your spare time and how what you have learnt from them could be useful in the role you want.

<sup>xi</sup> **Referee Section:** Always ask someone to act as your referee before you include their details on your CV! Offer one university referee who can vouch for academic abilities eg your personal tutor or dissertation supervisor. Then choose one employer, preferably your most recent employer as your other referee. This will encourage future employers to see you as someone who has worked well previously and will help them feel more comfortable with you as a prospective member of staff. Remember to help your referee to do their best for you by coaching beforehand! Do this by sending them a copy of your application and the job advertisement so they are up to date and can write effectively for you. Remember to thank them afterwards and keep them informed about the progress of your applications so that you can maintain and build a good relationship with them.