

## Communication

Tips on getting the message across in the right way, to give the best impression of yourself that you can.

- Ask someone to check over the layout of your CV. It should be immediately obvious which companies you have worked for, when and in what capacity.
- If you changed roles or were promoted, clearly show your career progression by separating the your different positions, for example:

|   |                  |
|---|------------------|
| <b>Royal Mail Group, London</b>   | <b>2004-2010</b> |
| Head of Sustainability  | 2007-2010        |
| Head of Social Policy   | 2005-2007        |
| Head of CSR   | 2004-2005        |
| (Followed by a description of key achievements over career at Royal Mail Group) |                  |

- Be objective. Try to write in the third rather than first person, for example 'A meticulous carbon analyst with a proven ability to...' or 'Joe Bloggs is a meticulous...'.rather than 'I am a meticulous...'
- Use indenting, differences in font size and boldening to highlight subtitles and job titles.
- At first glance, many CVs are easier on the eye if broken up with strategically-placed lines.
- Keep it to 3-4 pages maximum (1-2 pages for junior-mid level).
- Your CV should not be used as a chance to demonstrate your creative writing or digital layout skills; it is a tool for conveying information clearly.
- Keep it to 2 colours maximum for text, perhaps using a neutral colour other than black (e.g. blue) to highlight some titles.
- Keep the font type consistent and appropriately sized, i.e. Arial or Calibri.
- Good, even spacing is crucial – maintain a consistent number of lines between paragraphs, roles, etc. and also be aware of too much empty 'white space' that could be used for content.
- Bullet point your skills and experience (do not write paragraphs).

- There are ways of phrasing your experience to make it sound more professional and impressive; a classic (but inadvisable) example is instead of 'Bin Man':

#### **Recycling and Waste Disposal Technician**

- Responsible for strategically collecting, sorting and efficiently disposing of a wide range of domestic and business material, to deadline.
- This required an in-depth knowledge of recyclable materials and methods.
- Consideration of disposal legalities and compliance was deployed in addition to a constant awareness of health and safety, particularly related to chemicals, glass or metals.

- It is a good idea to read your CV to yourself out loud, to check sentence flow.
- Whilst your CV is your chance to sell your skills, do not lie about your qualifications or even consider 'bending the truth' about your experience. In our experience, this can only lead to a negative outcome for all parties involved. To tell a consistent, engaging and truthful story is always the best option.