THE UNIVERSITY of EDINBURGH
Careers Service

CVs: Maximising your impact
SCI Careers Day

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SCI
where science meets business

Today

- Employer's perspective

- Before you apply

- Getting the basics right

- Making it great

- Resources

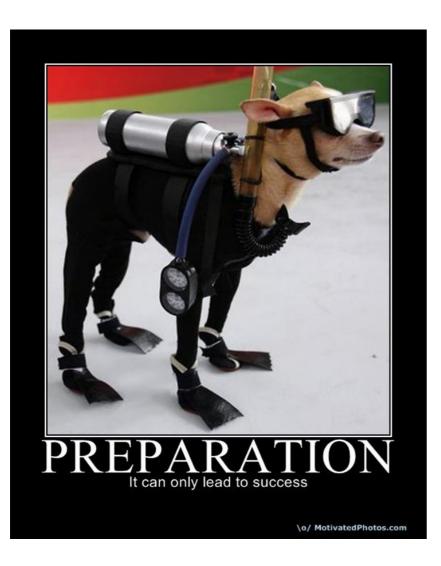# You are the employer....

Before you start any CV/application

- What do they want?

- What do you have to offer?

What do you need to stand out?

- Easy to read

- Relevance – target to the role

- Evidence to show you can do the job
  "good predictor of future success is evidence from your past"

CV is a marketing document - not your life story. Be selective!

CV first impressions

Think of the reader…

- Clear and concise
- Consistent style
- Accurate
- Fact/evidence based
- Bullet points
- Active verbs

active verbs…

achieving adapting addressing administering advising analysing anticipating
arbitrating arranging ascertaining assembling attaining auditing budgeting
building calculating checking classifying coaching collecting communicating compiling
composing computing conceptualising conducting conserving consolidating constructing
controlling coordinating counselling creating deciding defining delivering designing
detailing detecting determining developing displaying disproving distributing diverting
editing eliminating empathising enforcing establishing explaining expressing extracting
financing formulating founding gathering generating guiding handling having-responsibility
heading helping hypothesizing identifying increasing influencing informing initiating
innovating inspecting inspiring installing instituting instructing integrating interpreting
interviewing inventing investigating judging keeping leading learning lecturing lifting
listening maintaining making managing manipulating mediating mentoring modelling
monitoring motivating navigating negotiating observing obtaining offering operating ordering
organising originating overseeing perceiving performing persuading piloting planning playing
preparing prescribing presenting printing problem-solving processing producing programming
projecting promoting proofreading protecting providing publicizing purchasing questioning
realising reasoning receiving recommending reconciling recording recruiting reducing
referring rehabilitating relating remembering rendering repairing reporting representing
researching resolving responding restoring retrieving reviewing risking scheduling selecting selling
separating setting shaping sharing showing solving sorting summarising supervising
supplying synthesising teaching team-building telling testing training transcribing translating
trouble-shooting tutoring understanding undertaking uniting upgrading using verbalising winning

Content: the basics

www.ed.ac.uk/careers/recruitment

- Things to consider before writing your CV and covering letter

- Short videos on the basics of CV and cover letter writing

- Advice on content and layout

- Sample CVs and cover letters

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Effective groupings and headings

- Relevant experience
- Other experience (summarise)

OR by themes e.g.

- Technical experience
- Project management experience
- Teaching experience
- Funding application experience

OR

- Skills based CV – clear focus on criteria

Link the criteria closely to your experience

Analysing and evaluating information

- A specific report, structuring an argument; writing clearly, persuasively and precisely
- Collecting and reviewing data for X project for Y purpose

Effective organisation skills

- Planning and co-ordinating materials procurement or equipment use
- Planning & organisation of an experiment as part of assessment

Effective team working

- Led group project assignment as part of x module, assigning tasks…….
- Collaborated with 5 colleagues in XY Society seminar where I presented team's activities
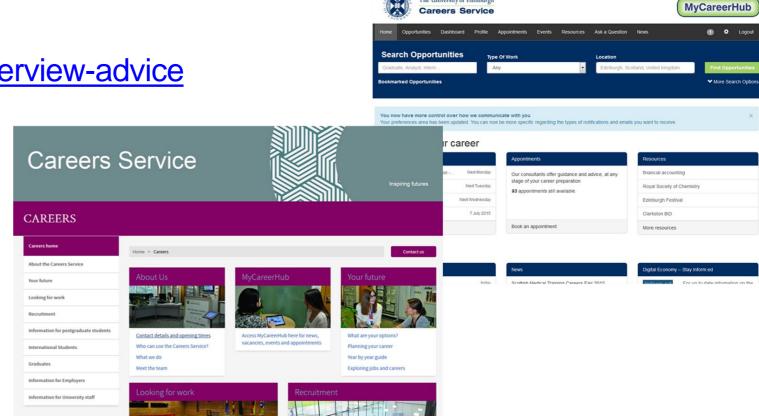
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Use a checklist

- What's the CV for?
- First impressions
- Layout and visual style (good balance of space/text?)
- Structure
- Content
- Spelling/grammar/tone of language
- Relevance to purpose – how well does it connect?
- Keep a copy!

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Further resources

- www.ed.ac.uk/careers/application-interview-advice

- www.ed.ac.uk/careers/postgrad/phd

- marketing your PhD

- www.vitae.ac.uk for researchers

- Red section in information centre for sample CVs and cover letters

- CV feedback? Book an appointment www.ed.ac.uk/careers >

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