

# Writing a CV for the digital age

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# Understanding the software

- Able to read details & skills on your CV with 96% accuracy
- 4% more accurate than the human eye
- The software applies keyword matching and artificial intelligence to match you to vacancies and what employers/recruiters are looking for
- Most software uses an algorithm to determine how relevant your skills are to the job. It scans experience, skills, key words and predicts the likelihood of you succeeding in the role
- More and more companies and agencies are adopting this software so your CV must be loaded with keywords to enable you to be found!

# Your CV content makes a difference

- Identify what your 'key words' are
- Listing professional training is also a good way of getting your keywords in legitimately
- Use a standard TrueType Font – they are easily picked up by OCR (optical recognition). i.e Times New Roman, Arial, Tahoma
- Postcode – 'postcode look up' processes
- Don't use Job Title Jargon
- Get your CV to the 'Top of the pile' - Snap!

# **Different routes into the job market & useful job search tips**

# Different routes into the job market

- Being Found – loading your CV onto the job boards
- Your own network
- Applications (Direct, Speculative and Topical)
- Recruitment Agencies – [www.rec.uk.com](http://www.rec.uk.com)

# Different Ways into the job market

- If you are looking locally, who are your biggest local employers?
- Increase your chances by applying directly
- Show case your commercial awareness using direct applications
- Hidden jobs in the market!

**Any Questions ?**