

# CVs and interviews...

- are ways an organisations find the best available people, while...
- ...managing the risk of making a big mistake

You can help the organisation do both, by:

- making it easy to see how well you and your experience *fit* with what it's looking for
- showing how you can be *relied on* to do the job well

# What seems to work with CVs....

- “Less is more” – two pages (max) of concise, focused material
- Put yourself in the reader’s shoes
  - have you researched the job, the organisation (and the people)?
  - have you linked *what* you write to what they’re interested in? If they have a list of requirements, have you “ticked all the boxes”?
  - have you matched your *style and language* to theirs?
- Is the first impression your CV makes the right one?

# What seems to work with CVs....

- What is your “personal brand” – what is distinctive about you, that’s relevant to them?
- Have you explained what you *did*, or achieved?
- Have you brought yourself to life in what you’ve written?
- Have you had someone who knows you review what you’ve written – and critique it constructively? Does it do you justice?
- Has someone proof-read it for you?
- Remember President John Kennedy:  
“Ask not what America can do for you, but what you can do for America”

# Sources of advice and assistance (1)

- [www/Careersadvice.direct.gov.uk/helpwithyourcareer/writecv/](http://www/Careersadvice.direct.gov.uk/helpwithyourcareer/writecv/)
- The organisation to which you're applying
- Google

Your local library may offer free internet access, and help to use it, if you do not have this facility at home.

Whether you're writing your first CV or tweaking your existing one, you may have questions about what to include, how to word your CV and how to lay it out.

**CV Builder**  
Use our step-by-step CV Builder to create a great CV from scratch

**CV advice section-by-section**  
get advice on what to put in each section on our section-by-section CV advice

**Give your CV a makeover!**  
see 'before' and 'after' samples in our section on how to give your CV a makeover

**Your CV FAQs**  
get answers on common questions in our CV FAQs

**Make your CV stand out from the crowd**  
listen to our audio advice on how to make your CV stand out

[Advanced search](#) | [help](#)

**Contact an adviser**

[Email](#)  
[Call back](#)  
or phone: 0800 100 900  
[Bilingual advisers available](#)  
[Face-to-face advice](#)

**Give us some advice**

[Tell us how to improve our website and advice service](#)

# Applying for work: using websites or sending in CVs?

- Especially in a downturn, employers get hundreds or thousands of applications every week
- They use their internet websites as a mechanism for channelling applications in a way that allows them to manage that volume
- If an employer advertises vacancies on his/her website, and asks you to apply on line – do that. Sending a CV (especially a “hard copy” rather than an electronic one) will reduce the chances that your application will get a fair hearing.
- Sending unsolicited CVs *seems* to be going out of fashion as a way of securing a job

Your local library may offer free internet access, and help to use it, if you do not have this facility at home.

# Employer's web-based application: example

The screenshot displays a web application interface. On the left, a vertical navigation menu includes links for 'Working in Internal Firm Services', 'Press advertising', 'Agencies', 'Support staff & Junior finance roles', and 'Applying to PwC'. A prominent orange button labeled 'Login to your account' is positioned below the menu, with a sub-link 'View your application status or update your details'. The main content area is titled 'Log in Details - so you can come back and update your details' and contains a form with the following fields: 'Email Address \*', 'Password \*', and 'Confirm Password \*'. A note states, 'Please note we will use this e-mail address to communicate with you.' Below this is the 'Main Details' section, which includes a checkbox for 'Send me SMS messages' and a series of text input fields for 'Title \*', 'First Name \*', 'Middle Name', 'Surname \*', 'Job Title', 'Current Employer', 'Current Salary (£)', and 'Salary Sought (£)'. There are also three phone number fields ('Home Phone No.', 'Work Phone No.', 'Mobile Phone No.') each with a 'Preferred' radio button. The address section consists of 'Address1', 'Address2', 'Town/City', 'Country', and 'PostCode/Zip \*' fields. At the bottom, there is an 'Attach CV' section with a file input field and a 'Browse...' button. On the right side of the page, there is a sidebar with a 'People profiles' link and a 'Northern Ireland vacancies' link accompanied by a cityscape image. The browser's status bar at the bottom shows 'Trusted sites' and '100%' zoom.

Your local library may offer free internet access, and help to use it, if you do not have this facility at home.

# Applying for work: application forms

- Continue to be popular with many employers
- If an employer asks you to fill in their application form – do that.
- Don't send a CV instead of filling it in – the employer may be using questions on an application form to make sure that they are, and can be seen to be, treating all applicants fairly.
- Look and see if the employer invites you add further information, or a CV: follow their request. If they say don't, then don't!
- As with any form of application, look at how you can match your skills and experience to what the employer is looking for, and bear this in mind when completing the application form.
- Have someone you trust, and whose opinion you respect, read over your application form and give you feedback on it.





Wherever your personal path leads...

**“Go in there and do the best you can. That's all you can do.”  
Tiger Woods  
Golf Champion**