

Blue Moon

Communications

Tips for Creating Your Curriculum Vitae

1. KEEP THE JOB ADVERT BESIDE YOU

That way that you can check that everything that you write makes you sound like a good fit with the job description

2. KEEP YOUR CV TO A MAXIMUM OF 3 PAGES

A CV is not a novel. Keep it brief and to the point

3. KEEP YOUR CV SPECIFIC.

There's no need to put in every detail of everything that you've ever done!
Remember that the purpose of the CV is to sell your skill-set

Keep in mind, that what you are selling is your potential for the future backed up with your experience of the past

4. WHAT INFORMATION DO I INCLUDE IN THE BODY OF MY CV?

A good rule of thumb is – Must Have, Should Have, Could have

Put in 'Must Have' Information

Put in 'Should Have' Information

Leave out 'Could Have' Information, unless your CV is very short or lacking in content

5. HOW TO IDENTIFY MUST, SHOULD & COULD HAVE INFORMATION:

a. **Must Have Information**

Information that the company must have to help them make their decision

- * Your qualifications
- * Your Employment history

b. **Should Have Information**

Information that you should provide to convince them that you are a viable candidate

- * Your Job Specific Skills
(If you have done this job or something similar before)
- * Your Transferable Skills
(Your skills that would be advantageous to the job that you are applying for)
- * Your successes and achievements in the past positions that you have held
- * Your Positive Personality Traits

c. **Could Have Information**

You're not sure whether it's relevant or not but you 'could' put it in

6. HOW TO IDENTIFY YOUR SKILL SETS

a. **'Job-Specific' Skills**

This is quite easy to identify as the job title usually denotes the 'basic requirements' for a job. If you're in any doubt you will usually find an explanation of the job on the Internet

b. **'Transferable Skills'**

These are skills that are NOT essentially job specific but could be valuable to a company or organisation

The Job advert usually mentions some transferable skills - such as good Communications Skills required or some Sales experience would be an advantage

Whatever transferable skills they mention in the job advertisement you should include in your CV and specify how and when you have used them

Note: It's good to remember that good communications skills and interpersonal skills are an advantage in ALL jobs even if it's not mentioned in the advert. So do make reference to these in your CV

c. **'Personality Traits'**

This is the skill set that most Irish people overlook

Your personality traits are a skill set and are very valuable

You need to know what your personality traits are so that you can mention the ones that are advantageous to the job and NOT mention the ones that could be a problem

Exercise: Write out all of the jobs you have done and list the skill-sets that you have used in them

Now list the skill sets under the following titles:

Job Specific Skills
Transferable Skills

Exercise: Write out all of your Personality Traits and then list the ones that are advantageous and the ones that you should not mention

Good to Mention

Good Time Keeper
Diligent
Hard Worker
Enjoys New Tasks
Enjoys a Challenge
Enjoys Meeting New People
Love Your Job
Good With People

Better Not to Mention

Always Late
Get Bored Easily
Lazy
Don't Like Change
Always Tired
Very Shy
Hate My Job
Don't Like Being Told What to Do

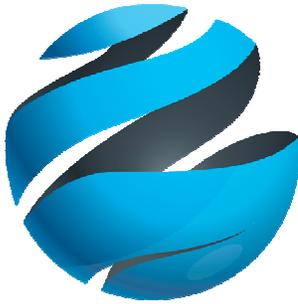
6. CHECK AND DOUBLE-CHECK THE SPELLING AND GRAMMAR IN YOUR CV

Written mistakes in your CV imply that you do NOT have good attention to detail. It can also imply that you are someone who makes mistakes and doesn't even notice them

Important: Facebook

In advance of sending a cv. Ensure that your Facebook can only be accessed by 'friends' by changing your security settings to 'Maximum'

If your Facebook is open to anyone to view there may be information or comments there that would make you look or sound like somebody that the company does not want to hire!



Blue Moon
Communications

Template for Your Curriculum Vitae

Your CV should be no more than three pages long (A4 sheets)

Always use crisp white paper

Always use an A4 envelope

Always type your CV

Always use black ink

Always use Ariel or Times New Roman font

Always use font size 11

Highlight new sections by putting the title in BOLD

Do NOT use graphics

1. Name

Curriculum Vitae

2. PERSONAL DETAILS

Address
Telephone
Mobile
Email
Date of Birth
Nationality

3. INTRODUCTION

Create an introductory paragraph that is specific to the job you are applying for

Follow this with bullet points that highlight your specific skills and personality traits that make you a good fit for this job

4. QUALIFICATIONS

Firstly, list the qualifications you have that are relevant to the job you are applying for

Next, list your professional achievements such as degrees, promotions, courses attended and current studies

Explain how these courses have helped you to develop and how they are relevant to the position you are applying for

If courses are not relevant and you have switched direction, briefly explain why you have done this

5. SKILL SET & EXPERIENCE

Make a list of your skill sets in bullet point format
(Use The CV Tips page provided to help you identify yours)

Start with the ones that are best suited to the job you are applying for
i.e. Job Specific Skill Set

Then continue with your Transferable Skill Set

End with strong Personality Traits that could be an advantage in the job that you are applying for

**Remember that interpersonal and communication skills are really important so mention that yours are strong.*

6. EMPLOYMENT HISTORY

In bullet point format, start with your most recent employment and work backwards through your work history

For each separate job you have held include the following:

- a. The Job Title
- b. The Month & Year you started and The Month & Year you finished
- c. Company Name, Place and website
- d. A one-line summary of company
- e. Your responsibilities within the job
- f. What you achieved in the job

Important: Remember, wherever possible; try to match your responsibilities in your past jobs to qualities that will be of benefit to the job that you are applying for

For example: Do they need a team player or a maverick who can work alone?
Are there any skills mentioned in the advert such as: sales, marketing, pr, telephone skills, communications skills or written skills that you could mention here?

Now qualify each bullet point from the previous section (6. Employment History) by saying what you brought to the role:

For example: Over 3 years, I increased sales by 40% in a previously under-performing area
or - I was liked and respected by all of our clients

7. HOBBIES AND INTERESTS

Important: Don't be fooled into letting your guard down here!

This is your opportunity to say what motivates you and interests you

Remember that everything you write needs to sell you as being the right person for this job!

8. REFEREES

Employers normally ask for two referees to be included

Important: ALWAYS ask for your referee's permission before you provide their telephone number or contact details on your CV

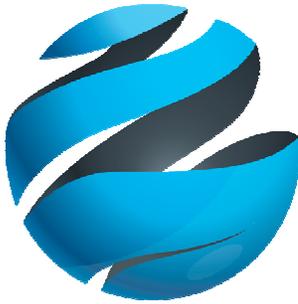
a. When you are asking someone to write a reference for you:

Advise them of the job or type of work that you are looking for, so that they can include relevant information and acknowledge the skill sets you have that are most beneficial to that type of position

b. When you are only offering the name of a referee:

Ensure that the person is happy to act as a referee
Be 100% sure that this person will only say GOOD things about you!

Advise them of the job or type of work that you are looking for



Blue Moon
Communications

Template for Your Cover Letter

Your cover letter should be no more than one page long (A4 sheet)

Always use crisp white paper

Always type your CV

Always use black ink

Always use Ariel or Times New Roman font

Always use font size 11

Always send it in an A4 envelope

1. Candidates Address
& Contact Details

2. Company Name
Company Address

3. Reference: Job number if supplied along with the job title

4. Dear Mr. Somebody
(**Always** address to a specific person – if you don't know, call the company to find out before you send it)

5. I am writing in response to the position of (job title) that you advertised in (newspaper)

6. Paragraph One

Show them that you are a viable candidate by letting them know that you can do the job

e.g. I have worked in (Job) for the last four years during which time I have been lucky enough to have worked on many highly successful campaigns. My experience as both a team member and as a project leader has allowed me to build strong interpersonal and communication skills, which have proved to be very beneficial

7. Paragraph Two

Match your top skills to the job advertisement requirements

My strengths include (skills 1, 2, & 3). I enjoy all aspects of (the job) and believe in being a valuable and hard working member of any team that I work with

8. Paragraph Three

Match your top personality traits to the job advertisement

e.g. As you will note on my CV, both my academic and leisure activities show my interest in and enthusiasm for new projects. I work well under pressure as demonstrated by my ability to work whilst studying for my marketing degree and I enjoy building relationships with new people and groups

9. Ask for an interview

I would be delighted if you would take the time to read my CV which is attached and I would be happy to come for interview should you decide that I could add value to your current team

10. I look forward to hearing from you

Yours sincerely,

Name