

Public Page

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Marketing your Masters: CV workshop

This session will begin at 1pm GMT.



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Marketing your Masters: CV workshop



The University of Edinburgh
Careers Service

Marketing your Masters: CV workshop

**Susan Bird, Careers Service
University of Edinburgh**



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Aims

Aims

- To identify and assess skills and experience developed in your Masters by distance learning
- To ensure you understand how to market this experience effectively in your CV
- To identify appropriate support and resources



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Successful career management requires individuals to??

Successful career management requires individuals to...

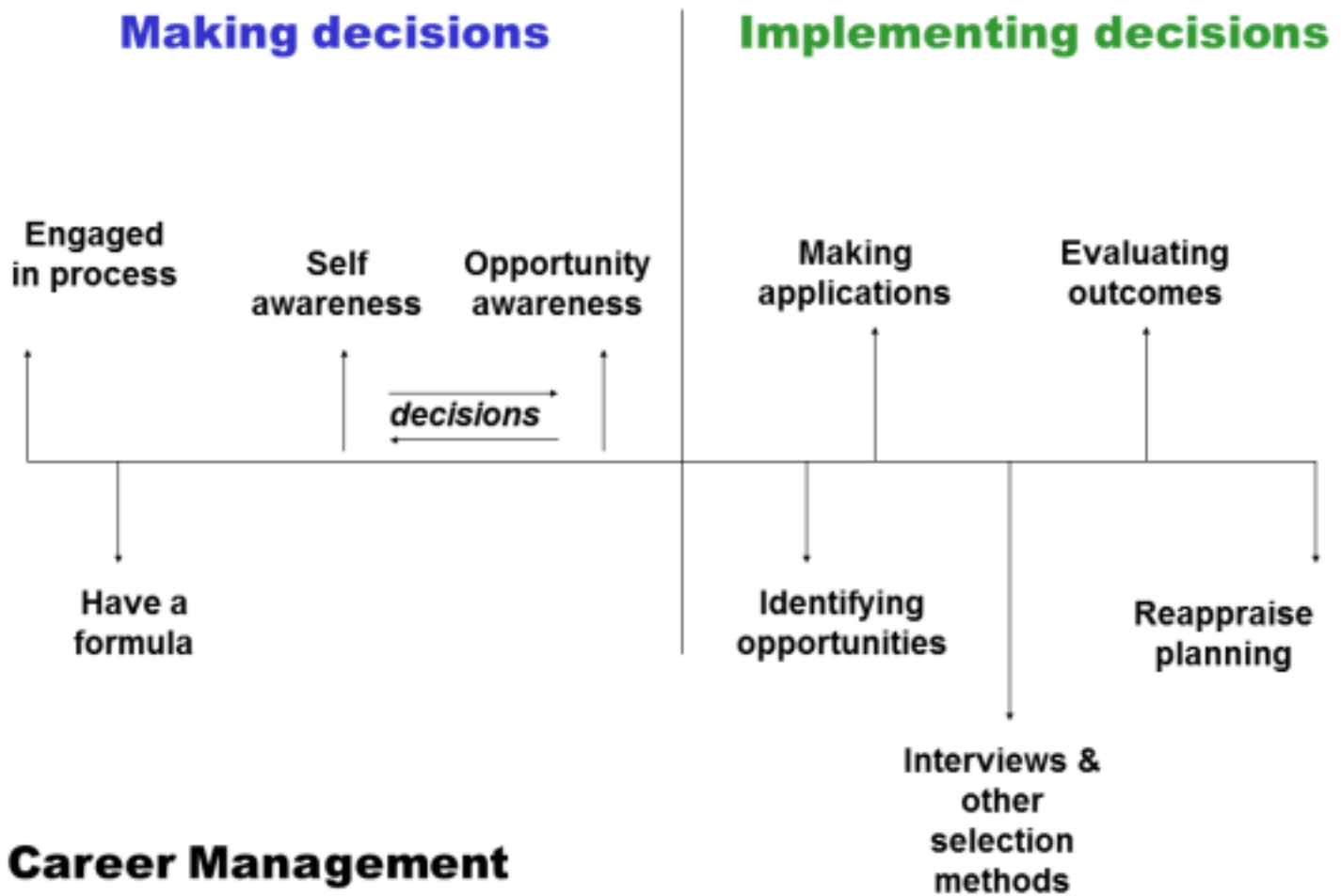
- take control of their own career
- develop the confidence, skills and knowledge to make and implement realistic, well informed career decisions
- continue to review and adapt their career plans in the light of changing circumstances



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Career Management

@ Anne Allen, John Malkin - Nottingham Trent University

Assessing your skills and experience (what you have to offer)

Assessing your skills and experience (what you have to offer)

Skills and experience will have been gained through:

- Work experience
- Outside interests
- Education



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PebblePad

PebblePad

A webfolio to:

- reflect
- record
- **action plan**
- present
- share



Log in to PebblePad through MyEd > Studies tab



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Focus on your Masters

Focus on your Masters

- What skills have you developed during your Masters?
- What are you better at now than at the start of your Masters?
- What new things have you learned?
- What attributes have you displayed?
- What are your strengths?



- Discuss and list

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Skills gained through a Masters by distance learning

Skills gained through a Masters by distance learning

organizational skills, communication skills, prioritization

reflective writing

refining research - focus

learning new technologies

deep and considered understanding of subject matter



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What have you developed from your Masters?

Written communication skills

Written reports for different audiences, summarised lengthy research into a one-page document of key points

Verbal communication skills

Delivered presentations or explained complex terminology to peers from different research or degree backgrounds

Research methods

Effectively searched journal databases, designed appropriate experimental or survey methods for data collection, or selected appropriate statistical methods for analysis

Critical and analytical thinking

Interpreted and drew conclusions from qualitative and quantitative data

Prospects.ac.uk, Your Masters, what next?

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Teamwork

Worked in a group and took responsibility for overseeing the work or ensured the success of the task

Planning and organisation

Completed a dissertation, which required a realistic plan of action and the ability to prioritise the order of some tasks over other

Advanced IT skills

Developed familiarity with specific software packages over the course of the Masters e.g.

- SPSS in social science courses
- MATLAB and SIMULINK for engineering and science
- FactSet for financial investment analysis

Prospects.ac.uk, Your Masters, what next?

PLUS??by doing it via distance learning??

PLUS...by doing it via distance learning...

- Familiarity with using online technology, virtual learning environments
- Engaging/motivating/challenging peers in discussion via forums
- Planning & balancing demands of study with work / family / other activities
- Strong evidence of self-motivation



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Evidence!

Evidence!

For individual reflection....

- Choose a skill
- How specifically did you develop it? Think details!

For group

- Anyone want to share an example?



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Shared evidence

Shared evidence



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Skills profile: examples??

Skills profile: examples...

Communication

- Experience of discussion and putting forwards a clear argument during online tutorials...
- Preparing clear and concise reports for assignments...

Team-working

- Effective in developing productive collaborations with other students...

Project Management

- Experience of managing projects, delivering results on time and within budget ...



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Question: Describe a time when you have contributed successfully to a team?

Question: *Describe a time when you have contributed successfully to a team?*

<u>C</u>ontext	I am on the committee of the University's Photographic Club. We arrange an exhibition of students work every year. Last year due to a lack of co-ordination we found ourselves behind in getting the venue set up.
<u>A</u>ction (your contribution)	<ul style="list-style-type: none">• I arranged a meeting to discuss the problem and booked a room, sending out a reminder email.• I devised a systematic plan in Excel, splitting the work needed into chunks.• We discussed the plan at the meeting and after some negotiating and minor changes, each committee member agreed to take on specific jobs.• I suggested and then organised a follow up meeting after a week to review progress.
<u>R</u>esult	We co-operated and communicated more effectively and worked in a smarter way and this meant we caught up and managed to open the exhibition on time. We had over 500 visitors on the day!
<u>L</u>earning	<ul style="list-style-type: none">• Even what seems like minor events need proper planning• Somebody needs to take a lead and ensure that the work is allocated and being done• Monitor progress!

What do you need to stand out?

What do you need to stand out?

- Easy to read
- Relevance
- **Evidence** to show you can do the job/course

“best predictor of future success is evidence from your past”



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What makes a good CV?

What makes a good CV?

- Makes an impact
- Careful targeting (job and employer)
- Highlights **relevant** experience, skills and achievements
- Gives space and importance to the most relevant material
- Visually appealing
 - clear layout, avoiding lengthy text*
- Appropriate headings & order -
 - reverse chronological or themed*
- Appropriate length
- Accompanied by a strong covering letter



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What else?

What else?

Who is your audience? You need to target

- Academic, industry, specific role

Country specific

- personal details?
- photo?
- style?

www.prospects.ac.uk/country_profiles.htm



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Some basic ??rules??

Some basic 'rules'

- Maximum 2 sides A4
- Use high quality paper
- When emailing your CV, send a PDF if you can
- Within a section, reverse chronological order
- Layout
 - avoid large chunks of unbroken text
 - use bullet points or line spaces to break it up
 - white space can be as important as text
 - **bold** and **large** characters are clearer than underlining and CAPITALS
- Balance
 - allocate space according to relevance
 - fill the prime selling space with the hottest material
- No spelling or grammatical mistakes



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Different layouts

Different layouts

- Chronological in reverse
- Two - or more - sections on experience:
 - Relevant experience (via paid **& voluntary** work, via study)
 - Other experience (less detail, focus on transferable skills)
- Skills focus
 - focuses on the job criteria with evidence from a range of contexts: study / work / voluntary / family



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CV - final anonymised CV COPY.pdf - Adobe Reader

File Edit View Window Help

1 / 2 100%

Tools Sign Comment

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DAVID BIRD BSc, MSc, IEMA

1 Buccleuch Place, Edinburgh EH1 1EH • +44 (0) 1234 567891 • dbird@email.com
• <http://uk.linkedin.com/in/dbird>

Masters graduate in Environmental Sustainability with experience in wind farm analysis, community engagement and project management.

Education:

MSc (Distinction) Environmental Sustainability by Distance Learning 200X- 200Y
University of Anytown, Scotland

Key modules include:

Sustainable Development	Waste Management
Air Quality Monitoring	Environmental Impact Assessment

- Developed effective time, project and data management skills through my first class research thesis investigating the impact of wind farms on local communities and balancing work with part-time study.
- Written and verbal communication developed through assessed modular coursework and engaging with peers and academic staff through online forum tutorials.
- High marks in the EIA modules and gaining a publication prize demonstrate my well-developed writing and analytical abilities.
- Confidence in using IT and virtual learning technologies

BSc Hons (2:1) Psychology 200X- 200Y
University of Southampton

- My first class dissertation allowed me to work independently, constructing and administering psychological experiments.
- Conducted analysis on participants' mood and mental performance data, as a result of caffeine orientated energy substances.
- Gained an insight into human behaviour patterns enhancing my interpersonal abilities.

Other elements to highlight?

Other elements to highlight?



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CV - final anonymised CV COPY.pdf - Adobe Reader

File Edit View Window Help

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Tools Sign Comment

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- My first class dissertation allowed me to work independently, constructing and administering psychological experiments.
- Conducted analysis on participants' mood and mental performance data, as a result of caffeine orientated energy substances.
- Gained an insight into human behaviour patterns enhancing my interpersonal abilities.

Relevant Experience:

Own Business Start-Up April 201X - Present

- Researching the feasibility of setting-up an Environmental Services SME, specialising in high-quality community engagement.
- Providing an opportunity to develop important business skills and project management.

Researcher March 201X - Present
Queen Margaret University

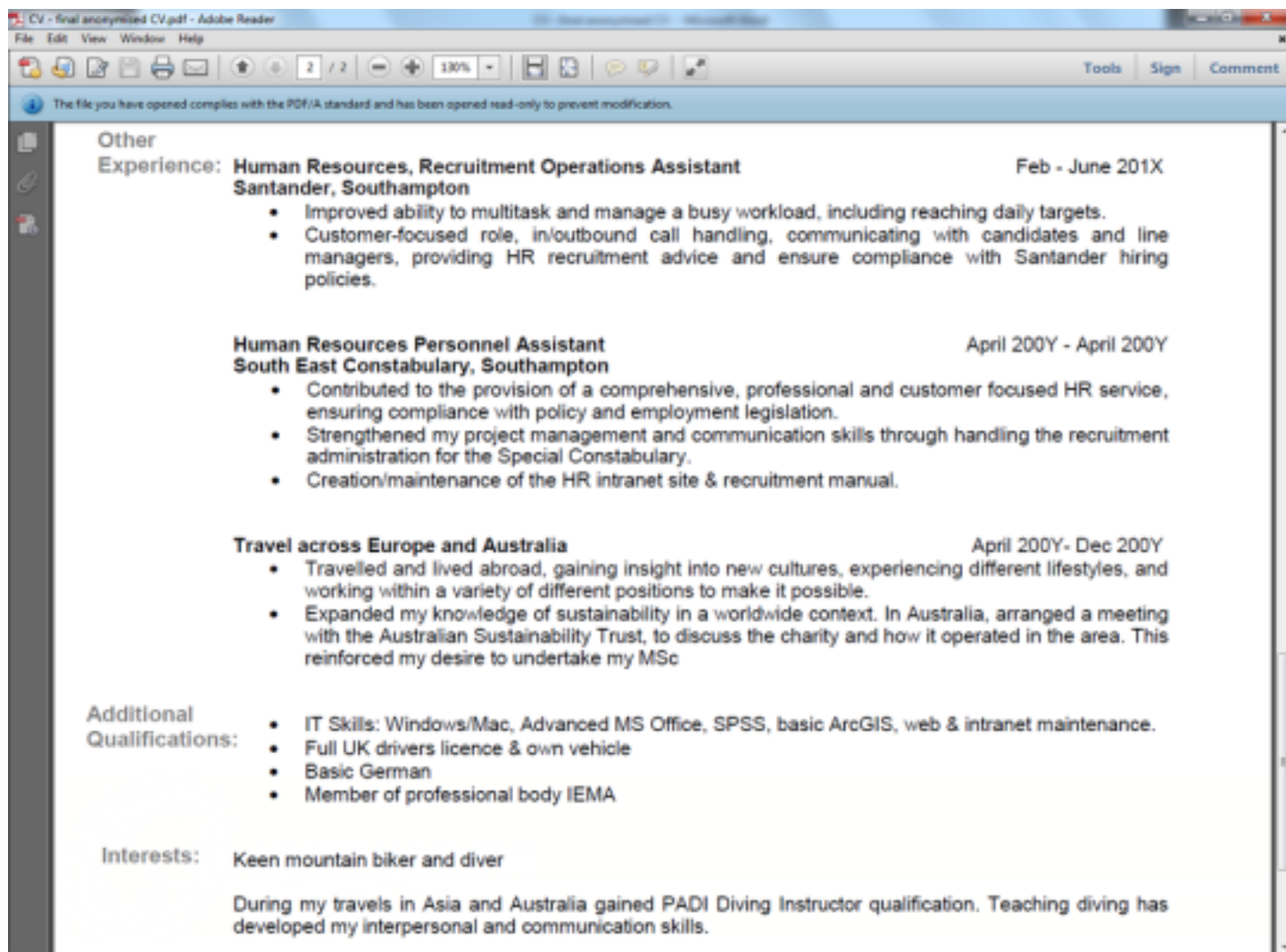
- Conducting research and collaborating further with my former supervisor in order to produce new publications relating to community engagement.
- Strengthening my research, critical/data analysis and writing skills and further developing my academic network.

Environmental Statistician Jan- Dec 201X
The Scottish Government, Edinburgh

- Identified, collected and quality assured data relating to the Scottish environment, for online publications SESO & KSES varying in statistical status from Official to National (e.g. Air Quality, Climate Change, Water, Waste & Recycling, Biodiversity, Land, Public Attitudes).
- Liaised with environmental bodies & consultancies, including SEPA, SNH, FC, CEH, and DEFRA, to discuss/obtain data that could be used to aid policy makers within the Scottish Government.
- Maintained the environment statistics website, datasets, electronic records, organised the Natural Environment Statistics Advisory Committee (NESAC) meetings and assisted with production of Scottish National Indicators.

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CV - final encrypted CV.pdf - Adobe Reader

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2 / 2 100% Tools Sign Comment

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Other Experience: **Human Resources, Recruitment Operations Assistant** Feb - June 201X
Santander, Southampton

- Improved ability to multitask and manage a busy workload, including reaching daily targets.
- Customer-focused role, in/outbound call handling, communicating with candidates and line managers, providing HR recruitment advice and ensure compliance with Santander hiring policies.

Human Resources Personnel Assistant April 200Y - April 200Y
South East Constabulary, Southampton

- Contributed to the provision of a comprehensive, professional and customer focused HR service, ensuring compliance with policy and employment legislation.
- Strengthened my project management and communication skills through handling the recruitment administration for the Special Constabulary.
- Creation/maintenance of the HR intranet site & recruitment manual.

Travel across Europe and Australia April 200Y- Dec 200Y

- Travelled and lived abroad, gaining insight into new cultures, experiencing different lifestyles, and working within a variety of different positions to make it possible.
- Expanded my knowledge of sustainability in a worldwide context. In Australia, arranged a meeting with the Australian Sustainability Trust, to discuss the charity and how it operated in the area. This reinforced my desire to undertake my MSc

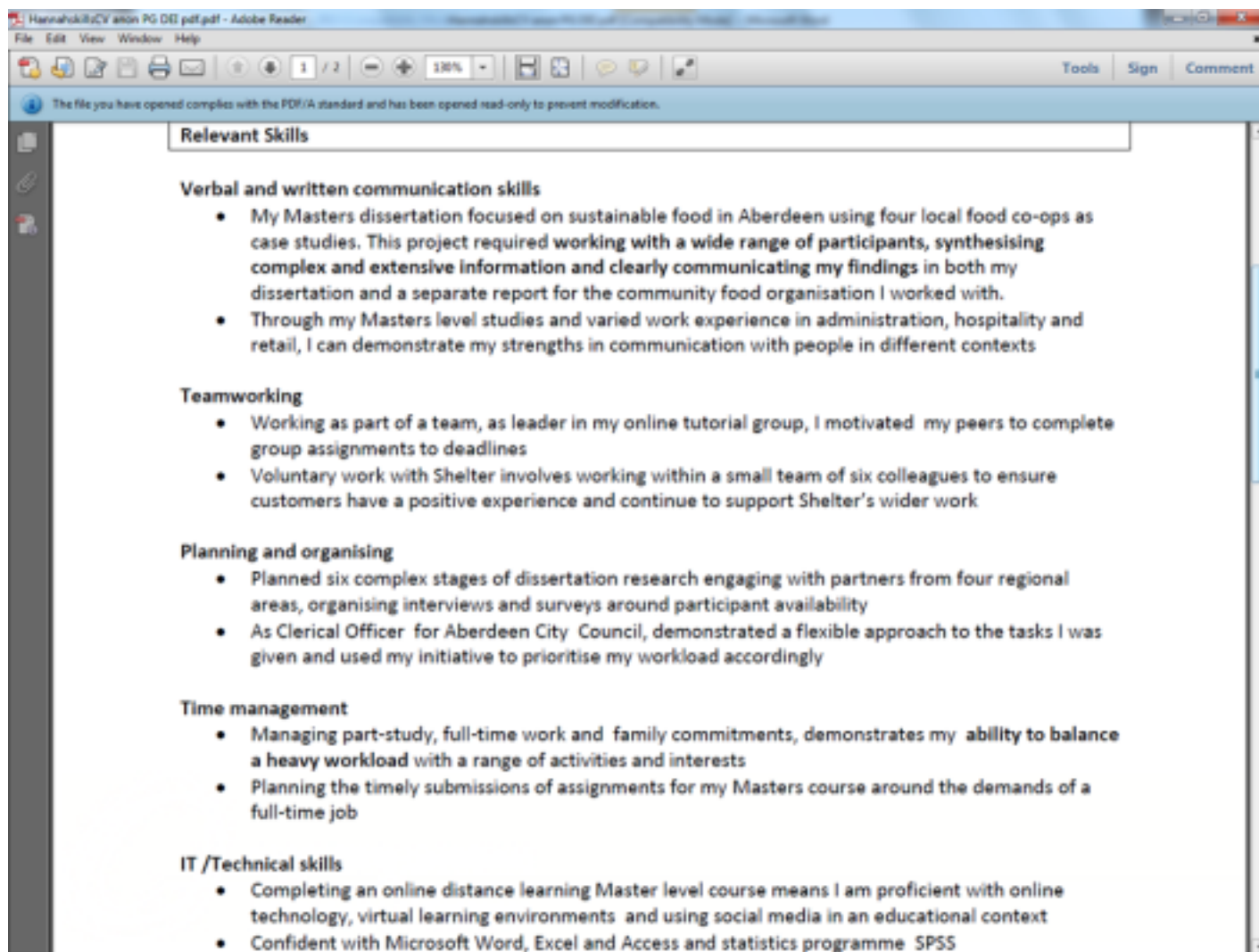
Additional Qualifications:

- IT Skills: Windows/Mac, Advanced MS Office, SPSS, basic ArcGIS, web & intranet maintenance.
- Full UK drivers licence & own vehicle
- Basic German
- Member of professional body IEMA

Interests: Keen mountain biker and diver

During my travels in Asia and Australia gained PADI Diving Instructor qualification. Teaching diving has developed my interpersonal and communication skills.

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Tools Sign Comment

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Relevant Skills

Verbal and written communication skills

- My Masters dissertation focused on sustainable food in Aberdeen using four local food co-ops as case studies. This project required working with a wide range of participants, synthesising complex and extensive information and clearly communicating my findings in both my dissertation and a separate report for the community food organisation I worked with.
- Through my Masters level studies and varied work experience in administration, hospitality and retail, I can demonstrate my strengths in communication with people in different contexts

Teamworking

- Working as part of a team, as leader in my online tutorial group, I motivated my peers to complete group assignments to deadlines
- Voluntary work with Shelter involves working within a small team of six colleagues to ensure customers have a positive experience and continue to support Shelter's wider work

Planning and organising

- Planned six complex stages of dissertation research engaging with partners from four regional areas, organising interviews and surveys around participant availability
- As Clerical Officer for Aberdeen City Council, demonstrated a flexible approach to the tasks I was given and used my initiative to prioritise my workload accordingly

Time management

- Managing part-study, full-time work and family commitments, demonstrates my ability to balance a heavy workload with a range of activities and interests
- Planning the timely submissions of assignments for my Masters course around the demands of a full-time job

IT /Technical skills

- Completing an online distance learning Master level course means I am proficient with online technology, virtual learning environments and using social media in an educational context
- Confident with Microsoft Word, Excel and Access and statistics programme SPSS

Pros? Cons? Comments?

Pros? Cons? Comments?



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Adapting a CV for an academic job

Adapting a CV for an academic job

- Much great detail needed on education: e.g. dissertation title and detail, relevant modules, marks, awards
- Courses & conferences attended
- List presentations & publications
- Could split experience into sections with appropriate headings e.g. research experience / teaching experience / administrative experience / project management experience / public engagement
- 2 pages +



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Adapting a CV for a non-academic job

Adapting a CV for a non-academic job

- Focus on relevant modules, key relevant experience and transferable skills from course – often less technical detail
- Consider criteria closely and present your experiences in line with these
- Avoid lists of publications - sum up quantity and nature and how this demonstrates strong written communication skills
- Split experience into sections with appropriate headings for that job/sector

- **Maximum 2 pages**



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Addressing any gaps?

Addressing any gaps?

- Initiating and leading a discussion forum > leadership
- Paired working to support colleagues by explaining concepts > verbal communication, adapting language
- Dissertation topic - can you work with external relevant organisations? > building relationships, collaborative working
- Not confident with technology? Take advantage of online support via University > build on IT skills



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What else can you suggest?

What else can you suggest?



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We??ve covered how you:

We've covered how you:

- identify and assess skills and experience developed in your Masters
- ensure you understand how to market this experience effectively in your CV

Still to do

- Identify appropriate support and resources



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Resources and support

Resources and support

- Your University Careers Service
www.ed.ac.uk/careers/postgrad
- Careers websites, e.g. www.prospects.ac.uk
www.vitae.ac.uk
- Vacancy sites, e.g.
<http://ec.europa.eu/euraxess/index.cfm/jobs/index>
or www.jobs.ac.uk
- Your network, e.g. academic staff, industry partners, conference attendees, family, friends, social media (e.g. LinkedIn groups)



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Resources to share?

Resources to share?



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Questions

Questions



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Covering letter

Covering letter

- Business letter format
 - Get a name! Correct ending (Dear Mr Jones... Yours sincerely)
 - Subject line (Re: Marketing Trainee Vacancy)
- Set context – why you are writing:
 - what you are applying for/ where you saw the advert and your current situation
- Explain why you are interested in **this job** with **this particular organisation**
- Highlight what you have to offer - draw attention to key evidence in your CV or application. Establish links between you and the job
- Confident, positive finish. Action points?
- 1 side A4, typed (unless stated otherwise)



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Example of cover letter

Overview – clear layout,
purpose of letter stated,
5 brief paragraphs
make it inviting to read

second paragraph flags up
relevant experience and
demonstrates enthusiasm
and commitment

identifies relevant
transferable skills from
previous experience (paras 3
and 4)

Example of
cover letter

Ms Alison Leonard, Director
Refugee Aware
Dolphin Square
Edinburgh
EH1 4BJ

25, 2 Daly Road
Edinburgh
EH4 9FF

10 June 2010

Dear Ms Leonard

Application For Information and Research Assistant Post (Ref: EO/0601)

Further to your advertisement for an Information and Research Assistant posted on your website, please find enclosed my CV as requested. I am applying for this position as I am confident I have the appropriate blend of skills, qualifications, experience and enthusiasm to be well-suited to the post.

My keen interest in this position stems from my work as an Outreach Volunteer with Refugee Support over the last 4 years. This has deepened my understanding of the many complex personal and practical issues facing refugees arriving in this country, and their support needs as they adjust to their new circumstances. I have very much enjoyed offering practical help to new refugees, and it has been fascinating to gain an insight into different countries and cultures. My work with Refugee Support has confirmed my decision to develop my career in this area of the voluntary sector.

As you will see from my CV, I have had the opportunity to develop strong research, analytical and writing skills whilst studying past and contemporary issues in European and Asian history. Completing my dissertation honed my skills in synthesising arguments and presenting complex ideas and information in an accessible fashion. The research required an ability to gather information effectively from a wide variety of UK and overseas sources, including public and academic libraries, and specialist internet-based databases. I have been a keen user of IT throughout my degree, developing expertise in word-processing, databases and spreadsheets.

Further work experience has enabled me to harness my natural organisational abilities. Experience in the public sector ensures I am aware of the importance of accountability and providing friendly, efficient and effective services to the public, often under difficult circumstances. Working in the hectic environment of the Book Festival required good teamwork, time-management and an ability to deal effectively with frequent unforeseen events. Excellent customer focus was essential to ensure a positive experience for customers at both the Dome café, and the Book Festival.

The post of Information and Research Assistant combines my commitment to my enthusiasm for working in the voluntary sector with my proven research, communication, organisation and administrative abilities. I am available for interview at any time and would be happy to provide any additional information required. I look forward to hearing from you.

Yours sincerely

Geraldine McNulty

positive opening
paragraph invites
you to find out
more

Positive and
confident
summary
and ending