

house 

JOB SEARCH MASTERCLASS KEY TAKEAWAYS

For professionals & executives

RECAP ON

Your CV

Searching for jobs

Job boards

LinkedIn

Glassdoor

Interview formats

Interview types



**Refer to these pages as
you progress through
your search**

**Connect with
your host on
LinkedIn**

Contents

The following pages are a condensed version of the slides.
They are full of the top tips discussed throughout both sessions.

3-4 Your CV

5-6 Routes into the job market

7 Cover notes

8 Application forms

9 Interview overview

10 Competency based interviews

11 Strength based interviews

12 CV based interviews

13 Assessment days

14 Support

YOUR CV

THE PERFECT CV FOR TODAY'S MARKET

2 pages is perfect, 3 is more than enough!

Grab the reader's attention

Job overview and responsibilities in bullet points

Try and keep to 10 bullet points of 1-2 sentences

Start your sentences with positive doing words....

Successfully, implemented, led, launched, improved etc.

FORMATTING



Use **bold** and italics for navigation purposes

Use a standard type font such as arial, calibri, verdana in size 10-11

Save and submit in Word or PDF



No underlining in the body of the CV

No fancy formatting (tables, boxes)

No fancy downloaded type fonts

Don't have a cover page

Don't use a coloured font

WHAT NOT TO INCLUDE

Your full Address

Date of birth

Marital status

Dependants

Salary

Poor grades

THE ORDER OF YOUR CV

Personal details

Profile

Key skills

Employment history

Education & Qualifications

Additional info

Interests

Testimonials

TOP TIPS FOR BEING SPOTTED

ADAPT! ADAPT! ADAPT!

Adapt your CV for each role you apply for
PDF or Word docs are recommended

MATCH your qualifications, experience and skills relevant to the role

Use the keywords most popular in your sector

PERSONAL DETAILS

How Personal?



Name

Address

no need to include your full address, area and post code is perfect

Email

keep it sensible, avoid using your DOB. Consider having one dedicated to your job search

Contact Number

just a mobile will be ok, make sure you have a professional voicemail and you answer withheld numbers!

LinkedIn URL

provide a quick way for recruiters to get to your LinkedIn profile, or visit www.qrstuff.com to create a QR code

Things to remember



FACTOR PROFILE

WHEN A RECRUITER OR EMPLOYER READS YOUR PROFILE, THE REACTION YOU WANT IS

"WOW, THIS PERSON LOOKS PERFECT!"

What are you? What are your primary skills?

Name drop companies, industries, IT systems, qualifications etc.

Adapt your profile for every application to optimise your chances of getting an interview

Mirror their language

Avoid the 1st or 3rd person

Typically 6 lines long

10 SECOND SCREEN

CV over 3 pages - X

Spelling errors - X

No profile - X

Hard to read CVs - X

Full of jargon - X

Irrelevant info - X

15 SECOND SCREEN

The screener will be looking for info that is specific and relevant to the vacancy

Mirror language in the job description

Clearly highlight skills and achievements

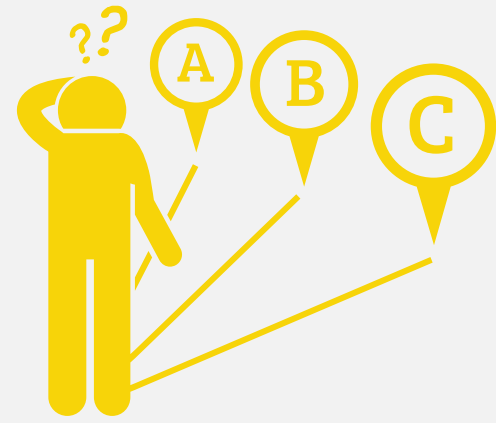
INTERVIEW SHORTLIST

No longer a process of elimination, now searching for highly relevant matches.

What makes you stand out from the rest?

THE ROUTES INTO THE JOB MARKET

JOB BOARDS
SOCIAL MEDIA
DIRECT
AGENCIES



JOB BOARDS

**Register with the top generic
job boards**

Recommended for senior positions
& salaries over £50,000

www.executivesontheweb.com

www.exec-appointments.com

www.thedirector-e.co.uk

www.appointments.thetimes.co.uk

www.jobs.theguardian.co.uk



www.reed.co.uk

www.cvlibrary.co.uk

www.totaljobs.co.uk

www.otta.com (tech)

**BE CLEVER WITH YOUR
CONTENT!
LOAD YOUR CV WITH YOUR
KEYWORDS
MAKE THEM SIZE 1 & WHITE**

Make your CV keyword rich

What are your key words?



JOB BOARD TOP TIP

To keep visible to the 80% of employers 'searching' for you, update each account once a week!



TOP TIPS

Have a full profile!
Strategic headline
Loaded with KEY WORDS
Job sections complete
Connect, connect, connect!
Dive deeper!



WHY USE IT?

Glassdoor is like trip advisor for employers!

Follow businesses you want to work for and the algorithms will flag similar hiring, also tons of great articles.

It is very job seeker/employee centric, you can even find out the questions asked at interview!

RECRUITMENT AGENCIES

Commission based

Working to a tight criteria

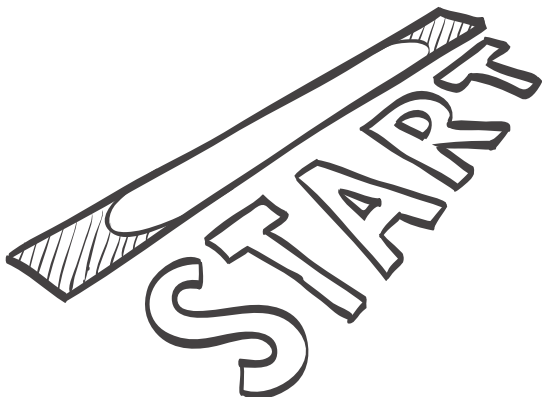
Which ones?

Connect on LinkedIn

www.rec.uk.com

APPLYING DIRECTLY

WHERE TO START?



Work on a 'wish list' of at least 20 organisations. Use LinkedIn, Glassdoor and CityAM www.cityam.com to keep on-top on which sectors and organisations are recruiting.

Have a powerful well matched cover note.

Use LinkedIn to get the name of the person in charge of hiring staff.

Follow businesses you want to work for and the algorithms will flag up similar companies who are hiring.

COVER NOTES

Have you been asked for one? Yes? – do one

Have you been given the option? Yes? – do one

Is it a direct approach? – Yes? do one

Keep it to 3-4 paragraphs max

Keep it to the point

What are they asking for?

**What do you want to shout about?
(that is relevant to them)**

Dear Emma,

I read a wonderful article recently on how you have been crowned supermarket of the year (congratulations!) and noticed you are recruiting for a wide variety of staff for your new Tolworth HQ, which is local to me.

Having always admired Lidl's approach to business, in particular your very clever marketing campaigns the recruitment campaign really appealed. From reading the Glassdoor reviews and looking at the career path of individuals on LinkedIn I believe I might have a skill set that could be utilised at your new HQ. I would welcome the opportunity to be considered for any marketing executive level opportunities on a contract or permanent basis.

I can offer you over 3 years (CIM qualified) marketing experience with an emphasis on digital and social media marketing campaigns. I have worked with a variety of CRMs including Salesforce and have advanced IT skills including photoshop, adobe, canva and hootsuite.

More than happy to send across examples of campaigns I have worked on and recommendations can be found on my LinkedIn profile
<https://www.linkedin.com/in/michellepaoloni/>.

Yours sincerely

Michelle Paoloni

What would you include in yours?

Type 1

Supports your application, used alongside your CV

Will more than likely ask you a small number of questions, the main one asking you to complete a personal statement in line with the competencies highlighted in the person specification.

Something like "Please tell us why you believe you are the best person for the role?"

APPLICATION FORMS

Type 2

Essentially this replaces your CV!

It will be very long and is typically within public sector or the NFP sector .

The form will ask for general information, a personal statement and competency-based questions (more on these delights later on!)

What you need to know

They can take up to 2 days to complete

Think of an application form as your 1st interview

They are scored (more of that in a mo!)

Some have a time limit

All the clues are in the person specification!

TOP TIPS

Answer EVERY question in full

Use the full word count

Be careful of spelling and grammar, either ask someone to proof read, use active reader or grammarly

Be clear and use 'I' not 'we'

Mirror the language and terminology the organisation uses

Spend time preparing and putting thought into your answers, the company may revisit them during an interview!

Personal Statements

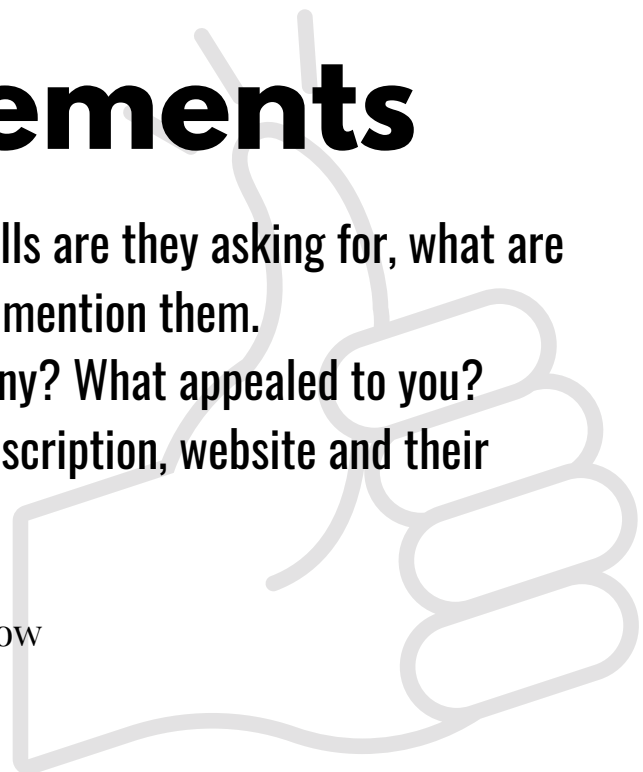
Tie this in with the person specification, what skills are they asking for, what are the 'desirables'? If you have them make sure you mention them.

Why are you interested in working for the company? What appealed to you?

Mirror the terminology that sits within the job description, website and their values.

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A personal statement is something we can review in the follow up support sessions



INTERVIEW TYPES



DON'T BE
AFRAID
TO ASK!

CV

Your 'traditional' style interview
Typically with the hiring manager
You will find the 'strengths and weaknesses questions here!'

COMPETENCY

Scored interview, the same line of questions as the application forms.
Typically carried out by HR

COMBINATION

A mixture of CV focused and competency based

STRENGTH

Focuses on what you enjoy doing, rather than what you can do

THE GOLDEN RULES OF PREPARATION #1



Research

the company, the people you are meeting, people in the team - use LinkedIn, Glassdoor, look at YouTube channels

Understand the company

mission and values, CSR work, what appeals to you? why do you want to work for them?

Cross reference

print off the job description and highlight everything you have done or can do, this is a great exercise and you can really tailor your answers.

Know your CV!

make sure you remember what version of your CV they have

Make your recruiter earn their £

a good recruiter should help you prepare and give you as much information as possible, it's in their interest you get the job! They know their client and possibly who you are meeting, ask for a call a few days before your interview.

ASK YOURSELF

What attracted me to the company?

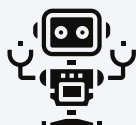
What elements of the job role would I enjoy?

What areas of the job role will I need training in?

INTERVIEW FORMATS



VIDEO



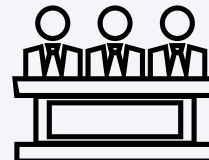
VIRTUAL



ASSESSMENT
CENTRE



FACE TO FACE



PANEL



PHONE

COMPETENCY BASED INTERVIEWS

Very popular with Public Sector, Third Sector and Large Corporate organisations.

CBI's backs up an employers equal opportunities commitment as every candidate shortlisted is asked exactly the same questions, they write down your answers and score you when you have gone.

Usually at least 2 interviewers one asking the questions, one writing down your answers.

The clues to what competencies you will be asked to evidence are in the person specification

For each competency have a pre-prepared example of how you've displayed that attribute.

Use a wide variety of examples where possible.

Don't fib!

Don't try and think on your feet.

Write your answers in STAR format and practice them.

A CBA should take you between 3-5 minutes to answer.

S Scenario

Go into the detail of the situation and give the employer some context about your role

Set the scene!

10%

T Task

Describe the business objective and your specific task

20%

A Action

They are interested in you not your team! Remember to talk about the part YOU played in the task, YOUR contribution and how YOU supported the business

Use 'I' instead of 'we'

50%

R Result

As a result of your contribution explain the end result, did you meet the business objective?

20%

FOR MORE INFO
REFER TO
THE HOUSE
GUIDE TO CBI

STRENGTH BASED

A strength-based interview focuses on what you enjoy doing, rather than what you can do, like in a competency-based interview . . .

Can you do the job? Will you do the job? Will you fit in?



- Employers use this approach to elicit your motivation and values, because the focus is more on what you like doing.
- Interviewers can understand your motivation for the role and assess your fit by identifying what you enjoy and are good at through your energy and enthusiasm.
- They will look for when you demonstrate pride in what you do and note your body language/tone of voice for clues about what you enjoy.

REMEMBER!

They want to get to know you, to understand if you have the motivation to do the job and fit into the company.

What makes a good day for you?

When did you achieve something you were really proud of?

What do you learn quickly?

What comes easily to you?

Example strength based questions

When are you at your best?

REMEMBER!

They will often ask questions quickly with less probing in order to generate a genuine response

What are you good at?

Describe a successful day you have had?

What gets left on your 'to do' list?

How do you feel about challenges?

WHAT ARE YOUR STRENGTHS?

THINK ABOUT WHAT YOUR STRENGTHS ARE SO YOU CAN TALK CONFIDENTLY ABOUT THEM.

ANSWERING THESE QUESTIONS AND NOTICING THE THEMES CAN HELP PULL YOUR STRENGTHS OUT.

What do I do well?

When do I feel most like myself at work?

When am I at my best?

What don't I enjoy at work?



SPLIT INTO 3 PARTS

what you know
about them

about you and
your CV

your questions
for them

THE COMPANY & THE JOB

"What do you know about us?"

"When researching the company what appealed to you?"

"Why do you want to work for us?"

"Where do you think you could add value?"

"What is your understanding of the job role?"

ABOUT YOU

DON'T PANIC

This is a document about YOU! Your job during this part of the interview is to pull the right pieces from your employment history to tell them.

YOUR QUESTIONS

FINISH ON A HIGH

Demonstrate your understanding of the job role, really get a good idea of what you would be taking on.

Great questions include

In what area do you think the successful candidate can make the most impact?

What do you think would be the most challenging aspect of the job within the first few months?

I noticed on LinkedIn you have joined within the last year, how did you find the transition into the firm?

Ask questions around the culture, CSR work - think of things that interest you.

Avoid asking . . .

Anything to do with salary or benefits - discuss salary if they bring it up and if they do give a bracket not an exact figure!

THINK ABOUT

STRENGTHS

Make your strengths mirror those required for the position you are being interviewed for

WEAKNESSES

Pick something that will change, not a behavioural trait.

MOTIVATION

Employers want motivated people because they tend to accomplish more work.
What motivates you?



ASSESSMENT DAYS

4 ELEMENTS

GROUP EXERCISE
PRESENTATION
NETWORKING LUNCH
INTERVIEW

Unusual for
senior
hires

GROUP

Assessing your. . .
Ability to work in a team
Social skills
Ability to take initiative &
influence others
Emotional intelligence &
manners
Independent mindedness

PRESENTATION

Assessing your. . .
Communication
Interpersonal skills
Influence & persuasion
Confidence
Ability to relay information
Timing & pace

LUNCH

The 'relaxed' lunch
Don't switch off
Don't disengage, it's your
chance to network and
ask questions

INTERVIEW

Could be any that
we have discussed!

TESTING

www.practiceaptitudetests.com

Useful sites to visit

www.assessmentday.co.uk

to practice different types of testing

RECAP

Ask what type of interview you are having

Prepare, prepare, prepare

Start working on a portfolio of answers to
draw from

Practice the delivery of your answers

Prepare questions to ask them

Ask for feedback (not at the interview!)



ACCESS TO SUPPORT

Contact your host to arrange your follow up support, you have access to them for a total of 2 hours, over the next 4 weeks.

We don't recommend using the 2 hours in one go, to get the most out of the time complete the job search action plan, review your CV and update your LinkedIn profile first.

You can use the House team for:-

- Discussing how to promote your skills and experience or transfer them into a new sector
- CV and LinkedIn review
- Reviewing personal statements before application
- Reviewing application forms
- Supporting interview preparation
- Supporting offer negotiation

*We are looking forward to supporting
you in your search*


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THE HOME FOR RECRUITMENT