



Creating an impressive job application

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Quick quiz – true or false?

1. A CV is basically a complete list of all my qualifications and jobs I've done.
2. I can attach the same CV to each application I send, but the covering letter must always be customised to the employer.
3. The most appropriate heading for a CV is the words "Curriculum Vitae".
4. I should include a photograph in my CV.
5. If my CV matches the job I am applying for and the recruiter rates my CV very highly, I can expect a job offer.
6. I must be prepared to write a large number of job applications.



Our agenda this afternoon

- Why must your application be impressive?
- What are employers and recruiters interested in?
 - Researching the employer and matching your skills with their needs
- Creating an impressive CV
 - Describing your competences in the key sections of your resume
- Writing an effective cover letter

Why must your application
be impressive?



I'm good! I have qualifications!
Why does my application need to be impressive?



There are lots of qualified people out there

In Finland, 15 500 graduated with a master's degree in 2015.

Source: Statistics Finland http://www.stat.fi/til/yop/2015/yop_2015_2016-05-10_tie_001_fi.html

In China, 7.26 million graduated from the country's universities in July 2014 - more than seven times the number 15 years ago.

Source: <http://www.bbc.com/news/business-28062071>

Recruiters spend only 6 secs on a CV

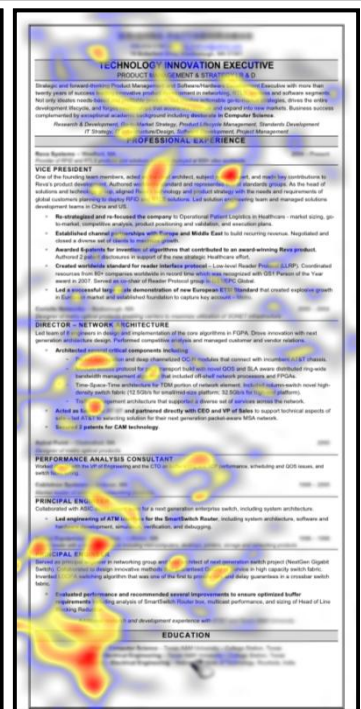
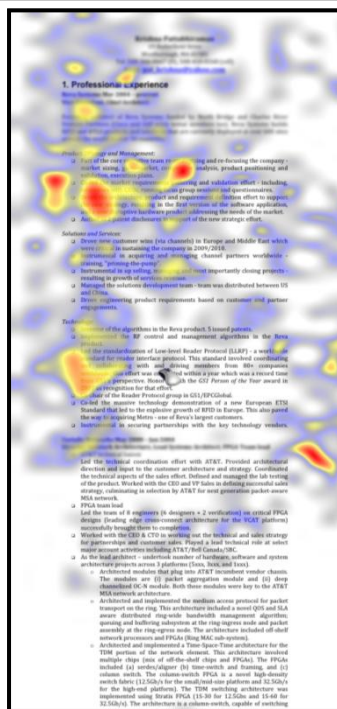
The Ladders
Eye Tracking-Study (2012)

Study showed that recruiters spent almost 80% of review time on SIX points:

1. Name
2. Current title / company
3. Previous title / company
4. Previous position start + end dates
5. Current position start + end dates
6. Education

+ scan for keywords to match open position

<http://cdn.theladders.net/static/images/basicSite/pdfs/TheLadders-EyeTracking-StudyC.pdf>



What are employers and recruiters interested in?

What are employers and recruiters interested in?

1. Do you match the criteria they are looking for?

- This is what matters!

2. Are you serious about working for them?

- Have you done your homework on them?

3. What makes you special for this job?

- What do you have that they cannot do without?

(<https://gucareers.wordpress.com/2015/07/06/job-applications-when-99-is-at-least-95-too-many/>)

Do you match the criteria they are looking for?

ACTIVITY: Analyse one of the job ads provided.
(or find an ad relevant to you and analyse that.)

Prove you are serious – do your homework on the employer

- Take a look at a company website
 - for example, Fazer Group <http://www.fazergroup.com/>
- Analyse the company profile and – **most important** – consider how you might link yourself to the profile.

What makes **you** special for this job?



Employers are not looking only for brains and qualifications

'We don't just pick employees for the brains, but for their energy.'

Bill Gates, Time magazine (2006)

Reported in Gilbert, Ian. 2011. Why do I need a teacher when I've got Google? Oxford, Routledge: p25



Image from http://4.bp.blogspot.com/-0mhNynbugEs/VFdf7vHlwpl/AAAAAAAAAFGI/FLipQXoTorm4/s1600/skalgubbar_280_i_on_roller_skates.png

You have many competences that may bring value to an employer!

Subject Knowledge

- e.g. cost accounting, accounting theory, corporate financial management

Subject-specific Skills

- e.g. analysis techniques, IT software, use of lab equipment, research methodology

Transferable Skills (skills that you can transfer to different areas)

- e.g. communication, leadership, teamwork, organisation, interpersonal, IT, analytic

Talents and Abilities

- e.g. languages, musical skills, athletic skills

Personal Qualities

- e.g. creative, calm, determined, patient, courageous

What are the top ten skills that employers want?

1. Verbal communication
2. Teamwork
3. Commercial awareness
4. Analysing & investigating
5. Initiative/self motivation
6. Drive
7. Written communication
8. Planning & organizing
9. Flexibility
10. Time management

University of Kent. Based on a number of surveys on the skills required by graduates undertaken by Microsoft, Target Jobs, the BBC, Prospects, NACE and AGR and other organisations: <http://www.kent.ac.uk/careers/sk/top-ten-skills.htm> (Accessed 2.10.2016)

Your unique selling point



My USP

You and your most relevant achievements

A dynamic and creative individual who recently graduated with a master's degree in economics, achieving excellent grades in mathematics and statistics. **Seeking an internship with a respected firm of accountants in order to gain practical experience to complement my comprehensive theoretical knowledge.** Eventual career goal is to become a fully qualified accountant, with the aim of taking on a significant role in corporate management.

Your immediate goals

Your future aims

Your USP: check your **own** CV

Your personal qualities and your most relevant achievements

highly motivated
thorough
hardworking
keen

experienced
proactive
accomplished
articulate

committed
dynamic
capable
adaptable

Your immediate goals (why?)

seeking an apprenticeship in ...
seeking a new challenge which will utilise my ...
hoping to build on ...
looking to secure a position as ...
looking for the right opportunity to bring my expertise to ...
fully committed to ...

Your future aims

Eventual career goal is to ...
...with the long-term aspiration of moving into ...

Creating an impressive CV

Creating an impressive CV

- Types and content of CV
- Identifying your skills and demonstrating them with action verbs
- Keywords
- (Adding technology and being creative)

Type and content of CV

OK, what sort of information do you put in it?



The content is customised to the job

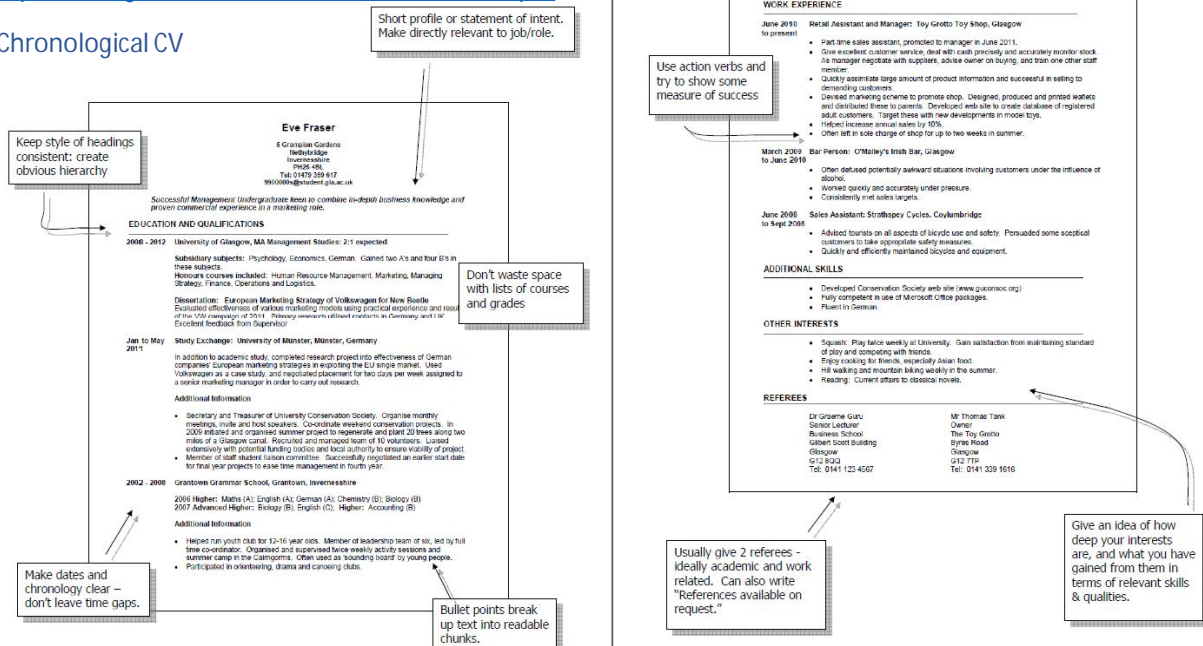
- Which qualifications, skills and experience are relevant?
- How much space to give them? (You can use max TWO pages, as a general rule.)
- Where on CV to put them?
- **Your name** as heading
- **Contact details**
- **Personal profile** with key strengths and aims (USP)
- **Education and qualifications**, including relevant content and skills developed
- **Work experience**: customise if necessary → show your skills, what you can offer
- **Additional skills**: e.g. languages and IT
- **Other interests and achievements**: anything active and social → skills gained
- **Referees** (names, job titles, contact details)

What type of CV?

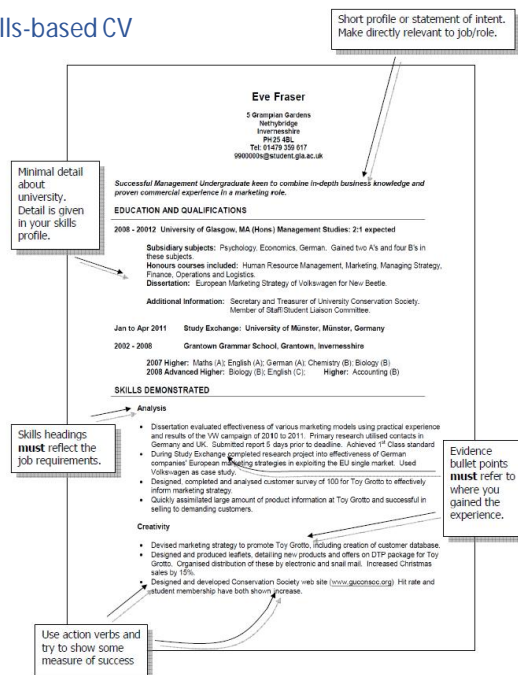
- Chronological
- Skills-based

http://www.gla.ac.uk/media/media_213094_en.pdf

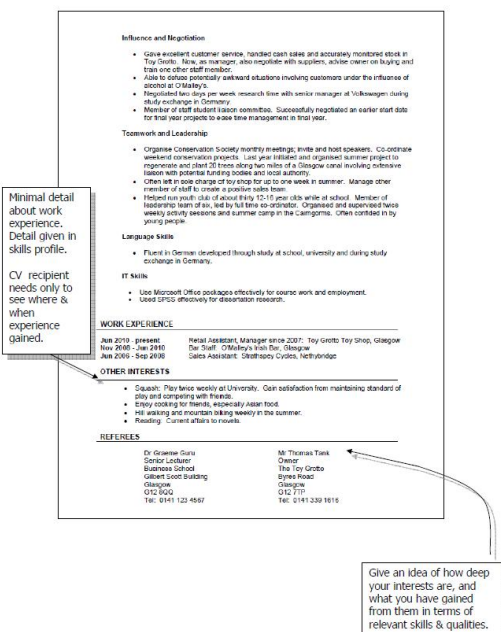
Chronological CV



Skills-based CV



http://www.gla.ac.uk/media/media_216066_en.pdf



A "killer" CV

<http://www.businessinsider.com.au/why-this-is-an-excellent-resume-2013-11>

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FINANCIAL ANALYSIS & REPORTING

Meticulous **Financial Analyst** who undertakes complex assignments, meets tight deadlines and delivers superior performance. Possesses practical knowledge in corporate finance and financial markets. Applies strong financial planning and analytical skills to inform senior management of key trends and reduce company expenditures by more than \$255,000. Operates with a strong sense of urgency and thrives in a fast-paced setting. **Fluent in Spanish. Core competencies include:**

Financial Reporting • Project Management • Financial Analysis • Financial Statements • Statistical Analysis
Corporate Finance • Financial Services • Market Analysis • Client Relations • Strategic Planning • Forecasting

PROFESSIONAL EXPERIENCE

COMPANY ABC • New York, NY • 2010 – Present

One of the largest global pharmaceutical companies, producing a portfolio of products and medicines that support wellness and prevention, as well as treatment and cures for diseases across a broad range of therapeutic areas.

Financial Analyst

Prepares financial presentations for senior management by incorporating new and existing reports along with analysis of business trends for Company ABC's \$2.1 billion Nutrition segment. Supports the development of executive reports, presentations and ad-hoc reporting capabilities. Formulates annual operating budgets and monthly forecasts, and tracks team spending for budget exceeding \$1.3 million.

- Generated approximately \$452,000 in annual savings by employing a new procedure which streamlined the business's vendor relationships
- Improved spending reports to enhance clarity of expenses and increase efficiency for ten different groups
- Conducted financial analysis to support senior leadership with developing the business segment's long-range financial plan of more than \$30 billion over the next five years

ORGANIZATION ZYX • New York, NY • 2008 – 2010

Leading provider of investment advisory services with a core focus institutional investors such as Pension Funds, Endowment Funds, and Foundations, and high net worth individuals.

Performance Analyst

Responsible for conducting quantitative analysis of index statistics and market data, performing benchmark analysis, and compiling performance data for more than ten Pension Fund clients ranging in value from \$15 million to \$1.2 billion. Utilizes in-house financial software systems to provide analytical, financial and presentation support for the account management activities surrounding quarterly earnings meetings and ad hoc monthly reports.

- Within first three weeks in the organization, took on and organized one of the company's largest clients, valued at \$1.2 billion with more than 100 money managers.
- Increased data mining 62% by creating a more efficient process to collect information from money managers.
- Reorganized and streamlined database of global indices to provide intra-quarterly returns.

EDUCATION

Bachelor of Science in Business Administration (cum laude)
SYRACUSE UNIVERSITY • Syracuse, NY • 2008

TECHNICAL SKILLS

Proficient in Microsoft Office Suite: advanced Excel • Word • PowerPoint • Outlook • Access
QuickBooks software • in-house proprietary financial software • SAP

Applying for jobs in other countries

Looking for a job in another country?

Check University of Glasgow website for country-specific job application tips:

<http://www.gla.ac.uk/services/careers/work/globalskills/>

Identifying your skills, documenting with action verbs

Identify your skills and achievements relevant to the job



Decide where in your CV to put them



Provide concrete examples as evidence

(what you did, where you did it)



e.g. *Initiated a network for diabetic adolescents, Alahumppila Youth Centre (2015)*

Example from a chronological CV

Work Experience

June - August 2011



Project assistant, Fennotek Oy (engineering contractor), Oulu

- **Compiled** and **analysed** stock holding costs to increase economic efficiency
- **Implemented** a warehouse management system (WMS)
- **Updated** the hazardous materials inventory.

Example from a skills-based CV

Organisational skills

- **Implemented** a warehouse management system (WMS) at Fennotek Oy
- **Updated** the hazardous materials inventory at Fennotek Oy
- **Catalogued** incoming acquisitions for the library at Alahumppila High School
- ...

Analytic skills

- **Analysed** stock holding costs at Fennotek Oy to increase economic efficiency
- **Assessed** order quantities during my internship at FinnEng
-

Action words

- See handout
- Generally used in simple past tense

Why use action verbs?

- More concise
- More concrete - easier to grasp exactly what you have done
- More powerful and dynamic
- May indicate the skills that the employer is looking for

Compare

Was the supervisor of a team of five process workers ☹

Supervised a team of five process workers ☺

Keywords



What are keywords?

Keywords

- are usually nouns
- may refer to hard or soft skills
- might also be name of company, university, or area code

Underlined keywords relate to action indicated by verbs:

- I compiled and analysed social media statistics.
- I implemented a warehouse management system (WMS).
- I updated the hazardous materials inventory.

Why use keywords?

“More than 90 percent of employers place resumes directly into searchable databases”

Katharine Hansen, <http://www.quintcareers.com/e-resumes.html> (Accessed 9.10.2016)

- How do we know which keywords an employer is looking for?
- Can you pick out keywords from the job ad you analysed earlier?



Check your own CV

How many potential keywords can you identify?

"A good goal to shoot for is 25-35 keywords"

Hansen, <https://www.livecareer.com/quintessential/resume-keywords> (Accessed 9.10.2016)

Adding technology and being creative



Using technology in your CV

- Philip Tubman's CV - online Mahara portfolio: <https://mahara.lancs.ac.uk/view/view.php?id=1350>
- Mark Leruste's video CV https://www.youtube.com/watch?v=c_PZTAW5piQ (2'10")
- Graeme Anthony CV interactive video – Intro: <https://www.youtube.com/watch?v=9EzNII1U2N8> (1'02")
- Robby Leonardi's Interactive CV:: <http://www.rleonardi.com/interactive-resume/>
- Philippe Dubost's Amaz`ing Resume in application for a job at Amazon: <https://phildub.com/>
- Bas van de Poel and Daan van Dam's Twitter "Hire us" example: <https://jobmob.co.il/blog/twitter-profile-job-hack/>
- Ben Matthews' job application infographic: <https://benrmatthews.com/infographic-or-visual-cv-as-a-job-application/>

Writing an effective cover letter



Writing an effective cover letter

- Use the formal conventions of a business letter
(See, for example, <http://www.letterwritingguide.com/businessletterformat.htm>)
- Content
 - Paragraph one – introduce yourself and say why you are writing. Two sentences max
 - Paragraph two – why that job / employer?
 - Paragraph three – selling yourself
 - Paragraph four – thanks and closing
- Proofreading

Writing a formal letter or email - Which version would you use?

- a. I want to apply for the position of Plant Engineer.
- b. I would like to apply for the position of Plant Engineer.

- a. I'm really interested in developing my programming skills.
- b. I am very interested in developing my programming skills.

- a. I want to work abroad after my graduation.
- b. I would like to work abroad after my graduation.

- a. I aim to graduate in 2017.
- b. I am going to graduate in 2017.

Writing a formal letter or email - Which version would you use?

- a. I'm enclosing my matriculation exam certificate and a transcript of the courses I've completed at university.
- b. I enclose my matriculation exam certificate and a transcript of the courses I have completed at university.

- a. I would very much like to work in the field of product development.
- b. I really want to work in the field of product development.

- a. I would be grateful if you could let me know your decision as soon as possible.
- b. Please let me know your decision as soon as possible.

Writing a formal letter or email - Which version would you use?

- a. I will be happy to start work in June if that's alright for you.
- b. I would be happy to start work in June if that is convenient for you.

- a. Could you please consider my application?
- b. I would be grateful if you could consider my application.

- a. Unfortunately, I cannot attend the interview on the date you suggested.
- b. I'm sorry, but I can't make it to the interview on the date you suggested.

- a. Thanks a lot for taking the time to look over my letter and CV.
- b. Thank you for taking the time to consider my letter and CV.

Best of luck with your
applications!