

How to make your job application stand out

CVs that stand out are...

- Easy to read
- Easy to understand
- Easy to pick out the best bits.

Ideas for action



Personalise

- 🔗 Make sure that you've reflected the key points in the job application in your cover letter, CV, online forms.

Put yourself in the shoes of the person/company

- 🔗 What will impress them? Make sure you reflect this in your application.

What are the MOST important skills to showcase in your application?

- 🔗 Use the top paragraph of your CV to showcase your super strengths.

Include a covering letter

- 🔗 If the process allows for one, it's worth doing. Keep it short, Why the role, why you, why now.

The brilliant basics

1. Always share your CV as a PDF file

This means you don't lose any formatting when sending.

2. Use no more than 2 pages

CVs are scanned for an average 6-8 seconds before people decide whether to dive deeper. Don't make the detail daunting!

3. See your CV as your 'best bits'

Your CV contains your highlights rather than a list of everything you've done (think achievements vs describing your role)

4. Add keywords

Pick out the top 3 soft/hard skills they are looking for in the job description and think how you can weave them in to your CV.

5. Reflect the role and company culture

Think about what you can do visually with your CV to align with the opportunity (e.g. using the company colour palette to stand out.)

Your CV checklist (before hitting send!)

- 🔗 Have I checked for typos?
- 🔗 Is the CV personalised to the role?
- 🔗 Is it jargon-free?
- 🔗 Is my CV consistent with LinkedIn?
- 🔗 Have I used keywords?

Coach yourself questions

Ask yourself these 3 questions before every job application

Why me?



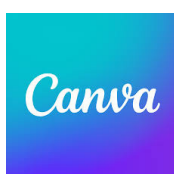
Why this role?



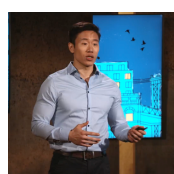
Why this company?



Recommended resources



Design your CVs with Canva
Simple templates for CV creation



Looking for a job?
Highlight your ability, not your experience
Ted Talk by entrepreneur Jason Shen



Using LinkedIn to boost your career
Squiggly Careers episode #96