

The

# ULTIMATE CV GUIDE

2024

## CV STRUCTURE

Learn how to structure  
your CV

How can I tailor  
my CV to each  
employer?

What should I  
write about on my  
CV?

GET CREATIVE  
WITH YOUR CV!

Including some of our  
favourite ways to be creative  
with your CV

Brought to you by **SCG.**



# ABOUT SPENCER CLARKE GROUP.

Formed in 2017, we're a multi-sector recruitment agency, specialising in a range of key disciplines within both the public and private sectors, offering permanent, temporary, contract and fixed term opportunities.

Recruitment to us isn't just about matching candidates and clients; we are passionate about what we do and love watching our candidates grow from strength to strength and flourish in a career which they love.

Our team of specialist consultants have extensive market knowledge and along with our committed, energetic and collaborative approach, this has enabled us to become one of the most trusted and respected agencies within the UK.

## Specialisms

- Accountancy & Finance
- Education & SEND
- Construction, Trades & Labour
- Health, Social Care & Nursing
- Corporate Functions & Business Support
- IT & Digital
- Property & Asset Management
- Planning, Development & Regeneration
- Highways, Infrastructure & Engineering
- HR & Workforce Development
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# FOREWORD.



Mike Shorrock  
Managing Director

Welcome to the 2024 edition of our Ultimate CV Guide!

It's a really exciting time to be a professional within this industry because the outlook is extremely positive. With skills shortages and shifts in employee demands, now is the perfect time to know your worth and capitalise on industry shortfalls.

If now is the right time for you to make a change, your first port of call will be to write a CV. I understand that writing a CV can be a daunting prospect because prior to launching Spencer Clarke Group, I had been in this position.

Knowing what to include, what not to include and understanding what gets your CV to land in the 'yes' pile is a minefield.

As a recruitment agency, we see thousands of CVs on a daily basis so we've seen the good, the bad and the ugly. More importantly, we understand what hiring managers are looking for.

As part of Spencer Clarke Group's vision to positively impact lives, we've compiled all our expert knowledge on how to write a knockout CV into one handy magazine.

It might seem like a lot of information but we've broken it down into digestible sections so you can flick to the parts which you are struggling with most.

Empowering people and seeing people achieve both personally and professionally is something which gives me great satisfaction and I hope this CV guide will play a small part in the journey to your dream job.

All that's left for me to say is good luck and enjoy the read!



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# INTRODUCTION.

Whether you are writing a CV from scratch or you have decided it is time to update your current CV, the task ahead can seem a little daunting.

Creating a CV is an art in itself and will play a big part in you securing your dream role. Therefore, it is vital that it is accurate, up to date and displays the relevant skills and experience you have to offer to an employer.

On average, recruiters spend 6-7 seconds looking at a CV before making a decision on a candidate. Therefore, it is important that the layout and content entices them to keep reading.

Here at Spencer Clarke Group, we want to help you create a CV that will give a hiring manager no choice but to invite you for an interview.

That's why we've created a full guide, packed with handy tips and advice, to help you to develop your CV to the best standard it can be!

## DID YOU KNOW?

**9.8 million employed people are actively looking for a role every day in the UK**

# What should I write about on my CV?

6

**H**iring managers can often receive many applications for a single role and in these instances they won't have the time to read through pages of irrelevant information that doesn't match their job advert credentials.

This is why you should ensure that the information included on your CV is always relevant to the role that you are applying for.

The sweet spot for most recruiters is a CV that falls within 475-600 words - although there is no actual right or wrong to this and CVs will vary in length depending on the skills and experience which you have. However, a CV generally shouldn't be longer than 2 pages of A4.

Your CV should include the following information:



## **Name, professional title and contact details**

This includes your name, address, telephone number and email address. You don't need to include sensitive information such as your age, religion, marital status or a photo as these details should not have any influence on a hiring manager.

Don't forget to make sure your contact details are up to date; you wouldn't want to miss out on an interview because the hiring manager is unable to get in touch with you!



## **Personal statement**

This section is your opportunity to show an employer exactly who you are as an employee, the value you can add to their company and your career objectives.



## Education & qualifications

In this section, you should include your secondary and further education (you don't need to go as far back as primary school!)

You should include the full name of the establishment you attended, the dates you attended from and to, the title of the course/subject and the grades awarded.

If you are still in education, you could highlight your expected grades and the dates you are likely to acquire them by. If you do this, make sure it is clear that you have not qualified as of yet to avoid misleading the hiring manager.

## Hobbies & interests

Including hobbies and interests on a CV is a much debated topic. Some hiring managers believe it pays no relevance to whether you can do the job in hand, whereas some believe that it is important to learn more about a person before inviting them to the interview stage.

If you would like to include a list of your hobbies, we would advise that you choose ones that paint you in a positive light or relate to the job which you are applying to.



## Employment history

In this section, you should include a relevant list of previous employers. You should include the name of the company, an address and the dates you worked there.

For the most relevant roles, you should include details about what the role entailed and the responsibilities you had.

It's also important to highlight what you achieved. For example, if you were a Sales Executive, instead of writing 'It was my job to make sales,' you could write 'It was my job to reach 100% of my sales target which I did consistently for 2 years which lead me to becoming the Salesperson of the Year in 2021.'

If you have worked at a large number of places, just include the last few places where you have worked - the hiring manager doesn't need to know about your paper round from when you were 14.

If you have any gaps in your employment, such as a career break or maternity leave, you should also include these; if you wish to provide additional context, you should address the reasons within your personal statement.

## References

References are not always a requirement of a CV; however, if you do choose to include them, you should always have permission and they should know you well enough to discuss your experience, skills and personal traits.

In cases where references are not included, you could state that they will be available upon request, should the hiring manager wish to see them.

Generally, at least three references should be included and they should ideally be from professional sources such as a previous employer, school teacher or university lecturer.



**Generally, most CVs will include the same information but there are a few different layouts that can be used:**

### **Chronological CV**

**This is the typical way to lay out a CV and will prioritise your work experience and education. You should create a chronological CV if you plan to remain in the same industry and there are no gaps in your employment history.**

### **Functional CV**

**This type of CV will put more emphasis on the achievements and skills that you possess rather than your experience and education. If you have any gaps in your work history or you have never been in work before, this is the best format for you.**



### **Combination CV**

**This is a mixture of a chronological and functional CV and will emphasise both the skills you have and your employment history.**

## **HOW SHOULD I STRUCTURE MY CV?**

**F**irst impressions count so your CV should be presented neatly and clearly at first glance. You wouldn't want an employer to discard your CV based on how it looks before they have even paid attention to the content.

The order in which you include information can be interchangeable depending on which of the layouts you use, however typically a CV will follow a structure like the below:

- ☐ **Name, professional title and contact details**
- ☐ **Personal statement**
- ☐ **Education & qualifications**
- ☐ **Employment history and / or work experience**
- ☐ **Skills**
- ☐ **Hobbies and interests**
- ☐ **References**



# WHAT SHOULD I INCLUDE IN MY PERSONAL STATEMENT?

Your personal statement is your opportunity to tell the employer exactly who you are and why you are so keen to apply for their role. Your passion for the industry should shine through in this section of your CV and this is your chance to show what kind of employee you are.

You should summarise exactly how you will add value to the company if you were to be offered the position. It is also recommended that you conclude your personal statement with your career objectives. Having aspirations within your industry will impress an employer and show your commitment to succeeding within the role.

Generally, your personal statement doesn't need to be any longer than 150 words. A few short sentences will suffice and you should keep it concise enough to fit in a single paragraph.



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**I'm a skilled and highly experienced digital marketer with a degree in BA (Hons) Business & Marketing, and an extensive background working within the industry.**

**After graduating with a 2:1 degree, I have spent over a decade developing marketing strategies within e-commerce at a number of multinational brands.**

**As a young and ambitious creative, I am looking to expand my career within an up and coming brand and it is my goal to join, lead and grow your marketing team to rival the multinational brands which currently dominate the market.**

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### WORK EXPERIENCE

# HOW CAN I TAILOR MY CV TO EACH EMPLOYER?

**You may be in the position where you are applying for a number of different job roles and whilst it may be tempting to bulk send a generic CV to all employers, a hiring manager will spot if you have done this from a mile off.**

It is possible that they could disregard your CV in favour of someone who did take the time to write a tailored CV.

When you adapt your CV for a specific role or employer, you need to spell out to them why you are perfect for their position. Recruiters don't have the time to read between the lines so make it obvious to them.



**Research has found that Millennials will spend 46 months applying for jobs throughout their lifetime.**

## **Here are a couple of ways to tailor your CV:**

Directly name dropping the head of HR or hiring manager from a company. If you don't know their name, take the initiative to search on LinkedIn or ring up and ask for it. Mentioning names is also a good way to show that you have researched the company and how keen you are to progress.

Mention criteria, such as skills and experience, that have been included in the job description to show you have paid attention to exactly what will be required from you in the position.

Highlight how you would use your skills and experience if you were successful in the recruitment process and got the job. You could detail on a specific project which you would be working on or highlight areas in the business which could be improved or expanded upon.

For example, if the role has the requirement of 'coaching and developing junior team members,' you could write, 'Successfully headed up a sales academy to help junior team members grow within the business. 98% of the members passed the course successfully which enabled them to qualify for a raise in pay.'

Elaborating on a point is much more preferable than commenting on a generic skill.



# WHY SHOULD I ELABORATE ON MY SKILLS AND EXPERIENCE?

**It is all very well simply listing your skills and experience on your CV, but to increase your chances of securing an interview, you will need to elaborate on how these will benefit the specific employer that you are applying to.**

If an employer receives multiple applications for one role and the candidates all have similar levels of experience, those who have spelt out exactly why they are perfect for the role will stand out from the pool of other candidates.

Some of the best ways to elaborate on your skills and experience are:



Mention the skills and experience you have and then tell the employer why you think they will benefit their organisation.



Give examples of how your skills and experience were put into action in the past.



Comment on how you would like to use your skills and experience in the role you are applying for.

**In the UK, approximately 2 in 5 UK employees are working in a role which they don't have the right qualifications for - that equates to roughly 11.28 million people!**



# CAN I BE CREATIVE WITH MY CV TO STAND OUT?

**In some circumstances, the more creative you are with your CV, the more chance you will have of being invited to the interview stage.**

Generally, creative CVs are used to apply for roles which will require a certain level of creativity in the day-to-day role. For example, a job in marketing, design or media.

For a low skilled vacancy in 2021, hiring managers received an average of 506 applications so being creative could be your passport to success.

Here are some of our favourite ways to be creative with your CV:

## **Colour blocking to highlight specific sections**

### **Work Experience**

2010 - Present - Marketing Manager

- Website Management
- Social media management.

## **Infographics to display certain information**



## **Icons to display proficiency in platform/software**



## **Video CVs - these are a great way to give an employer a more personal insight into who you are**





# SHOULD I INCLUDE A TESTIMONIAL?

**Including a testimonial on a CV is like leaving an online review for a product. A testimonial is a short quote or paragraph given by someone who can testify to your character.**

The opinion of another professional will help to give a hiring manager some insight into who you are as a person and it will corroborate what is written in your CV.

Testimonials are a great aid when it comes to a hiring manager deciding if they would like to invite you to the interview stage.

The most effective testimonials tend to be verified and LinkedIn recommendations are a great example of this. You can also take quotes from a letter of recommendation and then disclose on your CV that the full letter is available upon request.

**Web address to a personal website or portfolio**



**Tailor it to the industry, for example, if you were applying for a role in the catering industry, you could include some baked goods with your application.**



**Quotes can be shortened to make them more digestible, but avoid rewording anything!**



# WHAT IS THE DIFFERENCE BETWEEN HARD AND SOFT SKILLS?

**The skills you include on your CV can be broken down into two categories - hard and soft skills.**

**Hard skills** are technical abilities that are needed in order to successfully perform a particular task. These can vary depending on the exact industry and role but they are generally developed through studying or training and can often be measured.

**Soft skills** however, are usually natural abilities that can be strengthened over time. They can be transferred from job to job and are considered extremely valuable to employers.

## Why does it matter?

Hard skills are important to employers as they need to know that you can carry out the job in hand.

However, soft skills are equally as important as they need to know that you can fit well into their existing team, be efficient and bring something exciting to the table!

You could be great at your job but if you were consistently late or couldn't communicate well with your colleagues, this would be a big problem for your employer.



## Examples of soft skills

- Organisational skills
- Team leadership
- Good communication
- Strong time management
- Problem solving skills
- Emotional intelligence
- Working well as part of a team

## Examples of hard skills

- Bilingual
- A degree or diploma
- Analytical skills
- First Aid qualification
- Project management skills
- Technical skills





# HOW DO I ADDRESS UNEMPLOYMENT ON MY CV?

**It might seem daunting to highlight any periods of unemployment on your CV but don't be afraid as it is completely normal and there are many valid reasons as to why these have occurred.**

All you need to do is clarify the reason for the period of unemployment in a professional and unbiased manner to give the hiring manager a full picture of your employment history.

You should always try to focus on the positives in this situation. Being out of employment may have given you the opportunity to develop new skills or take part in volunteering work and you should use any such opportunities to your advantage.

Even if it is not purely career related, be sure to comment on how your time out of employment has helped you to develop as a person. Even time spent working on your physical or mental health will demonstrate a 'get up and go' spirit which is a desirable trait to employers.

A hiring manager will be more likely to overlook gaps in your employment if you were able to develop yourself professionally and utilise your time wisely.

If you are tempted to lie on your CV, you should always remember that honesty is the best policy. It is much better to tell the truth than to get caught out later down the line. If this occurs, your integrity as a person will be in question.

## Examples of what to include

Joined groups on LinkedIn which specialise in [your industry] to network with like minded people

Taught myself how [xyz] by watching video tutorials on YouTube

Volunteered as a Football Coach at a local school

Completed an online course in [xyz] to which I was awarded [grades]

Completed a 90 day fitness challenge

# What if I have no experience to talk about on my CV?

**If you are just embarking on your career, you may be in a position where you don't have much experience to talk about on your CV. If this is the case, you don't need to worry about your CV lacking in substance as there are other things which you can include.**

The main thing to remember is that nobody has NO experience. You may not have previously been in long-term employment, but think about any life experience you have gained.

You may have overcome difficult situations in your past that have allowed you to build on your personal skills. A hiring manager will always value such experience.

If you are struggling with what experience to include, here are some tips to get around it:



## Focus on your qualifications

Having additional qualifications up your sleeve is a great way to impress a hiring manager. If you have been to university and completed a degree, focus on this to fill any gaps where you may be lacking in employment experience.

The skills and life experience you gain from completing an additional qualification, are just as valuable to an employer as those developed during employment.

## Give plenty of attention to your personal statement

If you are lacking in work experience, your personal statement is your secret weapon!

This is your opportunity to really sell yourself to the employer. Be bold in addressing what you might lack in experience, you make up for in other ways.

Summarise who you are, what you can offer and what your career goals are in a style which reflects who you are. Hiring managers get bored of cliché personal statements so take the time to make sure yours really stands out!

## Treat your extracurricular activities and any voluntary work like a job

If you have taken part in any extracurricular activities or volunteered at an organisation then you should definitely focus on this.

Whilst this type of experience may not be related to the role you are applying for, recruiters will definitely value the skills you were able to use in such circumstances!

# WHAT HOBBIES SHOULD I MENTION ON MY CV?

**Once upon a time, hiring managers would hire for skill or base their decision off your qualifications. However, for a number of years now, hiring managers have learnt that it is much more important to hire someone who is a good fit for the culture of their business.**

Including hobbies on your CV is a really good way of showing an employer what you have to offer in addition to your professional experience.

It is important to bear in mind however that you are creating a CV and not a dating profile, so you should only include hobbies that will really add value to your CV.

Elaborating on how particular hobbies and the skills they have equipped you with, will benefit the employer is also advised. There is no issue with simply bullet-pointing your hobbies, but adding context is important so that the recruiter can see the relevance to their job role.

It is an especially good idea to write about your hobbies on your CV if you are lacking in work or educational experience.

If you are struggling to think of any hobbies that are relevant for your CV, then it is best to just leave them off completely. Don't be tempted to add irrelevant cliches as they won't add any value for the employer and may distract them from the important parts of your CV.



Hobbies say a lot about a person, for instance;



**Games / puzzles, such as Chess or Sudoku to show that you can think strategically**



**Exercising, such as going to the gym or walking your dog, to show that you are self motivated**



**Blog writing to show that you have a passion for a particular subject**



**Arts and crafts, playing music or photography to demonstrate that you are creative**



**Endurance sports, such as swimming or marathons to show you have the ability to push yourself**



**Team sports, such as football or netball, to demonstrate that you can work well as part of a team**



**Volunteering shows that you have a kind and compassionate side**

Avoid including hobbies such as 'watching Netflix' as this doesn't really demonstrate a character trait which an employer would be looking for.

We'd also advise against anything political or 'socialising with friends' as these will not add anything to your application.



A woman with voluminous, curly brown hair is smiling at the camera. She is wearing a dark grey sleeveless top and a large, ornate necklace with black and gold geometric patterns. Her hands are clasped in front of her. The background is a blurred cityscape with glass buildings.

## WHAT ARE HIRING MANAGERS LOOKING FOR ON YOUR CV?

When looking at a CV, a hiring manager is looking for a number of key things to determine whether you reach the 'yes' pile or the 'no' pile.



## The ability to do the job

Unless it's stated that you can 'learn on the job,' the ability to do the job in hand is arguably the most important information on any CV which a hiring manager will be looking for. Many hiring managers will be looking for a candidate to hit the ground running.

**Hot Tip** - Don't just include a list of responsibilities, use quantifiable metrics to back up what you are saying. For example, if you are in marketing, instead of writing 'I create content for the blog,' you could write, 'I create content for the blog and in the 12 months I was there, I increased the readership from 10,000 to 20,000 users and 8 of my articles were picked up in the national press.'

## Passion

A genuine passion for your job and the industry your work in can easily be translated on a CV. A hiring manager will be looking for cues that you are excited and enthusiastic about the opportunity to join them.

**Hot Tip** - Use phrases such as 'By implementing..., we were able to improve productivity by 200%' or 'By adopting a meticulous and strategic methodology, we were able to...'



## Effort

Hiring managers will be looking for candidates who have made an effort with their CV and taken the time to do their research.

Applying with a generic CV displays a lack of effort - if you couldn't be bothered to tailor your CV at this stage, a hiring manager could question if you would put effort in if you got the position.

**Hot Tip** - Do your research! Search the companies careers and LinkedIn pages, research their blog to find out more about the company, find out who the hiring manager is and tailor your CV accordingly.

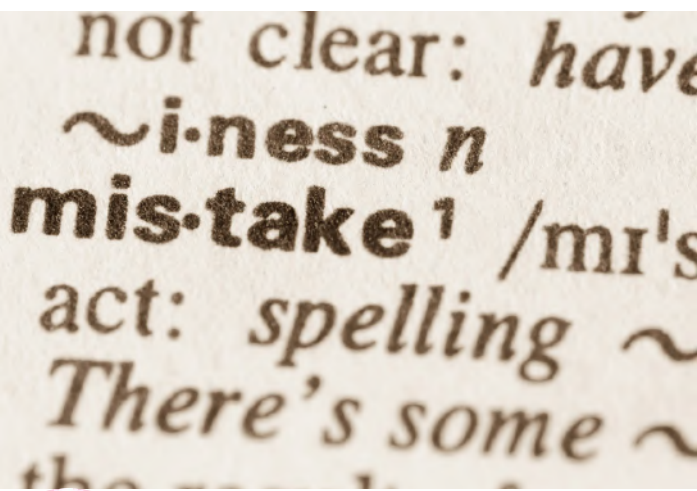
## Fit the company culture

Companies with a strong culture will be looking to hire candidates who align with their vision, goals and beliefs. A hiring manager will be looking for cues that you would fit in well.

**Hot Tip** - Take a look at the careers page of companies you are applying to and include information which aligns with what they're about.







# 5 COMMON MISTAKES TO AVOID

1

## Bending the truth

It is important not to lie, exaggerate or mislead the recruiter in any way.

In fact, it is actually illegal to lie on your CV as it can be classed a 'fraud by false representation' and in severe cases, it can carry a maximum 10 year jail sentence.

2

## Poor grammar and spelling

It doesn't matter how much you have to offer an employer, if you make a mistake on your CV, it demonstrates you lack attention to detail.

It is always a good idea to have a family member or friend proofread your CV before you submit it. Alternatively, tools such as Grammarly or the spell check feature on Microsoft Word or Google Docs can be really helpful - just make sure you don't get caught out with americanised spellings!

3

## Not focussing on results

If you are writing about tasks that you have been responsible for during past employment, then you should also focus on the results that came from your actions. This will show a hiring manager that not only can you successfully carry out instruction, you can also have a positive impact on the business as a whole.

4

## Using an inappropriate email address

It is important that you are using an appropriate email address on your CV. If you have an email that you would be embarrassed for your friends to see, it's probably not a good idea to use this for your CV. A professional email address should always be used when applying for jobs.

5

## Not laying out your CV neatly

The layout of your CV will be the first thing a recruiter sees before they have even read any of the content. Therefore, ensuring your CV is neat at first glance will be key to encourage the hiring manager to read it in full.



# What is a blind CV?

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**The 'blind CV' approach to recruiting has become increasingly popular with employers in recent years.**

Essentially, a blind CV is a CV which doesn't contain socio-demographic details such as age, ethnicity or gender.

The intention is to allow a recruiter to invite candidates to an interview purely based on their skills and experience without any personal information causing unconscious bias.

Sometimes, even a candidate's home address will be left off the CV in order to avoid any decision making being based on where a person comes from.

**71% of employers say diversity practices have a positive impact on their company.**

There are many advantages to creating a blind CV and as well as avoiding any form of discrimination, it also allows an employer to explore new methods of hiring to create a diverse workplace.

The structure of a blind CV generally follows the same format as a normal CV and apart from leaving out certain pieces of personal information, everything else in this guide applies to creating a blind CV too.



**74% of CEOs are focused on hiring the best talent, regardless of demographics or geography.**

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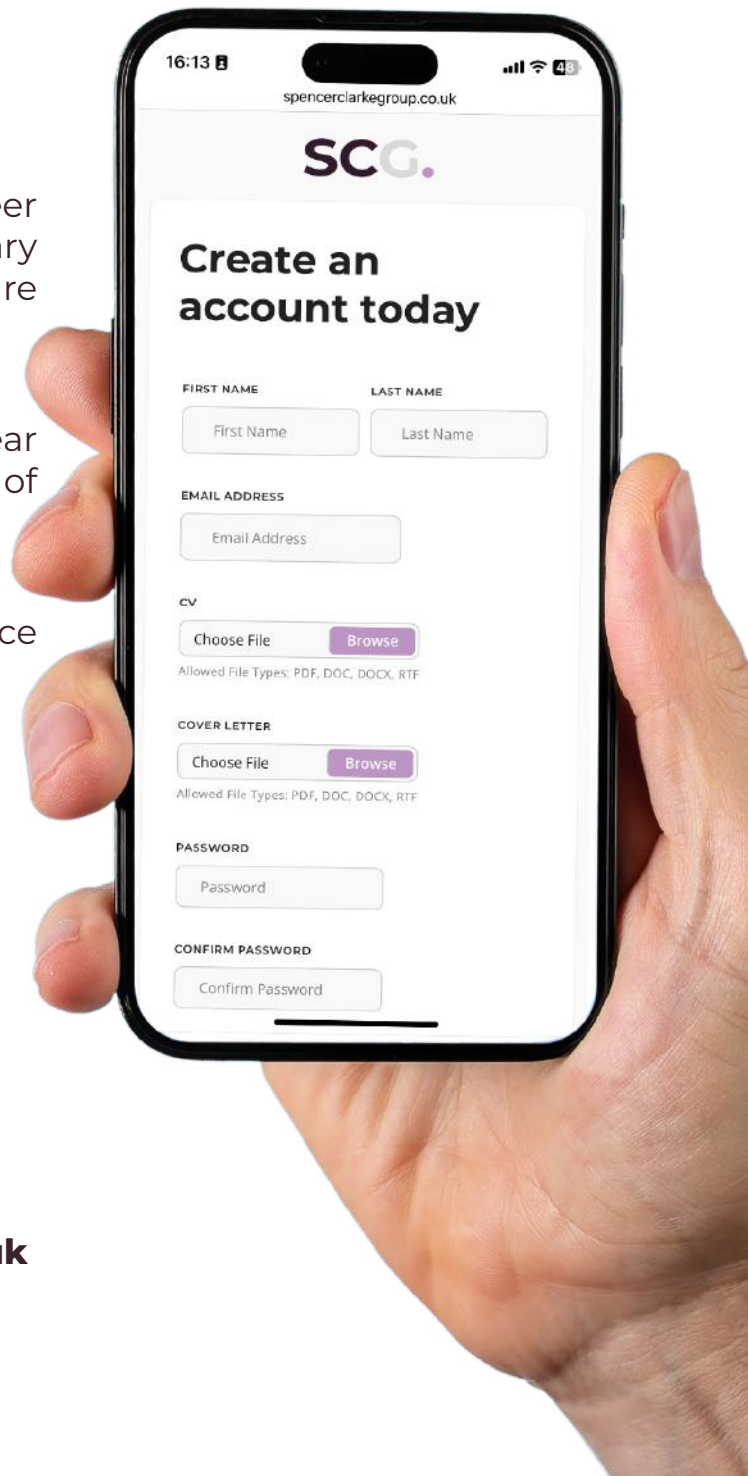
# If you haven't registered with Spencer Clarke Group yet, it's about time you did!

## By registering, you can:

- Stay right up to date with the latest news and career advice
- Gain access to the hottest career opportunities. If you're in a temporary position, why not keep an eye out for future opportunities?
- Create job alerts and be the first to hear about new positions which could be of interest in the future
- Upload your CV and store compliance documents

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GROUP.**

To register, visit [spencerclarkegroup.co.uk](https://spencerclarkegroup.co.uk)





# IS THE CV DEAD?

**The need to submit a CV as part of the recruitment process became popular in the 1950's and since then, it has remained relatively unchanged (except from a paper copy turning into a digital version).**

Despite their popularity, it is considered that hiring off a CV alone is an outdated notion and in fact, it should be used as part of a broader and more rigorous recruitment process.

There are 4 key reasons as to why and we detail what that means for jobseekers.

## CVs only tell half the story

CVs are constrictive, one dimensional and they only paint a picture of what the candidate wants a hiring manager to see.

### What this means for jobseekers

If a CV alone isn't a good indication of whether you'd be a good fit for the role, hiring managers could use a range of methods to screen you during the recruitment process.

This isn't a reason to put less effort into your CV but it means that you should be aware that other factors could be at play.

## Hiring managers are searching for a good cultural fit

It goes without saying that for certain roles, there will be a criteria which needs to be met in the skills and experience department.

However, it has become increasingly important for hiring managers to find employees whose vision, goals and beliefs align with their unique company culture.

If an employee is a good cultural fit for the business, they are more likely to enjoy their work, be more productive and they will be less likely to search for alternative employment.

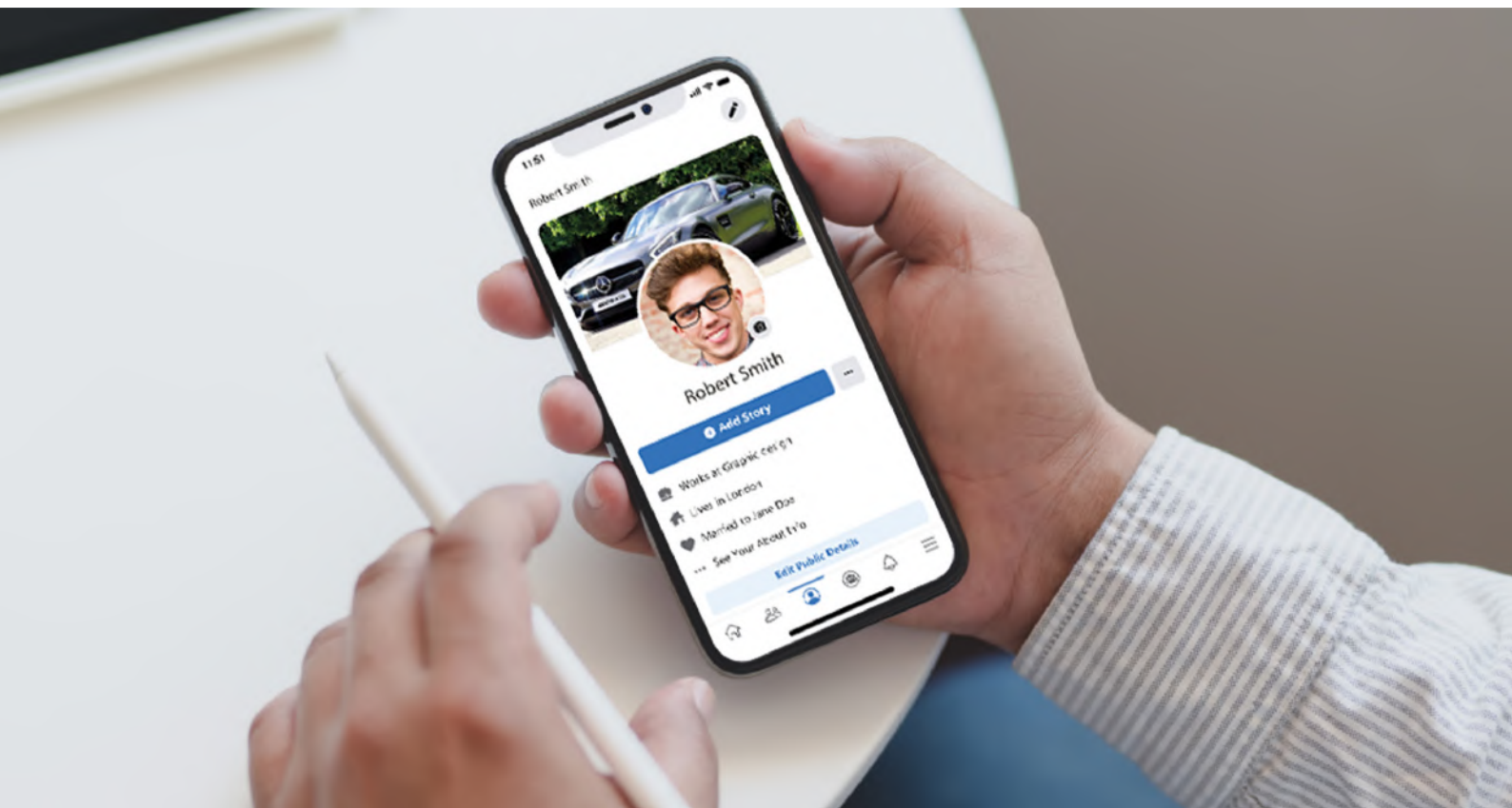
### What this means for jobseekers

Before applying for jobs, you should research the company culture to see if it matches up with your thoughts and beliefs. If it doesn't, perhaps this isn't the job for you.

If it does, tailor your CV to demonstrate that you would be a good cultural fit. For example, if a business is passionate about sustainability, you could highlight sustainable projects which you are currently involved in or suggest an initiative which the company could get involved in.

**41% of employers might not even interview a candidate if they can't find them online.**





## **Education is not as sought after as it used to be**

Qualifications used to be a big part of the CV and it could influence the hiring manager on who would progress to the interview stage.

However, hiring managers have become wise to the fact that hiring on the basis of qualifications alone doesn't necessarily mean you're getting the right person for the job. There's an old saying that you 'hire for attitude and train for skill'.

### **What this means for jobseekers**

This is great news for jobseekers who have poor or no academic qualifications. Most hiring managers would much prefer a candidate who has the right attitude and who is willing to learn 'on the job' than someone who has a University degree but their heart isn't in the job.

## **There are better ways to screen candidates**

With Facebook at 2.9 billion monthly users, Instagram at 2 billion monthly users and LinkedIn at over 900 million users, the majority of jobseekers have left a digital footprint across at least one social media channel.

There are countless studies which indicate that the majority of hiring managers will research your online presence during the recruitment process and furthermore, the content which they find will influence their decision and opinion of you.

### **What this means for jobseekers**

It's crucial that you spring clean your social media channels before applying for jobs to make sure that a hiring manager doesn't find anything which will paint you in a bad light.

It might also be an idea to look at the privacy settings of your social media channels to restrict what content can be viewed.

# Referral Scheme.

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**Do you have a friend or work colleague who is searching for a new career opportunity?**

**Why not refer them to us and earn yourself up to £350\* in vouchers in the process?**

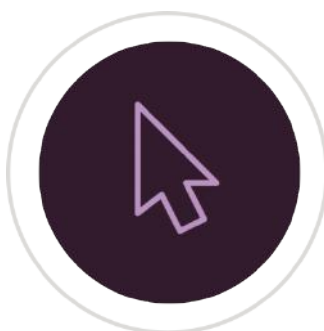
We understand that the professionals within our niche industries will have an extensive network of high performing friends and work colleagues who could thrive within a new role from Spencer Clarke Group.

That's why we have created a referral scheme so that your professional can discover a new career opportunity and you will be **rewarded** as a thank you.

## All You Need To Do Is:



Get them to email their CV to [refer@spencerclarkegroup.co.uk](mailto:refer@spencerclarkegroup.co.uk) mentioning that you referred them.



Get them to register on the Spencer Clarke Group website mentioning that you referred them.



Give us their name and number and we'll contact them! (Please ensure you have permission to do so first).

**If we place them into a new role, we'll pay you up to £350\* in vouchers. The best part is, there is no cap to how many people you can refer so you could potentially earn thousands!**

**To discover more, visit [spencerclarkegroup.co.uk/about-us/referral-scheme](https://spencerclarkegroup.co.uk/about-us/referral-scheme)**



# DO'S



# DON'TS

**If you've reached this stage in the guide, you might feel like we've covered everything you could ever need to know!**

However, we're going to round off with a few final but very important do's and don'ts which you should remember when writing your CV.

## DO'S

### **Start your sentences with verbs rather than writing in the first person**

For example, instead of saying 'In the past, I have worked on X project', you could say 'Working on the X project...'

### **Use bullet points**

This is a good way to break the information on your CV into chunks and will make it more digestible for the reader.

### **Show your personality**

As much as the skills and experience are the most important part of your CV, a hiring manager will also want to know if you will fit into their company culture. This will become more apparent at the interview stage, however there is no harm in injecting personality into your CV too.

### **Include 'power words'**

Words such as 'achieved', 'launched', 'thrived' will make an impact and pack a punch as a hiring manager reads through your CV.

### **Submit your CV as early as possible**

If the job advert attracts too many applications, it is possible that an employer could bring the closing date forward. Make sure you have your application in early to avoid this happening!



# DON'TS

## **Use unnecessary jargon**

Using jargon unnecessarily could make it come across as though you are trying to show off. You should only use jargon if it is listed in the job description and relevant to your application.

## **Overcomplicate your CV**

Your CV should be uncomplicated and flow seamlessly, documenting your skills and experience as the hiring manager progresses. A hiring manager shouldn't feel confused by the information which you are giving them.

## **Explain why you left previous positions**

Unless it is important to your application, at this stage, it is not necessary to detail why you have left previous jobs. If a hiring manager wishes to learn more about your career history, they can ask you this during the interview stages.

## **Apply for one job at a time**

Applying for jobs is a numbers game; the more jobs you apply for, the more chance you have of being invited to an interview. Even if you reached an interview stage and you weren't successful, all interview experience is great practice.

## **Forget to include a cover letter**

You should always include a cover letter to introduce yourself and state your reasons for wanting to apply for their role. A cover letter is similar to your personal statement but it allows you to elaborate on key points which could help your application.





## CONCLUSION.

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Now that you have all the tools to succeed in writing a stellar CV which will knock the socks off a hiring manager, all that's left for us to say is get writing and good luck!

Once you've crafted your CV, don't forget that you can upload it to [spencerclarkegroup.co.uk](https://spencerclarkegroup.co.uk) and our expert team of consultants could match you to an available or upcoming opportunity.

If you enjoyed our CV guide, why not leave us a review on Google or drop us a message on Instagram to tell us about how it helped you secure your new role? We'd love to hear about it!