

WORLD IN WORK

Here are some tips from the team at www.worldinwork.co.uk to improve your profile.

1. What should a profile say about me?

- The type of JOB you're applying for e.g. Project manager
- Your credentials / qualifications
- Length and quality of experience and achievements
- Why you're interested in that type of work.
- Summarise your strengths and how they might be an advantage to an organisation.
- Relate your key skills to the job, and any other transferable skills that could give you an advantage.
- Thank the reader for taking the time to review your profile and ask them to request your CV.

2. Keyword searches

- In the skills section and in the additional information section make sure you include key skills that would come up in a keyword search for your role.
- Example

Project manager, Prince 2, APM, commercially astute, client focused, budget management

3. Using your profile as a cover letter...

- You can use your World in Work profile as a cover letter using the “send my profile” function on your profile page.
- This needs to contain the information above, but also read as a letter.
- Example...

I am seeking a role as a Project manager within the agriculture sector, as I have decided to spend some time away from the cities. I am a Prince 2 qualified; APM Registered Project Professional with ten years' experience leading large construction projects in central London for one of the UK's fastest growing construction companies. I believe my strengths of managing large teams, organised delivery and strong reporting skills will assist me in this new role, and my ability to overcome challenges in different environments will serve me and the organisation I work for well. I have a strong network of contacts, many of whom operate within both urban and rural projects. I have delivered projects on time and under budget, and have twice been featured in Building Matters magazine for my project delivery.

Many thanks for taking the time to review my profile, if you believe you have a role suitable please request my CV from this website and contact me.

Yours

David Smith

- Once your profile resembles a cover letter you are happy with, create a piece of text for more specific speculative approaches on a separate word document.
 - i. This is to be copy and pasted when you send your speculative approaches with only slight changes each time to suit each application.
- It should include...
- An opening line of something like “*Dear xxxxx, I am sending you this speculative approach because I have been reading about your company on your website, and your values and ethics encouraged me to apply for position within your organisation, if you believe you have something suitable after reviewing my World in Work profile, please request my CV for more information*”
- If it is not a speculative approach you should include where you found out about the role (advert in the newspaper etc. - organisations like to know which of their advertising sources are being successful)
- Why the company attracts you (if it's a small company say you prefer to work for a small friendly organisation!)
- Mention any dates that you won't be available for interview
- When you're available to start work (and end if it's a placement)
- Thank the employer and say you look forward to hearing from them soon
- Create a list of employers you want to work for and find their recruitment “contact us” email address on their website (you can use the World in Work job board to help you) and make a list.
- On your profile page click the “send my profile” button and begin your applications.

4. Using your profile as a summary of your skills...

- If you want your profile to be used only as a summary for employers looking for new staff, you will want your profile to be brief.
- Using the information in point number one create a small introduction and bullet point your key skills
- Example

I am seeking a role as a Project manager within the agriculture sector.

My key skills include...

- ✓ *APM Registered Project Professional*
- ✓ *Ten years' experience leading large construction projects*
- ✓ *Prince 2 qualified*
- ✓ *Twice featured in building matters magazine for my project delivery*
- ✓ *Managing large teams*
- ✓ *Organised delivery and strong reporting skills*
- ✓ *Working in challenging environments*
- ✓ *Large network of contacts*
- ✓ *I have delivered projects on time and under budget.*

My previous projects have included the baseball stadium on the Olympic Games – delivered to immovable deadline, the tower of kings in in the UAE – the tallest building in the world, and the double damn in the Lake District – the UK's largest reservoir.

5. This is only a quick guide to assist you.

- We hope this helps a little but you can find more information across the internet to make your profile as appealing to employers as possible.
- Here are some more sources you may want to try to assist you.

<http://www.jobs.ac.uk/careers-advice/cv-templates/1642/how-to-create-a-cv-part-one-personal-statement/>

<http://careers.theguardian.com/careers-blog/how-to-write-a-personal-statement-for-your-cv>

<http://www.careers.ox.ac.uk/the-application-process/cover-letters/>

<https://nationalcareersservice.direct.gov.uk/advice/getajob/cvs/Pages/writeacoveringletter.aspx>

<http://www.kent.ac.uk/careers/cv/CVProfiles.htm>