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ФГАОУ ВО «Севастопольский государственный
университет»
Гуманитарно-педагогический институт

**HOW TO SUCCEED AT
WRITING APPLICATIONS
(Part II: CVS AND COVERING LETTERS)**

**Учебно-методическое пособие
по дисциплине «Перевод официально-деловой
документации»
для студентов 2 –го курса
специальности 45.05.01 «Перевод и переводоведение»
дневной формы обучения**

**Севастополь
2015**

How to succeed at writing applications (Part II: CVs and Covering Letters): учебно-методическое пособие по дисциплине «Перевод официально-деловой документации» для студентов 2 курса специальности 45.05.01 «Перевод и переводоведение» / сост. М. В. Варлагина. – Севастополь: Изд-во СевГУ, 2015. – 36 с.

Цель методического пособия: научить студентов составлять на английском языке пакет документов, необходимый для поступления в ВУЗы Великобритании и/или для трудоустройства, в соответствии с современными требованиями делопроизводства страны изучаемого языка; применять критическое мышление при написании и/или переводе резюме, заявлений, сопроводительных писем. В пособии подробно анализируются аутентичные образцы данной документации.

Методическое пособие рассмотрено и утверждено на заседании кафедры теории и практики перевода (протокол № 6 от 2 июня 2015 г.)

Допущено учебно-методическим центром СевГУ в качестве методического пособия.

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UNIT 2. CVS AND COVERING LETTERS

1. Create an Effective CV

CVs may be requested as part of the application process. In this section we provide tips to help you create your own CV to provide a positive first impression.

1.1. Making a Positive Impression

A CV is often the first impression that a recruiter may get of you, so it's important that it's effective.

Your CV needs to sell what you have to offer and in general it does this by:

- what it looks like – does it look inviting to read with the ‘right’ amount of text?
- what it says – is it written in an appropriate style with well-worded content?
- its structure – how easy is it for the reader to find the key information?

When to use a CV

CVs can be used in a number of different ways. For example, if a recruiter has asked you to ‘apply in writing’, this usually means sending a CV and covering letter. You may even be asked to send a CV as part of an application. You can use a CV to make a speculative application to an employer who hasn’t formally advertised a position. It can also be beneficial to have a CV to hand out to organisations when visiting recruitment fairs. A CV will also help you to remember key dates and details for previous roles and education when you’re filling out application forms, so it’s a good idea to keep it updated.

General guidelines

Although there is no single right way to put a CV together, there are a few general guidelines that we use in the UK. Most of these will apply to other countries too, but if you’re applying elsewhere you should get advice on the format for CVs in that particular country.

- Typically your CV should be two pages of A4, or just one page if you’re applying for a part-time job.
- The structure should be clear and logical so that it is easy to follow.
- The font should be consistent throughout, easy to read and an appropriate size (11 is good).

- Headings should be bold so that they stand out.

Before you start writing, think about the courses, jobs, activities and projects that you've done, and the skills, knowledge and experience you have gained from them. With these in mind, work out why you're a good match for the position or course you're applying for. It's also important to do some research and work out why you want to apply in the first place; what is it that appeals to you? What do you like about the organisation or institution you're applying to? All of this will be useful when you start writing. Refer back to the activities we looked at in Week 1 of this course to help with your preparation.

What should you add?

When putting your CV together:

- start by writing your name and contact details at the top of page one
- add information about your education and qualifications
- add details of your experience from current and previous roles
- write about your activities and interests
- provide references

We will provide detailed guidance on what you can add to your CV in the next step.

How much information you put in each section, and the order you put them in, will depend on the role you're applying for and what you have to offer. For example, if you feel that your experience is more relevant than your education, then put the experience section before education on your CV.

Always check the spelling and grammar. Poor spelling can be the quickest way to get your CV into the rejection pile.

Finally, hold your CV at arms length. What is your first impression? Does it fill the two pages nicely? Is it clear and well laid out and does it have a structure that is easy for the recruiter to follow?

Your CV needs to do you justice and be an effective marketing tool so make sure it conveys your personality successfully, with a spark of originality.

Task A. Remember what we covered in Unit 1 about positive writing.

Task B. Look at our sample CV. We have created a sample CV to give you an idea of what content to include and how to piece it all together.

You can use this as a template for your own CV, but remember, CVs can come in many different formats. We will show you more examples

to help you build your CV later in the course.

Task C. How would you improve this sample CV?

Look at our sample CV below. How would you improve it? What do you think is missing? Share your comments in the discussion group.

Peter Frost

21 Turncote Road
Newcastle N11 7GP
Email: coolcat@xxxx.com
Status: Single
Date of Birth: 11 October 1994

Personal Statement

I am a good team player who is hard working and highly motivated.

Education

2013 - Sheffield University – Msc Chemistry

Sept 2006 – June 2013 Chaucer School Newcastle
A levels in Biology, Chemistry and French

11 GCSEs in Mathematics (A), Statistics (B), English Literature (A), English Language (B), Science (A), Additional Science (B), French (B), History (B), PE (B), Food Technology (C), RE (C)

Work Experience

Customer Service Assistant – BestFoodEver, Newcastle
I was part of a team responsible for replenishing stock and dealing with customer enquiries.

Voluntary Events Steward – Reading Festival (working for Oxfam)
My team worked 8 hour shifts including one overnight.

Voluntary Work (part-time) – Leonard Johns Hospice
I worked voluntarily at the Leonard Johns Hospice.

Chaucer School - Lunchtime Supervisor in the dining hall

Skills

Teamwork – As part of the Duke of Edinburgh Gold Award six of us organised a five day expedition in Scotland.

Communication – My communication skills developed through volunteering at the Leonard Johns Hospice.

Problem solving - Studying for a Chemistry degree requires analytical, numerical and problem solving skills.

IT – I have excellent IT skills.

Interests and achievements

In 2012 I completed the Duke of Edinburgh Gold Award.
I love football, walking and reading.

References

Professor John Smith
Sheffield University
Sheffield S11 7HT
Email: john.smith@xxxxx.ac.uk

Ms Katie Brookes
BestEverFoods
Handsworth Road
Newcastle N13 9FN

1.2. Create Your Own CV

Now that you've seen what does and doesn't make a good CV, have a go at producing your own.

In Enclosures 1-5, you'll find some materials that you may find helpful. We have included some sample CVs, but please don't just copy

one; you need to make your CV personal so that it stands out from the rest. Once you've written your CV, have a go at rating it using the 'Template for rating my CV' (Enclosure 2).

When you're happy with your CV, put a copy in your personal portfolio for future reference when making applications.

Don't forget to keep your CV up-to-date and customise it for every job application to fit the skills and attributes asked for.

2. Develop a Professional Online Profile

Many employers use social media to advertise jobs and find new recruits. Learn how to use social media to your advantage to raise your profile and promote yourself.

2.1. Improve Your Digital Footprint

Social media offers great opportunities to develop your employability and many employers are now using it to find new recruits. Social media could play an important role in helping you find a job, therefore it's essential you know how to use it to your advantage.

In addition to having a more traditional CV, you can also develop a professional profile online, which demonstrates your skills and experiences to potential recruiters. LinkedIn, dubbed 'Facebook for professionals', is one of the more common ways to do this, but there are lots of others such as Twitter, Behance, Blogging, Facebook or Weibo.

Task A. At the end of Unit 1 we suggested that you type your name into Google to see what comes up. What did you find? Was there anything there that surprised or worried you? What kind of impression do you think your current online presence would give to a potential employer or University admissions tutor?

Task B. Here are some things to consider:

- Is your online profile accurate and up-to-date?
- What are your privacy settings?
- What do you 'like' and who do you follow? What groups are you a member of? What does this say about you?
- What photographs exist of you online? What's your profile picture like? What impression might others form of you?
- What interests have you highlighted? What impression does this give?
- What comments or opinions do you share via social media?
- What do you and your friends say about each other?

- What skills, competencies and experiences do you share online? Do you ‘showcase’ your talents?
- Who are you connected to professionally via social media? (e.g. employers, professional groups, individuals who work in the sort of job that interests you, job agencies, career experts, etc.)

2.2. Check Out Facebook

Facebook is a great way to network, but do you really want everyone to see what you are posting?

If you are going to use Facebook, or an equivalent social media platform, socially, to stay in touch with family and friends, you may wish to set your privacy so that only they can see you. Remember to keep checking your settings to ensure that your content remains private.

Task A. Check out the sample social media profiles for Johnny Jobhunter and Eddie Employable (Enclosure 6).

- What are the issues about Johnny that could concern a recruiter?
- What are the strengths on Eddie’s profile that a recruiter would be interested in?

Write down three issues or strengths and compare your thoughts with others.

2.3. Market Yourself on LinkedIn

The theory behind LinkedIn is that everyone is six steps or fewer, by way of introduction, away from any other person in the world.

This means a chain of ‘friend of a friend’ statements can be made to connect any two people in the world in a maximum of six steps. Hence, it’s seen as a powerful tool to enable you to quickly connect to individuals who may be helpful to you in terms of developing your career. Here are a few ways it can help you.

Raise your profile

- Once you’ve set up an online profile on LinkedIn, it’s like having your CV online for everyone to see, including potential employers.

Network by joining groups

- You can draw attention to your online CV by joining groups relevant to the kinds of jobs that interest you, and join in on online group discussions to build a professional reputation as someone who is genuinely interested in that sector.

- Joining groups is also a good way to get the latest news in that type of work.

Job / work experience hunting

- You can look at job adverts placed by individual organisations on LinkedIn.
- Having a positive online profile might help you come to the attention of potential employers and will support any speculative approaches you make to your contacts.
- Research individual organisations on LinkedIn who might be offering jobs or where you might enquire about jobs.
- Contact individuals on LinkedIn to try to organise work shadowing or work experience.

Get careers information

- Search for other people's profiles by job sector or by the organisation they work for to get a feel for what job options there are out there. Explore individual online profiles to see what sort of qualifications, skills and experience are needed to get into a particular profession.
- Contact individuals on LinkedIn to try to organise 'informational interviews' (i.e. talk to them about their job, how they got it, good/bad elements, top tips for getting into it yourself), work shadowing or work experience.

As you become familiar with LinkedIn, you will discover other ways you can use it to develop your career.

Task A. Study LinkedIn for Students at

<http://students.linkedin.com/uk>. LinkedIn provides a range of support material to help students and beginners to develop a professional profile.

Task B. Search LinkedIn.

Sign up to the free version of LinkedIn at <https://uk.linkedin.com/>, if you have not already done so (you can always create your LinkedIn profile at a later stage after this course).

Search for the profiles of Johnny Jobhunter, a student at Nowhere University and Eddie Employable, a student at the University of Sheffield. What have they done well and not so well?

Share your ideas with others in the comments section.

3. Your Covering Letter

A good covering letter will encourage a recruiter to read your CV or application. In this section we will look at how to write a covering letter to market yourself effectively.

Write an Impressive Covering Letter

This section will look at creating covering letters to accompany your CV.

If you are sending your CV to an organisation, you should accompany it with a covering letter. The covering letter is as important as your CV because it allows you to explain why you are attracted to the job or course and the organisation concerned, as well as make the match between your skills, knowledge and experience, and what they need. This is partly done through the evidence you have provided in your CV, but the letter brings all the key elements together.

Covering letters also give you the opportunity to say more about any difficult issues in your past which you fear, if unexplained, may jeopardise your application, for example, poor exam results, periods of unemployment or lack of relevant experience. Use the letter to explain how you have coped with setbacks and how they demonstrate your positive qualities such as determination and persistence.

If you have health-related issues or a disability, it is your decision whether to disclose this at the application stage. You may wish to discuss this with an adviser or career counsellor.

You will often be judged on the quality of the letter you write – some recruiters may not read your CV if your letter fails to impress. The content is crucial, but so is appearance, the use of appropriate English, correct spelling and grammar, and the general ‘professionalism’ of what you write.

Here are our top five tips for writing a covering letter

1. Aim for one side of A4. However, if you’re responding to an advertised opportunity, make sure you follow the instructions provided.
2. The writing style should be professional, using terminology that is appropriate to the organisation and position you’re applying for. Check your spelling and grammar carefully.
3. Try to limit the number of sentences beginning with ‘I’, as this can become repetitive after a while and won’t convince a reader that you are capable of communicating effectively in writing!
4. Try to use plain, clear language. Avoid using overly emotional language such as ‘passionate about’ and ‘love to’ in your letter.

Other terms such as ‘enthusiastic’ or ‘committed’ are probably better. Watch out for cliches.

5. Use powerful words such as ‘contributed’, ‘influenced’, ‘managed’ and ‘negotiated’, which are proactive and indicate that you have the initiative and ability to make things happen.

Your covering letter may be the organisation’s first impression of you, so make sure you spend some time on it. If possible, ask someone else to look over it to check it for mistakes.

Task A. Sample Covering Letter.

To help you put our top tips into practice, we have created a sample letter and added our comments to explain the key details you will need to include (Enclosure 7).

You can use this as a template to set out your own covering letter, but remember, it doesn’t have to follow the order we’ve given. Your letter should present your ideas and information using a logical structure that works best for you.

Task B. How Would You Improve This Sample Covering Letter?

Look at our example covering letter below and comment on how you would improve it. What do you think is missing from the letter?

Dear Sir

I would like to apply for the post of IT assistant at the John Street Hotel Sheffield.

I want to get some experience of working in IT as I am interested in this area.

You will notice from my CV that I have completed a work experience placement in a software company and so have a lot of relevant experience. I have team work experience as I have worked within a group in my class to present a case for introducing a new website.

I look forward to discussing this further if I am invited to interview.

Yours sincerely

Hayley Murray

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Приложение 1. Sample Standard CV

Almen Abdi

Address: 1 Any Street
Sheffield
S. Yorkshire
S1 1AA

Home Tel: 0114 200 0900
Mobile: 08000 000000
Email: almenabdi500@xxx.com

EDUCATION

Sept 2012 – June 2015: University of Sheffield, BSc (Hons) History (2:1 / 2:2 expected)

Studying History has enabled me to develop a broad range of skills including teamworking, data management and communication skills through group project work, research assignments and oral presentations. Successful completion of my dissertation “Europe in the 20th Century” gave me the opportunity to enhance my written communication and project management skills, along with the ability to meet strict deadlines.

Sept 2005 – June 2012: Old High School, Newcastle

A Levels: History (A), English (B), French (B), General Studies (B)
10 GCSEs including English (A) and Mathematics (B)

PUBLIC

RELATIONS

EXPERIENCE

June - Sept 2014: Receptionist/Public Relations Administration Assistant, Browns Tool Factory, Newcastle

- ☐ Public Relations administration: maintaining contact records, lists of actual and potential sponsorships, and details of enquiries. Designed Welcome Packs for new employees and guides for visitors to the factory.
- ☐ Part of a team responsible for organising Browns’ annual Open Day. This involved design tasks such as creating posters, displays and a guide to accompany a tour of the factory, which is now used for school visits. Helped with running the events which attracted over

200 visitors.

- Organised several fundraising activities, encouraging employees to compete in a local team competition to raise money for Oxfam, and co-ordinating the entries received. Acted as site contact for 'Comic Relief' activities, including organising and supervising activities such as a 5-a-side football tournament which ultimately raised over £1500.
- Guided groups of employees through Health and Safety training by delivering presentations to staff and responding to their questions. Initiated and developed a Health and Safety database to record staff training and renewal dates.
- Assisted Product Development department with data entry, which involved daily reporting of samples to ensure consistency in production.

May – Sept 2013: 'Intro Week' Co-ordinator, University of Sheffield

- Worked as part of a small team responsible for co-ordinating the 2013 Intro Week to welcome new students to the University. Liaised with University departments to obtain materials to publicise their services, and set up and worked on information points throughout the campus. Organised a series of successful evening activities for new students including movie, bowling and quiz night

ADDITIONAL EXPERIENCE

Sept 2012 – June 2014: Temporary Part-time Office Work, Sheffield

- During term-time, I successfully combined study with a variety of part-time, temporary clerical jobs, which meant adjusting to new practices quickly and effectively. Additionally, the work also provided me with an understanding of different environments and management styles.

June – Sept 2013: Telemarketer – ABC Marketing, Newcastle

- Used my persuasion and negotiation skills to sell insurance policies over the telephone to members of the public. Won monthly prize for consistently exceeding sales targets in August.

June – Aug 2012: Barista – Costa Coffee, Newcastle

- Dealing with customers and remaining professional at all times in a busy environment further developed my communication and interpersonal skills. Trusted to handle cash and open / close the outlet when more senior staff were on annual leave.

INTERESTS**AND****ACHIEVEMENTS**

University of Sheffield Hockey Club

I have played hockey since High School and, since starting University, I have been an active member of the Hockey Club, firstly as Events Organiser and now Vice-Captain. Main responsibilities:

- ☐ recruiting new members
- ☐ organising fundraising events such as a Race Night, Children's Play Day and various competitions
- ☐ coaching and motivating current players
- ☐ chairing team meetings and attending league meetings
- ☐ writing weekly match reports for university newspapers

University of Sheffield Student Mentor

I enjoyed being a Mentor for two new students during my second year at University, providing a 'friendly face' to help new arrivals deal with a range of practical issues.

Duke of Edinburgh Award - Gold

Led a team expedition in the Lake District, responsible for planning our hiking route, organising accommodation and other logistics and motivating our team to complete this challenging five days.

ADDITIONAL**INFORMATION**

IT: Competent in the use of Microsoft Office, SPSS and Google applications, as well as being a regular user of the internet.

Language Skills:

French (fluent), Spanish (intermediate).

Other: Full clean driving licence, held for three years.

REFERENCES

Harry Johns
Manager

Professor Sarah Millicent
Department of History

Browns Tool Factory
Newcastle N56 5RP
Tel: xxxxxxxxxxxxxx
Email:xxxx@gmail.com

University of Sheffield
Sheffield S3 7RA
Tel: xxxxxxxxxx
xxxxxxx@sheffield.ac.uk

Приложение 2. Template for rating my CV

It's useful to look at your CV with a critical eye as this is what a recruiter will do. To do this you need to be aware of what makes an effective CV. So, what should you be looking for? Use the categories on this form to rate your CV, or better still, get someone else to look at it. This will help you assess the impact it has on the person receiving it.

Categories for rating	Yes	Mostly	No	Suggestions for improvement
Does it have an immediate, positive visual impact?				
Is the CV an appropriate length?				
Does the CV have a logical structure to it with appropriate headings?				
Is the language clear, and free of spelling and grammatical errors?				
Is it relevant to the particular job or course? Are all necessary elements included?				
Does it emphasise what you have to offer?				
Does it make the most of positive action words?				
Does it highlight and provide evidence of your relevant skills?				

Does it stress your achievements?				
Is it easy to extract basic, factual information?				
Does it omit irrelevant personal details?				
Does it provide an insight into your personality?				
Is the CV an effective marketing tool?				

Приложение 3. CV for part-time work

Zoey Yang

125 Any Road, Sheffield S7 2TT | Tel: 0114 1234567 |
Email: zoey.yang500@xxxx.co.uk

Education and Qualifications

Sept 2013 - present: Sheffield Hallam University, BA Hon Jewellery and Metalwork

Designing contemporary jewellery and metalwork using a range of materials and techniques to create innovative new designs. Key skills in drawing, sketching and digital design. Balancing studies with other hobbies and interests has improved my time management skills.

2006-2013: St Edmunds School, Sheffield

A-levels: Art and Design (A), History (B), Geography (C)

GCSE: Art (A), Media Studies (A), English Language (B), Science (B), History (B), Mathematics (C)

Employment

Sept 2013-Mar 2014: Oxfam Shop, Sheffield - Part-time Sales Assistant

Enhanced customer service skills when dealing with a wide range of customers, improving my sales technique along with practicalities like cashier skills and product knowledge. Responsible for planning and changing the window display, using my initiative to create a design that would attract customers.

Sept 2011- Aug 2013: Newspaper delivery

Delivered newspapers to customers every evening, on time. I enjoyed meeting people and helping customers as much as possible. For example, one elderly customer regularly asked me to post letters for her and to occasionally buy essential food from the local shop.

July – Aug 2012: Farm worker – Holt Neck Farm, Derbyshire

Worked as part of a team picking fruit and vegetables on a local organic farm, working quickly and efficiently to meet my daily targets.

Other Skills & Experience

I.T - Proficient in Microsoft Word, Excel, Access and Powerpoint.

Languages – Fluent in Chinese Mandarin, excellent standard of written and spoken English.

Member of the University International Society – As part of a team of five students, I have helped organise various social events including the annual Christmas Party for 100 guests.

Travel – Visited Vietnam and Cambodia during summer 2013 and enjoyed meeting people from different cultures and communities.

Referees

Ms Paula Tritton, Senior Lecturer, Sheffield Hallam University, Sheffield, S1 1WB. Tel: 0114 1234567
Email: xxx123xxx@shu.ac.uk

Ms Claire Cuthbert, Manager, Oxfam Shop, Sheffield S27 8HT.
Tel: 0114 7654321 Email: xxxx@oxfam.org.uk

Приложение 4. CV after a career break

Barbara Leopold

6 Anysim Road, Sheffield S12 6DD

(0114) 1234567 / 071234567

bleopold@xxxx.com

PROFILE

Highly motivated graduate, keen to develop experience in marketing. Having completed my course, I wish to pursue a career within a creative design organisation specialising in providing marketing services to small business.

EDUCATION

University of Sheffield (2:2)

BA (Hons) English and French

- ☐ Core subjects in nineteenth and twentieth century literature
- ☐ Conducted independent research on the depiction of the French Resistance Movement in modern fiction

Sheffield College of Further Education

- ☐ Access Certificate in Business: Level 3, Distinction
- ☐ GCSE-Mathematics A, Law and Society B, Media Studies C, Spanish B

City College of Further Education, Nottingham

- ☐ GCE 'O' Level English Language B, French B, Sociology B

Additional skills

- ☐ ECDL – Distinction
- ☐ CLAIT – Computer Literacy and Information Technology 1 & 2

WORK EXPERIENCE

July 2014 – Present Fox Marketing – Marketing Assistant (Temporary position ending Mar 2015)

Working as part of the Corporate Campaign team, my role as a Marketing

Assistant is providing me with experience of working with large companies to promote their brand.

Responsibilities include:

- ☐ Project managing brand awareness campaigns for local small to medium sized businesses
- ☐ Implementing marketing plans for a range of publicity events for major clients
- ☐ Arranging press releases, client meetings and coordinating photo shoots
- ☐ Co-delivering business pitches to increase client numbers
- ☐ Attending external events to raise the profile of the business
- ☐ Creating and updating the social media networks
- ☐ Maintaining the client database

1997 - 2009

Prior to my degree I spent a number of years bringing up my family while working in a range of full and part time positions in the retail, secretarial and administrative sectors.

This experience provided me with a practical, adaptable and level headed approach to work. I gained an insight into how different organisations function and how employees in varied situations co-operate to maintain effective working relationships. Each role required attention to detail and the ability to communicate effectively with a wide variety of clients and customers.

Positions held included:

John Lewis, Nottingham	Senior Assistant
Topshop, Nottingham	Sales Assistant
Nottingham Trent University	Admissions Assistant
Nottingham Trent University	Clerical assistant p/t

SKILLS PROFILE

Confident communicator – During my degree, my written and verbal communication skills were improved through conducting individual presentations and interacting with individuals in seminars by discussing and debating current topics. My current role as Marketing Assistant requires extensive communication with clients, senior managers and the media.

Initiative – Completing individual projects at University developed my ability to take the initiative, to plan, organise and prioritise tasks. Working at Fox Marketing requires initiative to juggle resources to deliver campaigns to the client on time.

Flexibility - The need to balance study, family responsibilities and social life could only be managed through good time-management and self discipline. This has given me the patience and ability to co-ordinate a variety of activities and commitments at the same time and to achieve effective results.

Problem Solving – Where difficulties arose balancing family, study and other commitments it was necessary to work through the situation logically and, sometimes, negotiate on certain issues. This required patience, listening and appreciating the needs of others.

Teamwork – I worked effectively with others in completing numerous group projects at University. I feel that my friendly personality, sociable disposition and positive attitude gave me the ability to mix well with a wide range of people of different ages and backgrounds and make a positive contribution to the groups. My experience as a Senior Sales Assistant enabled me to take

control when required and ensure successful completion of the task.

Commitment – My commitment is reflected in my ability and determination to complete a challenging degree programme to gain better future employment. My attitude to work is one of enthusiasm and motivation with the willingness and ability to learn fast in situations where needed.

REFERENCES

Dr. R Daylight, Lecturer/Personal Tutor
School of English
The University of Sheffield
S3 4WZ
0114 000 000
d.daylight@xxx.xx

Mr V Langford, Store Manager
John Lewis
Johns Square
Nottingham N34 DB
0116 0000 000

v.e.langford@xxxxx.xx

Приложение 5. CV for PHD applicant

Nicholas Michael Keane

Address: 123 Anyside View, Ecclesall,
Sheffield, S10 1XZ

E-mail: nmicxxxx@xxxx.ac.uk

Tel: 0114 123 4567

ACADEMIC QUALIFICATIONS

MBioSci Zoology at the University of Sheffield (September 2011 – present)

- ☐ Averaging a 1st class degree qualification for modules taken so far.
- ☐ Fourth year research project and dissertation in the Evolutionary and Ecological Entomology Research Group supervised by Dr Neils Schulte, investigating the reproduction and mutation of parasites. Training in research skills including scientific writing, writing funding applications and advanced statistical analysis.
- ☐ Third year research project “Recognising gender in the clown beetle *Platysoma leconti*”. Supervisor Professor Ramvilas Kala. Project mark 75.
- ☐ Third year dissertation “Mechanisms generating gender bias in beetles”. Supervisor Dr Liz Morgan. Dissertation mark 72.

Saint Martins, Gloucester (September 2003 – June 2010)

- ☐ A-Level Biology (A), Psychology (A), Geography (B), and General Studies (B)
- ☐ AS level Chemistry (A)
- ☐ 10 GCSEs grades A* - B including Mathematics, Science and English

RESEARCH EXPERIENCE

University of Sheffield Evolutionary and Ecological Entomology Research Group

(June - September 2014)

Awarded a Wellcome Trust undergraduate research summer studentship jointly supervised by Dr Susan Willis and Professor Ramvilas Kala. Investigated gender recognition in parasites. Continued to be involved in this project and will be co-author on a publication currently in preparation.

University of Sheffield Ecotoxicology Research Group

(June – September 2013)

Summer Research Assistant supervised by Professor Charlotte Meyers. Working on a long term study jointly funded by the Highways Agency and the Environment Agency investigating the impact of contaminated water from highways on the life expectancy of freshwater beetles. Involved setting up *in situ* bioassay and sediment toxicity tests to assess the ecological significance of sediment contaminants, collection and sorting of beetle samples, and preparation of sediment samples for chemical analysis.

RESEARCH SKILLS

Laboratory work

- ☐ Bacterial culturing including sterile techniques and making of media for bacteria culture.
- ☐ Performing immune challenges on beetles and immune response assays including: measuring the encapsulation response; zone of bacterial inhibition tests; and Malpighian tubule function assay.
- ☐ Insect dissection.
- ☐ Morphological measurements of insects.
- ☐ Maintenance of insect cultures.
- ☐ My fourth year project will also give me the opportunity to learn more practical techniques such as mutation rate assays.

Field work

- ☐ Collection and preparation of sediment samples for chemical analysis.
- ☐ Measuring and recording of river properties including flow rates, sediment load, pH, oxygen content, and temperature.
- ☐ The use of surber samplers to analyse benthic stream organisms.
- ☐ Setting up and monitoring of *in situ* feeding assays with fresh water beetles as a short-term sublethal biomonitor of water quality.
- ☐ A range of practical work with the Sheffield University Green volunteers including plant surveys, habitat management and helping to set up education programmes.

OTHER EXPERIENCE AND POSITIONS OF RESPONSIBILITY

Sept 2013 – present: **Vice Chair of the University of Sheffield Green**

Volunteers. Responsibilities include organising practical conservation tasks with groups such as Yorkshire Wildlife Trust, The Peak District Rangers and community projects such as Farm Fresh for Schools.

- Nov 2012 – present: **Student representative** at department open days, guiding prospective students around the University and answering parents' questions. Assisting with interviews for prospective students, co-ordinating departmental introductions and ensuring individuals attend interview on time.
- Oct 2011 – present: Intermittent **bar work** for the Sheaf brewery. Working as part of a small team in a busy bar, serving customers and dealing with any complaints.
- Sept 2010 – Aug 2011: GAP year.
 - o Six months **teaching English and Biology** at Science College, Thailand. Planning and teaching lessons, designing extra tuition for individual students and organising extra-curricular activities such as mini sports tournaments and quiz evenings for up to 60 students.
 - o Six months travelling through Thailand, Malaysia and Japan.

ADDITIONAL SKILLS

- Full British driving licence
- PADI advanced qualified scuba diver

REFERENCES

Fourth year supervisor:

Dr Neils Schulte Email: nshulte@sheffield.ac.uk Tel: 0114 222 0000

Third year project and Wellcome Trust summer studentship supervisor:

Professor Ramvilas Kala Email: rkala@sheffield.ac.uk Tel: 0114 222 0000

Supervisor of summer work in ecotoxicology research group:

Professor Charlotte Meyers Email: cmeyers@sheffield.ac.uk Tel : 0114 222 0000

Address for all of the above:

Department of Animal & Plant Sciences, University of Sheffield, S10 2TN

Приложение 6. Social Media Profiles – text version**ProFile for Johnny Jobhunter**

478 friends, 6,976 posts

Location: Sheffield, UK

Age: 25

Gender: Male

Education: School of life

Work: rock Star, professional ladies man

Status: Single

Favourites: 100 best FAIL videos, LAD rules, 100 sexiest women, Sheffield Pub Crawl

Posts:

7 hours ago: gonna have 2
call in sick today was a
late one last night. LOL
Shared with everyone - 3
comments – 2 favourites

Yesterday, 5.45 pm: rubbish day at work, how can some1 so stupid be my
boss!!???

Shared with everyone - 5 comments – 7 favourites

Yesterday, 10.30 am: can't be bothered today!!!

Shared with everyone - 1 comments – 1 favourites

Thursday, 2.14 am: Why am I still awake!!???

Shared with everyone - 1 comments – 1 favourites

ProFile for Eddie Employable

412 friends, 6,214 posts

Location: Sheffield, UK

Age: 25

Gender: Male

Education: University of Sheffield

Work: Store Assistant at Super-Mart

Favourites: Careers in Science, Science news, NHS Grad Scheme, GB Men's Hockey

Posts:

7 hours ago: A very interesting day at work today, learning a lot about working in a lab Shared with everyone - 3 comments – 2 favourites

Yesterday, 5.45 pm: I wrote a few words about my recent work experience with MedLab See my Blog for more information Eddies blog – Two weeks with Med Lab Shared with everyone - 5 comments – 17 favourites

Yesterday, 12.30 am: A really interesting article about some new lab tools. I'm hoping I'll get to work with some of this soon!

BMS Journal – New technology will speed up lab work Shared with everyone - 1 comments – 1 favourites

Приложение 7. Sample Covering Letter

14 Any Avenue, Lenton, Nottingham, N4 2PP Tel: (0116)
01234567

Mobile: 00701234567 E-mail: j.marcher@xxxxx.com 15 September 2014

Mr Ian Walker

ALS Computing

3 Any Deans Court

Birmingham B1 1NL

Address details

Use the formal layout of a business letter, even if you're sending it online. Add your address at the top right and then the date. Add their address on the left.

Dear Mr Walker

Contact details

Try to address your covering letter to a named individual rather than 'Dear Sir/Madam'. If possible, ring up the organisation and check who would be the most appropriate person to write to.

Software engineering placement

I am currently a penultimate year student in the Department of Computer Science at the University of Sheffield and I am writing to you about the possibility of undertaking a vacation placement during the summer of 2014 as a software engineer. I feel I have the skills and abilities required to make a valuable contribution to your organisation while on such a placement.

Start your letter with a short introduction

Give your letter a subject heading, eg, stating the job title and reference for an advertised position.

Explain what the letter is about. If it is in response to an advertised vacancy, say where and when you saw it advertised. If you are making a speculative enquiry about the possibility of a job or work experience, be clear about the type of work you are asking for.

As you can see from my attached CV, I am currently studying for a BSc in Information Technology Management which includes elements of JAVA programming, creating technical specifications and instigating new web technologies. As part of my course of study I have also undertaken real projects on behalf of local employers ensuring that I recognise the importance of the practical application of my skills. You will see that I have significant work experience as prior to starting university I completed a 'Year in Industry' placement and I am currently working voluntarily developing a database for a local community project. These experiences have enabled me to develop broader ranging skills which would be applicable in your organisation such as team working, communication and project management.

Include a paragraph about why you are a good candidate

Referring to the evidence in your CV, state clearly how you match what the recruiter is asking for in the advertisement (skills, experience, qualifications, etc). With a speculative application, think about what you would expect them to be looking for given the nature of the opportunity that you are seeking. It's important to draw attention to the most relevant experience and skills you have, and describe a recent example from your CV.

Don't repeat sentences from your CV though. Instead, use the

letter to expand on information.

Having researched a number of organisations I am particularly attracted to ALS Computing because of the range of current projects your company is involved in and also the training and support on offer to staff. The quality of this support is clearly recognised via professional organisations, as I see from your website that it is accredited by both the British Computer Society and the Project Management Institute. I believe that a vacation placement with your company would provide me with the opportunity to gain invaluable experience across a number of different aspects of IT development.

State why you'd like the job / study / research opportunity and why this employer / institution

This paragraph sets out 'Why this job / study / research opportunity' and 'Why this employer / institution'. These can be covered in two separate paragraphs but can work just as well with one.

Describe what motivates you and attracts you to this opportunity – show that you have a realistic understanding of the role and can draw parallels with positive experiences you have already had, whether in a similar role or in a completely different setting. Try to show how your previous experience makes this opportunity the logical next step for you.

Say why this organisation appeals to you. Use the research you have done into them (eg, their website, brochure, contact with one of their representatives or employees, etc) and explain what appeals to you about the organisation.

Try and find something that is unique to them – if you can change the name of one organisation with another and what you have written is still relevant, you haven't been specific enough about the organisation. Don't waffle or make it up. You need to focus on real reasons as you might be asked more about these at an interview

later.

As a result of my enthusiasm, educational background, and previous work experience I feel I can make a valid contribution to your organisation. I would be available for work from the beginning of July and will contact you again in two weeks, by which time I hope you will have had the opportunity to consider my application.

End with a positive conclusion

Your final words obviously depend on the context within which you send your letter but, most likely, it will be appropriate for you to express your expectation of a reply, eg, "....I look forward to hearing from you in due course." If appropriate, indicate when you are/are not available for interview.

Yours sincerely

Signature
Joanna Marcher

Signature

If you start with a named person such as Dear Mr Walker, then end your letter with Yours sincerely If you started with Dear Sir/Madam, then end your letter with Yours faithfully.

