

Resource

Our approach is working

Winning CVs, Nailing Interviews and Maximising LinkedIn

Limmud Together UK Summer
2 August 2020

Resource

Our approach is working

Why Resource?

Victoria Sterman
Chief Executive

Making your CV stand out from the crowd

Kim Maidment

Why do we have CVs?

- To enable us to network and market ourselves
- To get an interview
- To help inform the interview and the questions asked

What should a CV look like?

- Maximum of 2 pages
- Attractive and easy to read
- Not less than pt 11 or 12
- Plenty of 'white space'
- Modern type face eg not Times New Roman
- No errors

The Bad CV

Curriculum Vitae

Address:

Name: Jane Cohen

10 High Street

Telephone: 07767 123 456

London W1 3CV

Email: boozyfloozy@gmail.com

Age: 36

NI number: AB123456C

Personnel statement:

I really like working with animals and I am good at it. I want to get a job in an office either working with numbers or maybe a job with animals

St Andrews Primary School

1985 – 1987

St John's Junior School

1987 – 1991

St George's Senior School

1991 – 1996

GCSEs Maths B, English D, French C, Science D, Geography B, Computing B,

St Patricks Sixth Form College

1996 – 1998

Alevels in French, Biology and Geography

WORK EXPERIENCE

2000 – 2003

Iceland Foods

Position:

Stacking shelves and operating tills

2004 – present Marks and Spencer

Position:

Working on tills

2007 – present Local Accountants office

Position:

Accounts assistant

Interests: I like shopping, reading and travelling and also really enjoy sport.

Skills:

- French
- ❖ russian
- ❖ Computer skills

References available on request

The Good CV

Jane Cohen
London W1 2CV
Jane.Cohen@Hotmail.com

07777 123 456

An ambitious, conscientious and articulate finance professional with a proven track record for achieving targets and being rewarded with career progression. Consistently trusted with financial responsibilities and worked as part of a top performing team. Respected manager of high-performing team of six people

WORK EXPERIENCE

Aug 2012 – present

Barclays Bank, London

- responsible for full financial accounting of credit card services function
- managing team of 4 financial controllers including performance management
- negotiating financial contracts with suppliers up to the value of £1m
- delivering month-end a year-end accounting for business unit with 0% errors throughout 2018/2019
- supported tender and implementation for new accounting software increasing productivity by 25%
- resolving invoice disputes with third-parties with efficiency and diplomacy

Achievements:

- reduced payment terms by 18 days in 5 years and promoted to manager in 2011.
- delivering 15% cost saving plans each year since 2014
- joined the firm as finance assistant and promoted 5 times in 9 years to finance manager

Sep 2005 – Jul 2007

Al Fresco Restaurant, London

- greeting customers at front of house
- working as part of a busy team to ensure service runs smoothly
- resolved customer queries and complaints involving patience and diplomacy

Achievements:

- awarded employee of the month 8 times in 2 years
- promoted to cashier due to strong financial skills and being trustworthy

July 2007 – August 2008 Travel through South America

Spent 13 months in Brazil, Argentina, Peru and Chile including a 4 day trek to Macchu Picchu and a 3 month charity project helping to build a school in Brazil. This involved working efficiently and cohesively with a team to hit deadlines.

QUALIFICATIONS

2011

City University

Diploma in Financial Accounting

2005-2007

St George's Sixth Form College

A levels

Maths B

Economics B

Physics C

Appointed Head Girl in final year of senior school

SKILLS

- Technology - advanced level in MS Office packages and all major accounting software
- Social Media - confident navigating social media accounts including managing company pages and sharing daily content
- Languages - basic French, intermediate German
- Driving - clean UK driving licence

INTERESTS

- Sport: A firm believer in a healthy lifestyle, including regularly running, cycling and playing squash. Winner of three local squash tournaments this year
- Travel: Greatly enjoy travelling to developing countries and giving something back to the local communities. Forthcoming goal is to help build a dam in Ethiopia.
- Music: A committed member of the local choir since the age of 7.

What should we think about when developing our CV?

- What employers looking for
- The competencies that we have to offer
- What does are volunteering say about us
- What gaps there are
- Development initiatives

What should we include in our CVs?

- Profile
- Achievements
- Education and qualifications
- Experience from work (paid & voluntary) including competencies & skills
- Languages spoken
- Positions of responsibility held
- Hobbies & interests

Succeeding at Interviews

Eric Salamon

What is an Interview ?

It is a conversation So listen!

- Answer the question
- If you are unsure of the question ask for clarification
- Challenge and have views, do not get into an argument
- Do not let them wind you up. Keep Calm
- Shut up when you have answered the question

Interview success: Top Tip 1

When you get an interview do not stop your job search

- Be stimulated and motivated by your success to press even harder for more interviews
- An interview is *not* a job
 - It is improving the odds of getting a job
- Do not waste time, continue your job search, maintain the momentum

Interview success: Top Tip 2

Prepare, Prepare, Prepare

- You can never do enough preparation
- Prepare what you will say about your self to demonstrate your skills
- Prepare to show you understand the prospective employer's organisation
- Prepare so you know what skills the job spec requires
- Prepare what questions you will ask

Interview success: Top Tip 3

First Impressions Really Matter

- Before a single question is asked, the interviewer has formed an opinion, make it a FAVOURABLE opinion
- Set up your device:- screen at 90 degrees and camera at eye level
- Look at the camera, not at yourself or the interviewer on your screen
- Show head and top half of your body. Show some body movement/energy
- Appearance, body language, tone of voice. First words, should be confident and positive
- The interviewer is desperate for you to be the right one, prove them right

Interview success: Top Tip 4

There are only 3 interview questions

1. Can you DEMONSTRATE you can do the job ?
 - Do you have the qualifications, achievements and skills to meet the JD?
2. Do you REALLY want the job?
 - Do you show enthusiasm and genuine interest in the job and organisation?
3. Will you FIT IN with me and my colleagues ?
 - Is your personality right for the job/environment and are you adaptable?

Interview success: Top Tip 5

Keep your questions strategic and topical

- Do not ask questions to which you should know the answer!
- Do not just ask about things affecting you, show an interest in their organisation
- Ask about growth initiatives, the implications of recent political and financial changes etc
- Watch the morning news and prepare a question based on current events
- Be prepared to have a view on you own questions
- Enquire about remote working and onboarding processes

Using **Linked** **to maximise opportunities**

Laura Fox

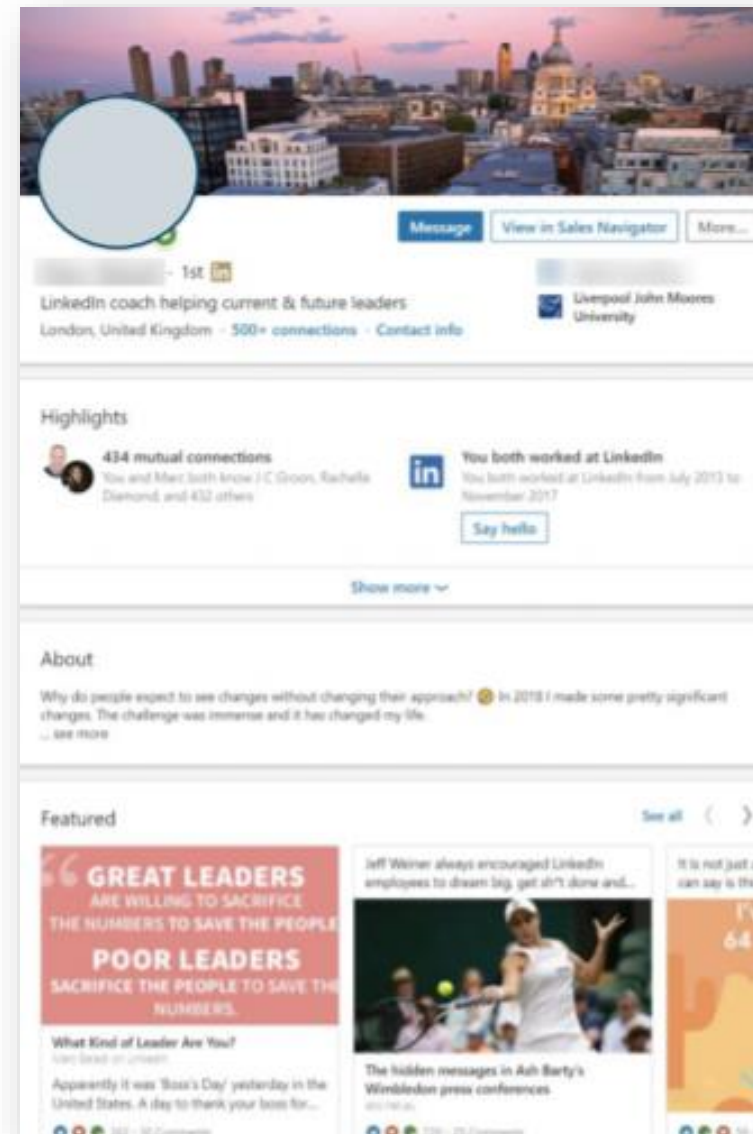
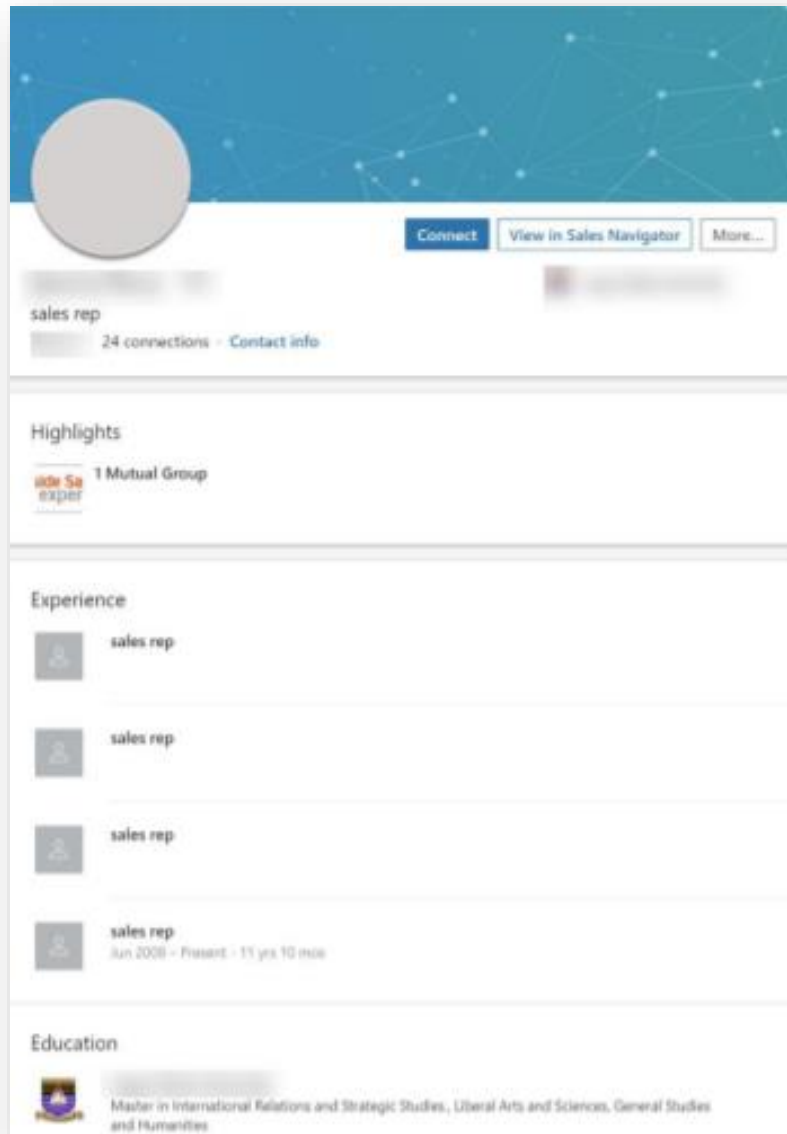
What will we cover today?

- 1 3 Stages to thinking about LinkedIn
- 2 Top Tips to Create an Employer-friendly profile

Profile → Network → Content

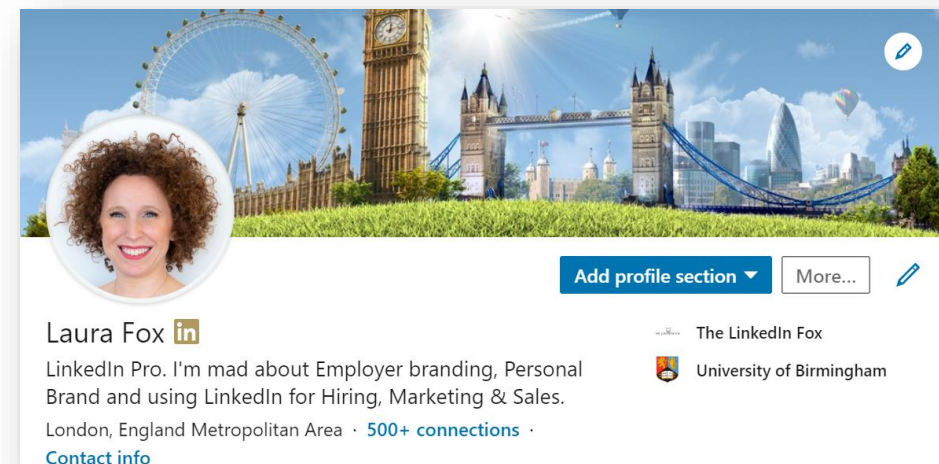
1. Profile: The heart of everything you do on LinkedIn
2. Network: Relationships matter
3. Content: Have an opinion. Showcase your expertise

Who do you trust more?



Your profile is the centre of your LinkedIn activity

- 1) Personalise your Profile URL
- 2) Include a branded background image
- 3) Check your picture – close, cropped head/shoulders
- 4) Make your headline impactful
- 5) Update About section – It's your elevator pitch
- 6) Use new Featured section
- 7) Experience section should highlight value & success
- 8) Check your settings!



Any Questions?

Resource

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