



CV skills 2: Tailoring applications to roles

 **BARCLAYS** | LifeSkills



Module overview

This module will build upon the concepts of the **CV skills 1: Showing your best you** module and the [CV builder tool](#) and will help a learner to understand why their CV should be tailored to each job they apply to. Encourage your learner to use the [CV builder tool](#) so they have a CV to work off and adapt. Completing the tool will generate a downloaded Word version of their CV for future use.

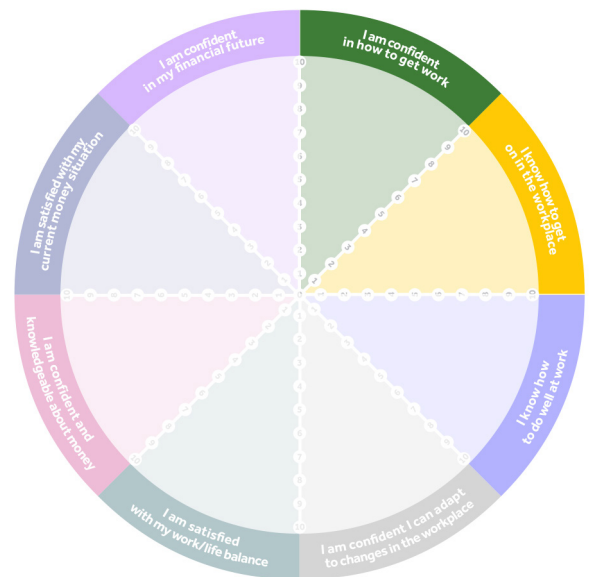
If your learner created their CV in the LifeSkills [CV builder tool](#), they can use their downloaded template as part of this activity.

Time	Key learning outcomes	Which will lead to
20 mins	<p>By the end of the module, learners will be able to:</p> <ul style="list-style-type: none"> Explore specific roles that they would like to apply for and understand why their CV should be tailored to each position Understand how to identify what key skills and experience a job advert/specification is asking for, and how to respond Understand how their own specific skills and experience match the role criteria Understand how to adapt their own CV for a specific application 	<ul style="list-style-type: none"> Improved ability in tailoring an existing CV in response to a job description

Important

Introduce the activity and theme and remind your learner of the coaching-based approach. Agree the desired outcome of the session with your learner.

Throughout the activity, we have included 'do now', 'do soon' and 'do later' actions which may help your learner to think about the next steps they could take. Alternatively, you could use the 'do now', 'do soon' and 'do later' headings to help your learner come up with their own actions.



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Core activity one

Tailoring a CV

Time	Educator guidance	Expected outcome
⌚ 2-3 mins	<p>Refer back to your learner's LifeSkills wheel and discuss how they scored themselves in relation to the module.</p> <p>Discuss what they need to know/do to be able to increase how they rate their satisfaction with this area.</p>	<ul style="list-style-type: none"> Learners are reminded of where they are now and what they need to do to reach a higher satisfaction score in relation to the module
⌚ 3-5 mins	<p>Open a discussion with the learner about how they feel about writing their CV so far, and if they've ever tailored their CV for a specific role. Remind the learner that employers see hundreds of CVs on a day-to-day basis, so making their CV stand out for the right reasons is vital.</p> <p>Prompt them with questions such as:</p> <div> <p>How do you feel about writing your CV?</p> <p>Have you ever tailored your CV for a specific job description?</p> <p>Why do you think it's necessary to tailor your CV?</p> </div> <p>Offer reassurance about their progress so far and explain that this session is all about tailoring their CV to help them stand out.</p> <p>Ask the learner:</p> <div> <p>What elements of the CV do you think prospective employers expect applicants to tailor?</p> </div> <p>Explain to the learner that by tailoring their own CV to a specific job, prospective employers can get an immediate feel for:</p> <ul style="list-style-type: none"> If they have the right level of key skills and experience to do the job required That they have gone to a special effort when making their job application <p>This helps an employer to make a quicker decision about who to interview.</p>	<ul style="list-style-type: none"> Learners should gain an understanding of why it is necessary to tailor their own CV for a specific job application

Core activity two

Practise adapting CVs for a specific job

Time	Educator guidance	Expected outcome
⌚ 10-15 mins	<p>Ask the learner to choose a specific job that they would like to apply for. This should be a realistic job, but it does not have to be a live/active job for this activity.</p> <p>Guide the learner on how to identify the areas of the job advert/ specification that asks for something specific, for example:</p> <ul style="list-style-type: none"> • Must be a team player • Must be good with numbers • Must have an understanding of social media • Previous leadership experience preferred <p>Refer the learner back to their list of key achievements from the CV skills 1: Showing your best you module and the CV builder tool and then guide the learner to identify any professional or personal experience that can be used to demonstrate understanding of the criteria.</p> <p>For example:</p> <ul style="list-style-type: none"> • Built a social media following from scratch • Used spreadsheets extensively in a previous job • Captain of the Sunday league football team <p>Select one of the two Job description examples that would be most suitable to the learner you are working with, and provide the correlating CV template. Point out the highlighted areas on the CV template, to demonstrate how the CV has been adapted to the job description.</p> <p>Depending on the time you have available, you could ask the learner to start tailoring their own CV generated by the CV builder tool to meet the criteria of a role they wish to apply for.</p> <p>Do now: Consider what aspects of your CV need updating/ writing following your discussions during the session</p> <p>Do soon: Set aside time to research different job roles and bookmark opportunities that you think you'd be interested in. Check whether you meet the criteria in the job advert/specification</p> <p>Do later: Choose one of these job opportunities and highlight the specific key skills required. Using the CV template handouts, tailor your CV generated by the CV builder tool based on your new knowledge, ensuring you demonstrate how your experience meets the key skills required</p>	<ul style="list-style-type: none"> • Learners should be able to identify areas of a job advert/ specification that ask for something specific and then adapt their CV accordingly • Learners should be able to use their list of key achievements from the CV skills 1: Showing your best you module and the CV builder tool to help them with this task • Learners should understand how to adapt their CV based on a job description

Wrap up

Time	Educator guidance	Expected outcome
⌚ 5-7 mins	<p>Discuss the learner's newly tailored CV or the ideas they have for making adjustments and ask how they feel about it.</p> <p>Explore any other ways in which the learner's CV might be able to meet the role criteria.</p> <p>Confirm with the learner:</p> <ul style="list-style-type: none"> • They understand why it is necessary to tailor a CV for every application • If they have any gaps in their knowledge about writing and tailoring their CV and they feel comfortable to progress on their own 	<ul style="list-style-type: none"> • Learner should apply their learning to their own CV in relation to a job description they are interested in

Optional extension

Time	Educator guidance	Expected outcome
⌚ 10-20 mins	<p>The learner should now be encouraged to tailor their own CV to several applications based on their newfound knowledge.</p>	<ul style="list-style-type: none"> • Learner to practice tailoring their CV using a variety of job descriptions

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Job description examples

The highlighted sections demonstrate the specific key skills that the job requires — an applicant could use some of these areas to tailor their own CV for the job. If at any point your learner is struggling to think of skills to include for their own CV, encourage them to revisit the key skills section of the [CV builder tool](#) which outlines core transferable skills including proactivity, adaptability and resilience.

Example 1: Job advert from a cosmetics manufacturer



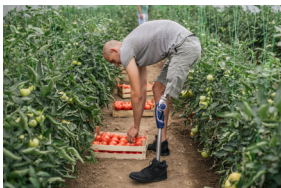
Beauty counter assistant

We're looking for a Beauty Counter Assistant who is passionate about beauty and skincare products and is looking for a customer-facing role. You will receive on-the-job training so while prior experience is welcome, it is not required.

Working on the shop floor you will:

- Guide current and potential customers through the product range, listening to their needs and inspiring them with your energy and enthusiasm
- Showcase your professional knowledge of makeup application and beauty therapy
- Maximise sales opportunities by making connections with customers and being determined to win repeat business through make-up lessons and appointments
- Work in a team to ensure all counter and business needs are met
- Support in store and at external events including new product releases and charity events
- Achieve individual sales goals agreed with the counter manager

Example 2: Job advert from a garden centre chain



Garden centre deputy manager

We're looking for a Deputy Manager who can provide robust, energetic and accountable leadership. Someone who can give support and guidance on best practice across our centres, someone who has outstanding retail standards. We encourage all of the people who work for us to take ownership and do everything necessary to create a stand-out experience for our customers.

Working alongside your centre team you will:

- Drive all business initiatives with pace
- Ensure the delivery of all key measurables (e.g. customer conversion, driving sales growth, effective management of all costs including payroll, trading discount and waste)
- Provide outstanding levels of service and customer experience by constantly looking at ways of improvement
- Ensure an amazing customer journey throughout the centre and the delivery of world class visual and model centre standards
- Encourage customer loyalty through the engagement and promotion of our Garden Club Card
- Effectively support in the management of all costs as detailed on the profit and loss report
- Support, coach and nurture a skilled team to drive key initiatives
- Ensure all compliance (e.g. audit and health and safety) across the centre is in line with policy as well as all operational functions such as goods in, good faith receipting etc
- Actively promote the garden centre using social media in order to increase footfall and encourage local engagement within the community
- Fully understand the centre team's skillset, to enable cross-functional working and identify training requirements
- Support the engagement, induction and development of all new starters, setting them up for success

Working for us is all about passion and we have lots of people who are really passionate about what they do! People who don't just care about the products we sell but also the customers and communities we serve. If this sounds like you, then why not apply, we look forward to speaking with you.

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CV template: Tailoring your CV – example 1

Your name

Your town | Your mobile number | Your email address | Your LinkedIn/Twitter/Instagram/blog link

Your desired job title

This is your opportunity to showcase who you are and what you can do in relation to the job advert.

For example: An energetic and enthusiastic customer assistant with 3 years' experience in retail. Now seeking a new opportunity to work in the cosmetics industry.

- **Add a short bullet point that showcases your skills and brings value to your future employer. For example:** Organised a yearly charity fashion show to showcase final projects for Art and Design at my old college, raising over £3,000 for a local cause from the ticket sales
- **Add another bullet point here:** Revisit your list of key achievements for inspiration and pull something out that relates to the job advert
- **Add a third bullet point:** Steer clear of mentioning any salary expectations or personal details in this section of your CV

Work experience

Company name | start date | end date

Job title

Write a line or two to introduce your job. This should include what you were hired to do, if you were promoted during your employment and some facts and figures about your job (if you were responsible for any team members or budgets etc.)

For example: Employed at a local retail store working in a team of five, keeping the store tidy and well-stocked, serving customers and dealing with queries on the shop floor.

- **Add your key achievements in bullet point format here. Start with an action word to give them greater impact. Each role should have a minimum of three achievements, if possible. For example:** Helped with the induction of new store staff and supported at other local branches during key sales periods such as Black Friday and January
- **Add another achievement here:** Helped with the co-ordination of a pop up advisory stall in the store to support the needs of customers
- **Add a third here:** Assisted with the creation of a loyalty card scheme to maximise sales opportunities

Add a second, third, and fourth job in the same format. Typically, you should add employment history for the last ten years.

Education and vocational qualifications

All of your education and vocational qualifications should be added here. You do not have to list your grades, unless you have recently completed your education. Don't forget to add them in chronological order. For example: Three A-levels: Art and Design, Drama, Photography; nine GCSE grades; piano grade 7.

Hobbies and interests

Do you do anything outside of work that will be of real value to your application, such as work-related interests, volunteering, or any impressive achievements?

If so, describe what you do here, in four to five lines. If you don't have anything that will make you stand out, or that you'll feel comfortable asked about at an interview, leave this section blank.

For example: Run my own vlog with 1,000 subscribers reviewing beauty products; Grade 7 piano, attend Stage School and have appeared in local musical theatre and plays. Volunteer at a residential home assisting the elderly with their personal care.

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CV template: Tailoring your CV – example 2

Your name

Your town | Your mobile number | Your email address | Your LinkedIn/Twitter/Instagram/blog link

Your desired job title

This is your opportunity to showcase who you are and what you can do in relation to the job advert.

For example: An experienced retail manager with 12 years of retail management and people development experience. A strong believer in driving best-practice principles to shape team culture, customer loyalty and deliver outstanding retail standards. Now seeking a new opportunity to lead a retail business in horticulture niche.

- **Add a short bullet point that showcases your skills and brings value to your future employer. For example:** Leads retail teams to deliver an exceptional customer experience; built a reputation as one of the friendliest retailers on the high street
- **Add another bullet point here:** Revisit your list of key achievements for inspiration and pull something out that relates to the job advert
- **Add a third bullet point:** Steer clear of mentioning any salary expectations or personal details in this section of your CV

Work experience

Company name | start date | end date

Job title

Write a line or two to introduce your job. This should include what you were hired to do, if you were promoted during your employment and some facts and figures about your job (if you were responsible for any team members or budgets etc.)

For example: Hired to manage, support and coach a team of five and oversee the general running of a local store, with an annual turnover of £1M. Held P&L accountability, with an annual operating budget of £100k.

- **Add your key achievements in bullet point format here. Start with an action word to give them greater impact. Each role should have a minimum of three achievements, if possible. For example:** Led recruitment and induction of store staff and delivered continuous training to ensure first-class customer service. Due to success, asked to deputise for the regional manager during a period of absence
- **Add another achievement here:** Transformed regional store from poor results in 2017, to place in top ten of stores nationally, within 12 months
- **Add a third here:** Drove brand development, customer loyalty and local support; developed social media presence to 9,000 Facebook followers within the community

Add a second, third, and fourth job in the same format. Typically, you should add employment history for the last ten years.

Education and vocational qualifications

All of your education and vocational qualifications should be added here. You do not have to list your grades, unless you have recently completed your education. Don't forget to add them in chronological order. For example: Three A-levels: English Language, Music, Photography; nine GCSE grades; piano grade 5 in practical musicianship.

Hobbies and interests

Do you do anything outside of work that will be of real value to your application, such as work-related interests, volunteering, or any impressive achievements?

If so, describe what you do here, in four to five lines. If you don't have anything that will make you stand out, or that you'll feel comfortable asked about at an interview, leave this section blank.

For example: Fluent in English and German; keen gardener, with a passion for growing fruits and vegetables; passionate guitar player, writer and producer of music. Member of the Board of Trustees for a local homeless charity.