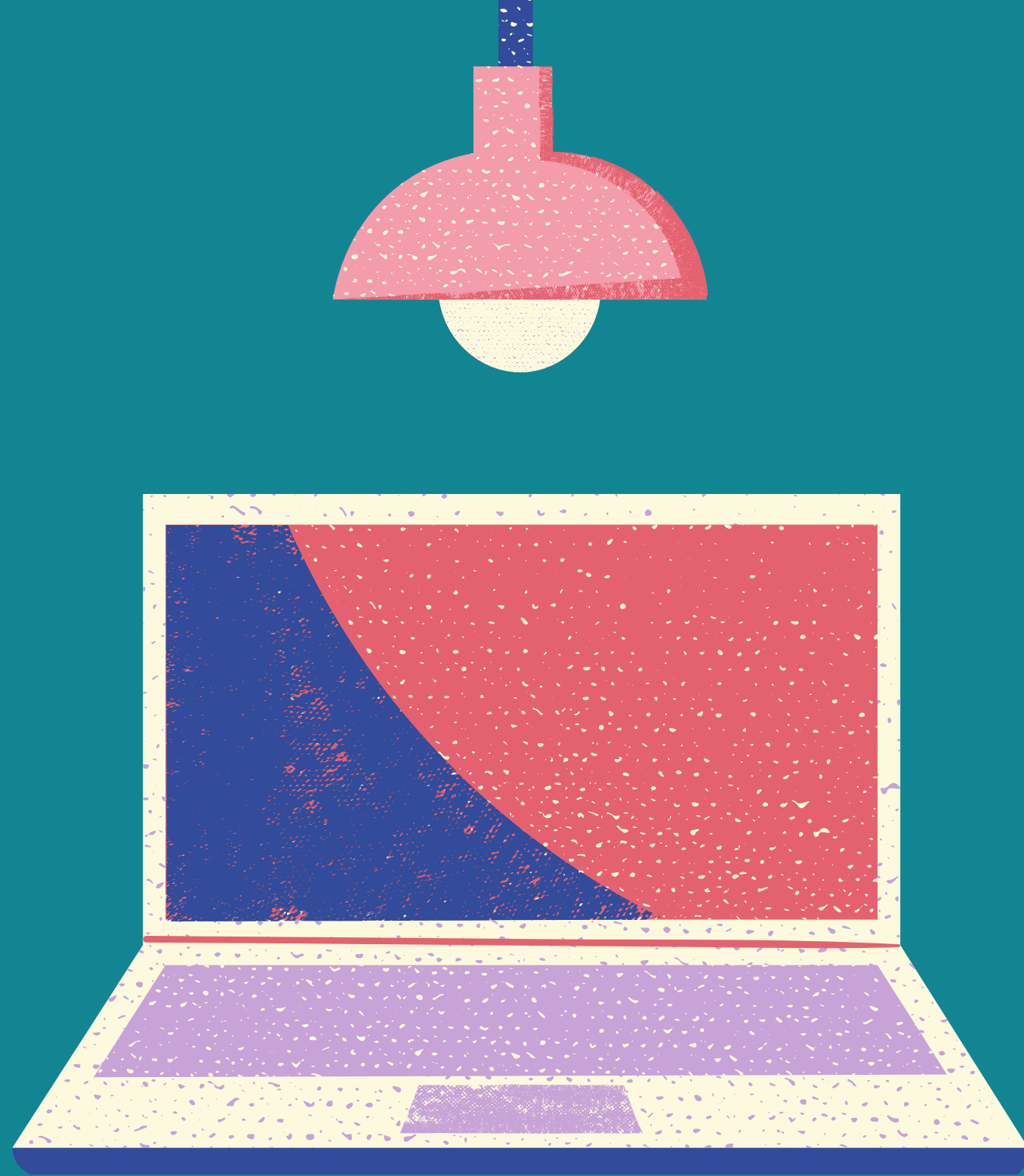




ARE YOU SET TO EMBRACE TODAY'S JOB MARKET?

Tips to help you navigate the job market



What we will talk about today ?

1

Cover letters

- Why they are important
- What to include

2

CVs

- A good template to use
- How to stand out from the crowd

3

Online presence

- Maintaining a professional social media platform

4

Skill sets

- How to improve from home

5

Resources

- Free resources and courses



Cover Letters

What's the purpose of a cover letter?

A cover letter is a letter-styled document you send with your CV (usually as the front cover). You can use your cover letter to highlight your appropriate skills, experience and qualifications, relevant to the job for which you are applying for. It should explain why you're different from the other applicants. Cover letters should be tailored to individual applications.



Why would they hire you over the other candidates they have in front of them? Do your research, know exactly what it is they are looking for, and then tailor your CV to replicate this.

If you are applying for an accounting position, they probably don't need to hear about the waitressing experience you had one summer 10 years ago. Find your USP (unique selling point) and make sure your CV is top of that pile!

Related to the above, don't just write every task you did in your old positions – think about how those tasks will correlate to the role for which you are applying. And don't be afraid to have more than one CV. If you have a few particular skill sets, create more than one. Just remember to apply with the correct one!



How to structure a Cover Letter



How to structure your Cover Letter

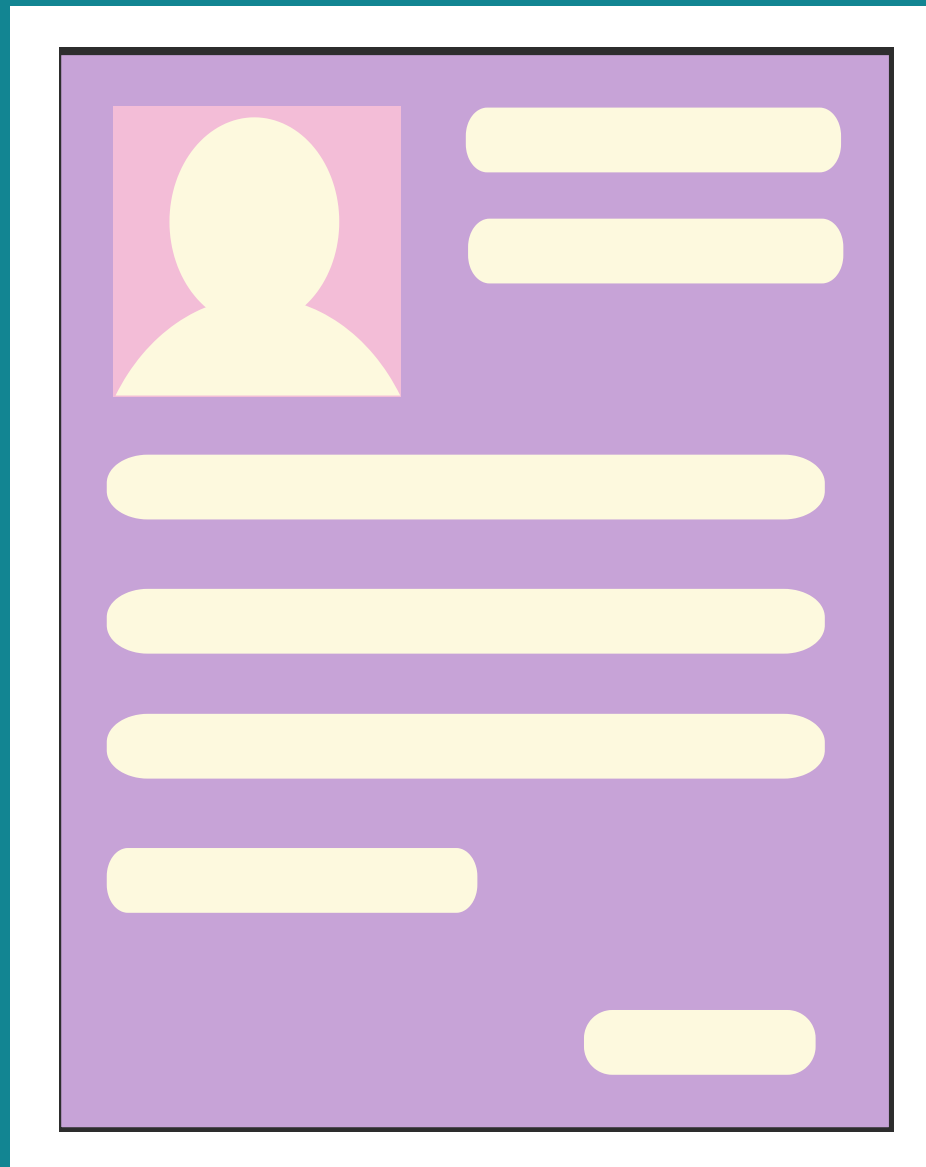
Layout should be as if you are writing letter and break it up into paragraphs, for example:

- What job are you applying for?
- Relevant skills – how do your skills and attributes meet those they are asking for in the job description.
- Explain why you'd be a good fit for the role. What makes you different from other candidates, e.g. do you have any special achievements?
- Closing – Try to end with 'I look forward to hearing from you'. Be confident in what you write and end the cover letter appropriately, e.g. if addressing to a specific person use 'your sincerely' and in other situations use 'your faithfully'.

Top Tips:

Keep it short, we recommend no more than 250 words.

Proofread each cover letter before submitting it or sending it to potential employers!



CVs

Your CV has to evoke the desire to meet you! Your CV is NOT the place to demonstrate what YOU are looking for. It is to show why you are the perfect candidate.

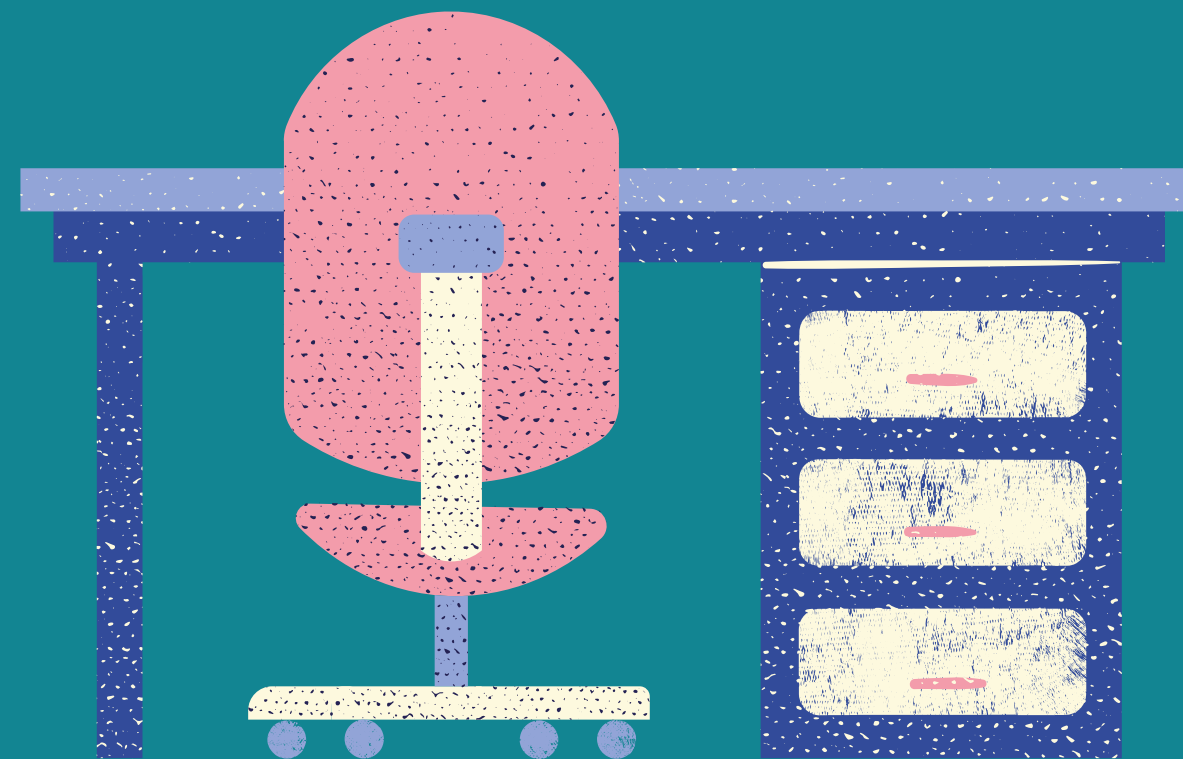


What does your CV say about you?

- Messy – Employer won't take the time to read it.
- Too long – If a client has 50 CVs on their desk they will only scan your CV and not read all 4,5,6 pages.
- Too short – How can you get your personality across if your CV is only half a page long?
- Not split into sections – A potential employer can't easily find what they're looking for.
- Poor spelling or grammar – If you're not putting effort into checking your spelling and grammar, are you going to put effort into your potential new role?
- Obvious one – Make sure contact details are up to date, you could have a cracking CV that ticks all of the boxes but if they can't get hold of you there's no point. Ensure contact email address is a suitable, professional one.



So how can you stand out in the crowd?



Structure it right and use bullet points so that it's easy to read. This includes splitting it into sections, such as:

- Profile – About me
- Key skills – What am I good at?
- Experience (most recent first)
- Qualifications/training
- Interests
- Reference

This can look a little different when building your first CV or a CV where you do not have any physical experience. For example -->

Building your first ever CV

Make your contact details obvious
Include an objective statement
Add sections that are relevant



Contact Details

[Name]

[Address]

[Phone Number]

[Email address]

Profile

[Use this section to describe your experience and explain what makes you suitable for the role.]



Experience for each role Inc, work experience/weekend work

[Title]

[Company Name]

[Dates of employment]

[Bullet points with responsibilities]

Education

[If you are studying, list the details of what you are studying.]

[School]

[Dates attended]

[List any courses/degrees you have completed]

Key Skills

[Include a list of any relevant skills you have, using bullet points.]

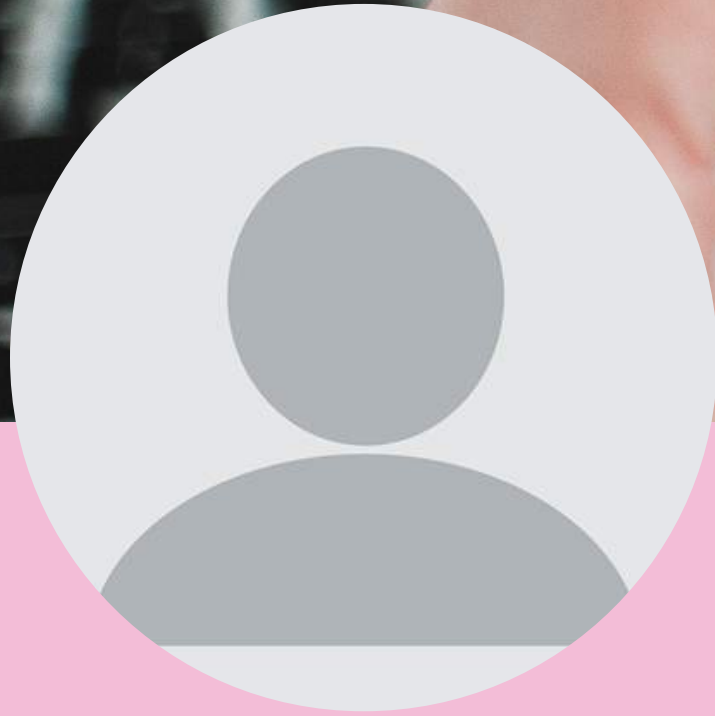
Awards and Achievements

[If you have won any awards or other achievements, list them in this section.]

Hobbies and Interests

[If you have a relevant hobby or if you have done any volunteering, list the details here.]





Your online presence!

It's more important than you think!

Your presence online is now more important than ever. A potential employer may check your social platforms before hiring you into their organisation.

Think before you post!



Tips for your online profiles

- Be aware of what you are posting and who can see it.
- Be careful of the comments you write and the language you use.
- Double check your privacy settings.
- Use correct grammar.
- When you get a job ensure you know the internal procedures to do with social media. It may be different per company.



What can I do to positively add to my skill set from home?

There are many options depending on the skill set you wish to learn. Start small, set yourself some goals and identify gaps in your skill set. What skills are required for your dream role?

You can learn what skills you will need in many different ways; the best way we suggest is to search job descriptions to see what skills they are asking for. Other ways include:

- 
- 1 Volunteer at a local company, job shadow or enter an internship
 - 2 Reach out to people you know in the trade or are connected to on LinkedIn – you'll be surprised how willing people are to help. Ask if they wouldn't mind a 10-minute zoom call to discuss what the sector is like and what the best route for you to take would be.
 - 3 Take an online class – platforms as Reed or the Open Uni have free short courses for which you get a certificate on completion as well as 1000s of courses at very reasonable prices.
 - 4 Order books, listen to podcasts and read newsletters – this is a great way to hear first-hand from the people already doing your dream job. Make sure you check out the reviews before purchasing a book or a podcast; you'll be able to get a feel on whether the content is exactly what you're looking for
- 



RESOURCES

Simple Recruitment

www.simplerecruitmentltd.co.uk

01761 235741

Citizens Advice Bath

www.citizensadvicebanes.org.uk

0344 848 7919

Courses

Improving your CV and much more

Google Digital Garage

www.learndigital.withgoogle.com/digitalgarage/courses

Advice

Careers helpline for teenagers

www.gov.uk/careers-helpline-for-teenagers

0800 100 900

FREE CV templates on such sites as Indeed and Reed

The background is a solid light purple color. On the left and right sides, there are large, overlapping, irregular shapes in teal, yellow, and magenta. At the bottom, there is a horizontal band of a darker purple color containing a repeating pattern of small, faint puzzle pieces.

**Any
Questions?**

