

## TOP TIPS - CV

The number one reason why 90% of CV's fail is because the focus is all wrong. Most jobseekers write CV's without considering the employer. When it comes to CV design jobseekers are concerned about what they want and explaining this experience in great detail without any thought to the employer and what they require.

When developing the CV jobseekers must think like a marketing professional and design their marketing material (the CV) with the audience in mind. Jobseekers must understand the needs of the employer which can be accessed through job specifications, company website or asking the employer directly. It is then essential to communicate how they can resolve these needs through their CV.

The next major problem with most CV's is the layout. A CV has 30 seconds to make an impact. If a potential employer cannot see how a jobseeker can solve their problems within a short space of time they risk missing out on interview.

Effective CV layout means that all key information can be easily accessed by the reader in the first page of the document. Many jobseekers have relevant work experience, qualifications and skills hidden at the end of their CV. Remember hiring managers may not take the time to read a CV from start to finish.