



# CV GUIDANCE

**The purpose of your CV is to secure you an interview, not to secure you the job.**

Avoid the urge to include everything, aim to highlight just enough to convince the hiring manager to consider meeting with you for an interview.

Try and create a CV that is easy to read and that clearly highlights the right information (make your application hard to miss).

## Preparation

Your preparation provides you with the content you need to make your CV stand out.

Here are a few avenues that you could use to help you truly understand what the employer will be looking to see on your CV.

## Job advert and job description

*Do I understand the role?*

Take the time to read the job advert, and if you can, ask for a copy of the job description. Make note of key aspects of the job (duties, challenges and goals).

## Website

*Do I really understand what the company does and why it exists?*

A company's website is a wealth of information, from values, to goals, ambitions and challenges. This is a great opportunity to think about how your role plays a part in the organisation's goals and ambitions.

## Social media

*What is the company sharing in the world of social media?*

Look at recent and past posts. These posts are a great way to understand what is happening day to day and what the business wants you to know! The website presents the business's key objectives, strategy and direction, whereas social media provides ongoing updates.

Understanding these points allows you to create a CV with purpose and from a position of understanding. Now it's time to think about how your previous and current experiences can relate.



## Transferable traits

Look to link the core aspects of the role with the skills you already possess, work to help the hiring manager to marry your previous experience with their current expectations.

Clearly identify the skills that you can transfer into a new role. For example, 'diary management' and 'coordinating' may be two different tasks, but both have 'organisation' as the key transferable trait.

### Let's look at a few more examples

- Welcoming at reception **and** receiving inbound calls **both** have 'customer service' as the core transferable trait.
- Data entry **and** updating system notes **both** have 'attention to detail' as the core transferable trait.
- Upselling an order **and** cold calling **both** have 'sales' as the core transferable trait.
- Diagnosing a fault **and** process improvement **both** have 'problem solving' as the core transferable trait.

If you only have 4 of the 10 skills that we are looking for, make sure you show them.

Other candidates may possess more experience, but if they do not show it, the employer will never know.

A key to writing a purposeful CV is to make sure to point out what you do have to offer.

And for this, **bullet points** are your friend.

## Time to tailor

Don't just fire off the same CV to every job – make it count!

Finding the right opportunity means knowing what kind of role fits your skill set, interests, and goals. Once you've got that, tailor your CV so it speaks their language.

Highlight the experience and strengths that match that specific job.

A generic CV blends in, but a tailored one stands out!

Finally, make sure your contact details are correct, and get someone to proof read your CV.

For more company information visit our website: [scania.co.uk](https://www.scania.co.uk)

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