



MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA

UNIVERSITY OF NEW ZEALAND

CVs and Cover Letters

Career and Employability Service
<http://careers.massey.ac.nz>

NAVIGATION CONTROLS

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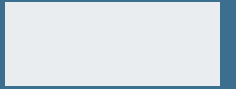
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SECTION 1

Curriculum Vitae (CV)

General Information

WHAT IS A CV?

Curriculum Vitae (CV) and Resume are terms used by employers to refer to a concise, professional document that you submit to them. It summarises your personal, educational and work history and is used when you are looking for work of any type.

Essentially, it is one of your self-marketing tools and must demonstrate to the employer that you are worthy of serious consideration as a potential employee. The focus of this guide is CVs and cover letters for employment, but much of the advice is also relevant for CVs required for applications for further study or scholarships.

WHY IS A CV NEEDED?

Whatever type of career you want to pursue, and job you seek, you will almost certainly need to submit a CV and cover letter. In NZ, application by CV and cover letter is the standard form of written application.



HOW TO GET STARTED...

1. Know yourself

You're more likely to be happy and successful in your career if you choose a role that suits your skills, interests, values, strengths and personality. It is common to explore career options that relate directly to the subjects you've studied.

However, it is crucial to include (and often more useful to start with) an exploration of who you are, what you want and what you can offer.

2. Brainstorm what you have to offer

Take time to explore your range of skills and interests and decide which are the more important. Reflect on your previous experiences, use the resources found on the [Massey Career and Employability Service's website](#), and seek personal feedback from those who know you well.

3. Research

If you are applying for an advertised vacancy go through the job advertisement and any associated job description and person specification. Make sure that you are clear about the skills, knowledge, qualifications and experience required.

Understand what the employer is looking for before you get started. Research the employer(s) and roles that interest you and the sector(s) that they're in. What do they consider important? What are the organisation's values? What type of people work in them? What might interest them?

If you are submitting a speculative application, (i.e. a request sent to an employer, even if no job has been advertised) research the career area and determine the skills and personal qualities typically required. The 'jobs database' section of the [CareersNZ website](#) can be a good place to start for this.

4. Targeting

Not all the information collected in your brainstorming and research will be used in every CV you send out. Aim to match the skills that you have developed during your studies, work experience (paid and voluntary) and interests to the skills required for the position you are applying for.

These are likely to be a mix of 'hard/technical' skills such as the computer programmes that you can use, and 'soft' skills such as team work, planning and organising, research, communication and interpersonal skills.

It is helpful to have a master CV. This will contain the most comprehensive information about you. This can then be quickly referred to and cut and pasted from, when you are customising a CV to reflect, address and evidence the skills, attributes and interests that are relevant to the position you are applying for.

Don't forget to keep a copy of all letters, CVs and documents you send to each employer. You'll need these as you prepare for interviews.

5. Presentation

Above all, your CV should have accurate spelling and grammar. Don't rely on computer 'spell checks' to pick up all errors. Always check your CV and cover letter before you submit them. Get someone else to do a final check. One small mistake may cost you an interview.

Be concise. Your CV should be no longer than 2-3 pages, unless your work experience warrants it or it means you will leave out information that will advantage your application. For academic roles, your CV can be lengthier (see below).

- A one-page CV can work well when applying for part-time jobs.
- Use a font that can be easily read, such as Arial, Calibri or Helvetica.
- Use black ink – CVs are often photocopied.
- Use bold, underlining and other emphasis sparingly and consistently, e.g. for section headings.
- Allow plenty of 'white space' on each page so that your CV looks professional, easy to read and is not crowded. Leave standard margins at the top, bottom and sides of each page and leave at least a line between each section.

DIFFERENT CV STYLES

There is no 'right' or 'wrong' style of CV. Instead, your choice of style may depend upon the job you are applying for and your background. You can, for example, place most emphasis on your work experience or on your relevant skills. Equally, you could use a combination of styles.

Skill-based: Often used by those who have relevant skills but experience in areas that may not be directly related to the job. This is also a useful format for mature students who may have developed extensive experience in other areas and are looking to change career direction.

Chronological: Essentially presenting your skills, qualifications and experience in date order, most recent first. This is a useful format to use if you can directly relate your skills and experiences to those which the employer seeks.

Academic: Typically used for academic roles including research positions and can be longer than other styles. Academic CVs usually include a synopsis of research, publications, conferences attended, successful funding applications and specific skills such as research techniques and methods used

Content

CONTENT - ESSENTIAL

Contact details

- Start with your name. Then, your contact details should include your 'phone number, email and physical address. (Note: It is becoming common for CVs not to include a physical address).
- Make sure your email address (and your voicemail message) is professional.
- Include your LinkedIn URL if you have one, and only if your Profile there is professional, up-to-date and comprehensive.
- It may be helpful to indicate if you are a NZ Citizen, Permanent Resident or hold a valid NZ Work Permit.
- Use a small font size, (but no smaller than 10 point).
- Information relating to age, gender, marital status, religion and health need not be included in a NZ CV.

Education and qualifications

- Provide this information in reverse chronological order (i.e. current/ most recent information first).
- Include the name and town/city of the institution and the year dates (from and to).
- Include your qualification's title, indicating major subject(s), thesis or project work.
- You only need to include an academic transcript if required to do so. If one is not required, you may choose to include one, but only if all your grades are good. Equally, where space allows you could highlight particularly relevant papers taken and/or good grades attained.
- Include information on when you are expecting to complete your studies.
- Where you left secondary school relatively recently, include your highest school qualification but do not include school subjects and grades (unless asked for). It is not necessary to include copies of certificates and awards from school.
- List any other qualifications or training courses that you have completed and/or are working towards, or highlight these in any 'Professional Development' section that you're including in your CV.

- If you are including qualifications gained overseas you should include a brief explanation of them, including whether they have been recognised by the New Zealand Qualifications Authority and/or New Zealand Immigration for employment purposes in New Zealand.

Relevant skills and attributes/strengths

- Skills can be developed through family commitments, at work, from being a member of a committee, club or sports team and through a range of other activities. Once developed they can be used in any environment, industry, profession or occupation. This is why certain skills are referred to as 'transferable' skills.
- Identify the key skills/competencies the employer is looking for through the job advertisement, job description and/or position description.
- Use these as sub-headings, then use examples to illustrate your skills, experience and personal attributes, giving an employer a context to understand where you have gained or demonstrated them.
- Order your skills/ competencies and attributes by relevance to the job.
- Use the STAR principle when outlining your relevant skills:
 - ☆ **Situation:** The situation or context in which you demonstrated the skill.
 - ☆ **Task:** The task(s) that you had in that situation.
 - ☆ **Action:** The action(s) that you took.
 - ☆ **Result:** The outcome.



For example: 'Researched, prepared and delivered a presentation to over 50 students in a management course. Received positive feedback from lecturer and classmates. Achieved an A grade.

- Take care to avoid simply repeating the same information when giving examples of the application of your skills and attributes.
- This section is typically found on the first page of your CV.
- Use action verbs to minimise word repetition (see below)
- You can include community or voluntary work, as well as study and paid work, for evidence of the skills & strengths outlined here.
- Only include your driver's licence if the job is likely to require you to drive.
- You may want to include a Technical or Scientific Skills section for science, IT, design or other roles involving practical skills.

Employment history

- Include the period of employment (e.g. Nov 2016 – Feb 2017), organisation's name and location and your job title.
- List your current or most recent position first, and then continue in reverse chronological order.
- You can include any type of work, including part-time, temporary and voluntary experience.
- Provide a brief description of the responsibilities of the position. Use action verbs to describe these (see below) It is common to use bullet points to describe your experience here, rather than paragraphs.
- Note any achievements/accomplishments you gained while working for each employer. If doing so, use evidence to quantify them wherever possible.

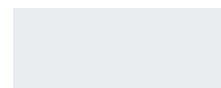
For example: 'increased membership by 20% within six weeks'.

- Suggest and interpret how your work experience relates to the employer's activities. Note any special projects or tasks you have undertaken.
- It is a matter of choice how far back in time to go, and whether to include every period of work experience you have had – think about what is relevant to the position you are applying for, and how much space you have available.

- For experience that is not relevant to what you are applying for, focus on your transferable skills. If you have worked in retail, for example, you could write about building your teamwork, communication and customer service skills.
- Consider dividing this section into 'Relevant Work Experience' and 'Other Work Experience'. Equally, you could group related jobs together under appropriate sub-headings (e.g. 'Retail' and 'Hospitality' and have one set of 'Responsibilities' and 'Achievements' for each group.

Referees

- List two or three referees. These can, for example, be a current or recent employer, a university staff member, or a sports coach. Some employers indicate the types of referee that they expect you to use.
- Your referees should know you well enough to support you in your job applications.
- List your referees' names, position or relationship to you. Then, the contact details that your referees want you to use – e.g. addresses, email addresses and/or telephone numbers.
- Always obtain your referees' consent before giving their name and contact details. Offer your referees a copy of your CV and discuss it with them. A copy of the job description and/ or advertisement for any position you are applying to is also useful background for referees.
- Generally, do not attach written references to your application unless the employer has specifically asked for them.



CONTENT - USUALLY OPTIONAL

Career objective

- Be brief but informative. A three or four-line profile of where you see your future, career-wise, and your goals and objectives, should be sufficient.
- Should be at the beginning, after your contact details, to focus the CV and capture attention.
- Make sure it is specific to the organisation you are approaching.
- Avoid generic statements with no supporting evidence.

Personal profile/statement

- Provides a 'snapshot' of you before you follow with a relevant skills section to give evidence.
- Again, be brief but informative – a brief summary of your most relevant strengths, skills and experience relevant to the position should be sufficient.

Note: If including either of the above sections, you should generally choose one or the other but not both.

Achievements/Awards

- Avoid generic statements with no supporting evidence. Give dates, awarding bodies and a brief outline of the achievement/award.
- Put on the first page if they are particularly relevant.
- For organisations that are likely to value academic excellence, include your prizes, scholarships and awards.

Training/Professional Development

- Include short courses and skills development.

Publications/Conferences

- Essential for academic positions.

Interests

- List additional information about yourself; e.g. sporting, social and cultural interests.
- Note any clubs and societies that you belong to.
- Give some indication of the level of involvement - such as coach, committee member etc.

- Interests describe aspects of your personality to an employer and can be used to highlight your skill development relevant to the workplace (for example, team skills or leadership potential).

Photo

- Usually optional. Some employers request that you include one, but this is more common in some roles & sectors than others. If in doubt, check with the employer or the Career & Employability Service's staff.
- Make sure you look professional and include only your head and shoulders.
- Can remind the employer who you are if you have met previously e.g. at an employer presentation.

Hints for specific situations

ACADEMIC ROLES

- Academic CVs are typically used by Doctoral students and graduates seeking work in the academic field. They will usually include sections covering your academic achievements, research and teaching interests, publications, conference attendance and presentations.
- Make sure you check with your supervisor for any ideas or tips, feedback and suggestions for structuring your academic CV. Some academic staff have on-line CVs or an E-portfolio and could provide ideas for developing a style of CV that suits you, your discipline and your particular strengths.
- To effectively target your application, research the organisation to which you are applying, any suggested CV formats and identify a fit with the current department. Carefully read the advertisement to get an idea of the specific competencies or requirements over and above the usual academic qualifications. You may need to adapt your research to the particular audience or department.
- Ensure when discussing your research that you identify the aims, outcomes and techniques or research methodologies used. Think about what has made you successful to date and ensure that this is identified or highlighted in your CV. Some departments may require written statements.
- Academic CVs differ from general CVs as they focus on academic and research skills and are used when applying for academic or research positions. Apart from the usual headings (such as education, work experience, awards and achievements), other headings could include: research activities, teaching experience, publications, conference presentations/attendance, university/community service, professional activities, positions of responsibility, memberships, awards and research grants. Include specific funding figures for research grants.

- However, academic CVs have similar principles to all CVs. Yours needs to demonstrate your strengths, it needs to be free of errors and presented in an easily read format, and to be presented in a style that is relevant and recognised by those to whom you are applying. Always send a letter as an introduction.
- Note: If you are a current Massey doctoral student or a staff member, you can access a range of sample Academic CVs under the 'Careers' tab on the [Vitae site](#). To do so, you must register for this site using your massey.ac.nz email address.

GRAPHIC DESIGN OR 'CREATIVE' ROLES:

- If being visually creative is a large part of the job you're applying for, be creative in the appearance of your CV in your use of colour, fonts, space, graphics etc.
- The information must still be clear, easy to read and logically presented. The CV must also photocopy well, so make sure any colours used don't cause information to disappear after photocopying (e.g. text on a bright background might not be legible after photocopying).
- Your CV is a showcase for your design skills – think about the impression you want to give and consider making reference to the existence of any portfolio of your work that you have.

FOR JOBS ABROAD

- If you're looking for work internationally, be aware that CV styles may vary in different countries.
- Overseas employers may not have experience with New Zealand qualifications and may require more detail or explanation of your studies.

Electronic Applications

This guide and best practice for writing CVs and covering letters applies equally to completing online applications

Namely:

- Read instructions very carefully.
 - Completing an online application form can take longer to do than you think and you need time to navigate your way round the website. Don't assume because it is an online form, it is going to be easy and won't take long to fill in.
 - Many online applications ask you to register before you can access the form. Make a note of your registration details (it is not a good look to be talking about 'eye for detail' or 'your good organisational skills', and then have to send an email because you've forgotten your password).
 - If you cannot look at the whole form (you may have to work through it) then note the questions as you come to them. Many on line forms allow for the applicant to complete the application across several sessions.
 - If you have a query or a problem with the form or website, or are unsure of some instruction, use the help contact which will be on the webpage. It is perfectly acceptable to ring up as well.
- Each answer usually has a word (or even a character) limit. A good strategy is to write your answers in a Word document and when you are happy with what you have written, cut and paste your answers into the form.
 - Keep a copy of your answers for your own reference.
 - Make sure you have addressed what is being asked of you in the question. You may feel the question is already covered in your CV or Cover Letter. Resist any temptation to say 'Refer to my CV' or 'See my Cover Letter', as your answer. Many questions are often behaviour-based, for example: "Tell us about a time when...".
 - Use the PDF option. This will protect the layout of the document.
 - Proof reading is as essential for online applications as it is for hard copy applications! Have another pair of eyes to read your application for any mistakes or questions not answered properly. Avoid giving the reader an excuse for consigning your application to the 'No' pile.

CV Flowchart

Brainstorm what you can offer

Research the organisation,
advertisement, job description and
person specification

Target how you match the skills,
knowledge, qualifications and
experience required.

Review. Be concise, have accurate
spelling and grammar.

Submit with a personalised,
positive, targeted cover letter.

Applicant tracking systems

Applicant tracking systems are software programmes used by some (typically large or medium-sized) organisations to help with their recruitment processes. Typically, and amongst other things, they store and sort CVs submitted electronically. They filter CVs for organisations, based on keywords that describe the ideal applicant. Commonly, key words may include relevant skills and attributes, previous employers and length of experience. As a result, it is important that your CVs, covering letters and any professional social media profiles that you have include keywords that you think prospective employers are most likely going to use when searching through such systems – including skills, qualifications and certifications.

Action verbs

By using active and positive words in your CV, cover letter, application forms and in interviews you'll be enhancing your impact and making a stronger impression on potential employers. They highlight what you have achieved in all aspects of your life - not just the tasks you have carried out. To be effective they should convey what you have done and therefore what you are capable of doing for an employer. They imply a range of skills, capabilities, achievements, responsibilities, and experience that you have and that you can offer to an employer. If you are unsure of the meaning of a word, check the dictionary before you use it. Some words listed will be applicable to more than one of the categories below.

COMMUNICATION

Addressed	Distributed	Prescribed	Showed
Advertised	Edited	Presented	Spoke
Circulated	Emphasised	Promoted	Summarised
Clarified	Explained	Publicised	Surveyed
Coached	Identified	Recommended	Translated
Communicated	Instructed	Represented	Transmitted
Corresponded	Lectured	Reported	Tutored
Displayed	Oriented	Responded	Wrote

LEADERSHIP

Activated	Convinced	Headed	Projected
Allocated	Dealt with	Influenced	Regulated
Appointed	Delegated	Inspired	Selected
Approved	Designated	Integrated	Settled
Assigned	Directed	Led	Spearheaded
Authorised	Encouraged	Managed	Specified
Awarded	Enforced	Mentored	Sponsored
Chaired	Evaluated	Navigated	Stipulated
Conducted	Executed	Oversaw	Supervised
Controlled	Governed	Piloted	Trained
Conducted	Hired	Presided	Transformed

INITIATIVE

Attended	Established	Maintained	Reviewed
Automated	Examined	Monitored	Shipped
Collected	Expedited	Moved	Solicited
Compiled	Founded	Operated	Sorted
Considered	Handled	Packaged	Staffed
Contracted	Implemented	Participated	Submitted
Delivered	Increased	Performed	Supplied
Discharged	Inspected	Processed	Systematised
Engaged	Instituted	Proposed	Trained
Engineered	Interviewed	Received	Utilised
Ensured	Launched	Recruited	Verified

INTERPERSONAL

Accommodated	Co-operated	Mediated	Reconciled
Adjusted	Counselled	Modified	Related
Advised	Facilitated	Motivated	Requested
Agreed	Guided	Negotiated	Respected
Assisted	Harmonised	Personalised	Served
Consulted	Influenced	Persuaded	Shared
Contributed	Listened	Provided	Taught

ORGANISATIONAL

Arranged	Consolidated	Introduced	Re-organised
Administered	Co-ordinated	Ordered	Reported
Anticipated	Dispatched	Organised	Required
Assembled	Drafted	Programmed	Retrieved
Budgeted	Decided	Planned	Scheduled
Calculated	Decreased	Prepared	Specified
Catalogued	Enlisted	Purchased	Structured
Charted	Gathered	Recorded	Synthesized



RESULTS-ORIENTED

Accomplished	Built	Finished	Produced
Accounted	Changed	Generated	Profited
Achieved	Combined	Identified	Reduced
Advanced	Completed	Improved	Repaired
Altered	Constructed	Manufactured	Replaced
Attained	Dismantled	Marketed	Solved
Attracted	Earned	Obtained	Tested
Awarded	Eliminated	Predicted	Turned around
Benefited	Expanded	Prevented	Upgraded

CREATIVITY

Acted	Created	Forecasted	Proposed
Adapted	Designed	Formulated	Researched
Authored	Developed	Illustrated	Revised
Composed	Devised	Initiated	Shaped
Conceived	Established	Invented	Studied
Conceptualised	Estimated	Perceived	Sketched

CRITICAL THINKING / PROBLEM-SOLVING

Analysed	Checked	Discovered	Problem-solved
Applied	Compared	Interpreted	Reasoned
Appraised	Contrasted	Investigated	Resolved
Arbitrated	Defined	Judged	Restored
Assessed	Diagnosed	Observed	Traced

MORE ACTION VERBS...

Audited	Constructed	Extracted	Protected
Balanced	Determined	Involved	Raised
Collaborated	Drew	Modelled	Screened
Conserved	Energised	Offered	Updated

CV checklist/Self-review

Once you have created a draft CV, it's a good idea to undertake a self-review. To do so, use the form below. Unchecked boxes indicate areas for further improvements.

CONTENT

<p>Relevant contact information included Includes name, address, 'phone, email (which makes sense) and link to online portfolio/LinkedIn. Irrelevant information has NOT been included: Date of birth, marital status, religion, health, number of children and usually a photograph</p>	
<p>Personal Statement 1-2 paragraphs highlighting key skills and experience, why you got into the area and career aspiration</p>	
<p>Key skills and attributes 3-4 key Skills/attributes the employer wants are clearly highlighted, using key words Specific examples of experiences are given to demonstrate each of the skills are listed</p>	
<p>Education includes: Massey education and any awards and achievements. May mention secondary school but not in too much detail</p>	
<p>Work experience: Name of organisation, title and dates (from and to) Responsibilities Specific achievements in this role</p>	
<p>Voluntary experience: Experience for any charities, not for profits, clubs, etc is outlined in similar format to work experience. Name of organisation, role and dates with short explanation of what was involved</p>	
<p>Interests: Relevant interests that highlight skills are listed.</p>	
<p>Referees include: Available on request</p>	

GENERAL IMPRESSION

CV is tailored to the job and includes skills and attributes asked for in the advertisement/job description	
An appropriate style has been used – skills-based, vocational, academic, modern or traditional	
All sections of the CV are in a logical order	



FORMAT

A consistent style, layout and design is followed	
Your CV is easy to skim read, with clear layout and enough white space on each page	
Your CV is between 2-3 pages or in line with the employer's requested length	
Short statements and bullet points rather than lengthy paragraphs have been used	

LANGUAGE

Your CV has a positive tone. Positive action words are used	
No abbreviations are used (such as BBS, &, e.g.) or they are explained	
Spelling, grammar and punctuation is accurate	

Sample CVs

On the pages that follow, you'll find a number of sample CVs. They include a range of styles and ideas for CVs for applicants from different qualification backgrounds. Each is indicative only, and we do not recommend any one in particular.

Note too, that for Massey students and graduates we have further CV and cover letter information housed under the 'Resources' tab on [Massey CareerHub](#). In addition, CV and cover letter advice can be accessed [here](#).

SAMPLE SKILLS-BASED CV

This is an example. Names, numbers, addresses, emails and all other details are fictitious.

Alex Ross

23 Albany Avenue, Palmerston North 4440
06 356 9099
alex@emailaddress.co.nz

Personal profile

Final year Bachelor of Business Studies degree student, majoring in Finance, with strong interpersonal skills and extensive relevant vacation and part-time work experience now seeking an entry-level graduate position within the financial sector.

Relevant skills and attributes

Finance sector knowledge

- This includes an understanding of financial and investment markets; financial planning, taxation, investments, mortgages and insurance.
- Good literacy and numeracy abilities.
- The ability to research up-to-date market and financial information.
- These skills have been developed through my degree studies and my work in banking.

Communication and interpersonal

- Interpersonal skills developed to a high standard while working in customer service roles part-time and in vacations throughout my tertiary studies.
- Strong ability to form and maintain positive relationships with people from all backgrounds.
- Written communication skills developed through university assignments
- Presentations made throughout my degree course.
- Demonstrated an ability to remain calm under pressure whilst working with customers and dealing with any complaints that they had.

Analytical and research

- Conducted research into the credit card spending of New Zealanders as part of a university project.
- Keep daily, detailed and accurate records of my contact with customers and potential customers in my work with ANZ Bank.

This style of CV highlights your skills and accomplishments, regardless of where you have worked in the past, for how long and the roles that you've held.

Personal profile/statement is usually an optional section but, if included, should follow the PEA formula:

- Passion
- Experience
- Aspiration

Relevant skills and attributes may be:

A). Job-related:

Developed in any area of your life but relevant to the role for which you are applying.

B). Transferable:

These skills are applicable to different roles and industries and are often people-oriented (e.g. teamwork, interpersonal communication and negotiation).

C). Adaptive or personal:

These include character traits that show the kind of employee you would be, such as 'an honest, team player with a can-do attitude'.

Teamwork

- Learnt how to listen to other members of the team and provide peer support when working as a Bank Officer.
- Developed my team leadership skills in my Martial Arts coaching role through participating in; coaching and leading group-based activities.
- Selected by my peers for the team leader role on a research project during my degree. Here I was required to allocate responsibilities to the team members and we attained an overall A - grade for the project.

Planning, organisation and time management

- Highly effective planning and organisational skills have been essential while studying full time, working part time and maintaining active extracurricular activities.
- Working at ANZ Bank requires me to have excellent organisational skills as I manage large numbers of client files at any one time.

Education and qualifications

2014 - 2017	Massey University Palmerston North	Bachelor of Business Majoring in Finance
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Relevant papers taken include: Fundamentals of Finance; Introduction to Investments; Business Finance; Economics and Economic Analysis of Money, Banking and Financial Markets.

2007 - 2012	St. Paul's College Wellington	NCEA Levels 1 – 3
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Training

2015 – 2017 ANZ Bank	Extensive customer service & product knowledge in-house training,	
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Work Experience

2014 – To date	ANZ Bank Call Centre Palmerston North	Customer Services Officer
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Responsibilities: I have worked in this role on a part-time basis since starting university. In addition, I work there full-time in university vacations. My responsibilities include:

- The sale of bank products and services
- Dealing with customer enquiries by telephone and on-line
- Promoting bank lending and term deposit services.

Note the institution that you studied through, the start and finish dates and the title & subjects of your qualifications

You may want to briefly highlight papers or projects done that are relevant to the type of job that you would like to do,

If you left secondary school relatively recently, consider noting where and when you studied, subjects and grades.

Your work experience section may come before your education and qualifications one, particularly if the former is extensive and/or you are currently in work. Also, you could use bullet points and write in third person – not first person.

Where you have limited work experience, or are changing career, this section can include internships, part-time and voluntary work, as well as personal projects.

2012 – 2014 ANZ Bank Bank Officer
 Taranaki Street
 Wellington

Responsibilities: This was a job I secured on leaving College. In it I was responsible for:

- Bank teller and office administration duties
- Selling bank products and services
- Working within a team to manage workloads

Interests and activities

- Snowboarding - A keen snowboarder, I try to visit a winter destination at least once a year
- Martial Arts – I teach a range of martial arts to groups of children in a youth group every week
- Running – I regular run half marathons and am an active member of Massey University's 'Striders' running club.

Referees

Work:

Ms. Trish McCaw
 Team Leade
 ANZ Bank Call Centre
 Private Bag 11 222
 Palmerston North 4440
 Telephone: 06 356 9099 x 5923
 P.A.McCaw@anzbank.com

Academic:

Dr Brian Carter
 Senior Lecturer
 Department of Finance
 Massey University
 Private Bag 11 333
 Palmerston North 4440
 B.Carter@massey.ac.nz

In most cases, you can use 'Referee details are available on request', but if you know who your referees will be, use the contact details that they want you to use.

Finally:

1: It is vital that you get across the key things that you have to offer on page one of your CV.

2: Any 'Personal Profile' section (on page one) should be no longer than four or five sentences and should summarise who you are, what you have to offer and your goal.

3: Use reverse chronology throughout the sections of your CV – current or most recent experiences first in each section.

SAMPLE NURSING STUDENT'S CV

This is an example. Names, numbers, addresses, emails and all other details are fictitious.

Caroline Example

123 Sample St.
Khandallah, Wellington
Home phone: (04) 123 4568
Cellphone: 027 666 555
Email: cexample@gmail.com

Personal Statement

A new graduate registered nurse who is passionate about caring for individuals and the health of the community. The nursing profession was chosen as a way to use talents and zeal for a career, which creates many rewarding opportunities and an ever learning environment.

Key Strengths

- **Interpersonal skills:** To relate well to patients, listen to their concerns, and show compassion and empathy. For example, received appreciation for support when compassion was shown for a patient who was very sensitive to pain and nervous about having his central venous line replaced. This was achieved through verbal distraction, accompanying him throughout the procedure, and explaining what was happening.
- **Team work:** To work in partnership with patients, their whanau, and the multidisciplinary team. For example, when a patient with brain damage became increasingly alert during a bed wash, it was collaboratively decided to sit him in his chair. With help from the physiotherapist, health care assistant, and my preceptor we were able to use the standing hoist and sit him in his wheel chair for the first time, a significant moment for his mother.
- **Observational skills:** To recognise and understand early signs of deterioration or improvement in a patient's condition. For example, recognised signs of deterioration and assisted in the prompt response of a patient with a head injury who was developing pulmonary oedema.
- **Communication skills:** To clearly and accurately exchange both verbal and written information. For example, written communication has been demonstrated by effective documentation of nursing procedures, such as suprapubic catheter changes.

Education and qualifications

13/12/13	Nursing Registration, Nursing Council of New Zealand
2015 – 2017	Bachelor of Nursing (BN), Massey University, Wellington
2013 – 2014	NCEA Level 1-3 & University Entrance , E.G. College, Upper Hutt

Your Personal Statement should be 1 or 2 paragraphs maximum. Highlight your career objectives and your skills and values.

In Education, start with your current or most recent studies first. High school information should be brief.

Clinical Placement History

Jul – Sep 2017 Wellington Community Health

This was a 9-week Transition Placement

Skills developed:

- Complex wound care, suprapubic catheter changes, removal of PICC line, doppler assessments and leg bandaging
- encouraging self-management by teaching patients to self-administer clexane and change fentanyl patches.

May – Jun 2017 Wellington Hospital, 7 South

Working in Neuroscience, Stroke and Eyes for 3 weeks.

Skills developed:

- Operating ECG machines, neurological observations, spinal observations, setting up a feed and administering medications through a nasogastric tube, and removal of staples.

Mar – Apr 2017 Lower Hutt Hospital: Orthopaedic Ward (3 weeks)

Skills developed:

- Preparing and administering intravenous antibiotics, priming intravenous lines, neurovascular observations, wound care, wound drain removal, use of calf pumps, injecting subcutaneous lines, and administering enemas and suppositories.

Feb – Mar 2017 Mental Health: Te Whare Ahuru, Lower Hutt (3 weeks)

Skills developed:

- Successfully co-facilitated a programme around motivation for mental health clients using skills in interpersonal communication, use of a strengths based approach, and updating risk assessments.

Oct 2016 Community Mental Health, Lower Hutt (3 weeks)

Skills developed:

- Administering intramuscular injections, using a whole person approach, and establishing rapport and trust with clients.

Sep 2016 Lower Hutt Hospital: Medical Ward 1-12 (3 weeks)

Skills developed:

- Use of chest drains, administration of oral medications, assessing and monitoring vital signs, and setting up a feed and administering medications through a percutaneous endoscopic gastrostomy tube.

Use reverse chronological order when detailing your clinical placements.

In all of your work experience, again use reverse chronological order.

Explain any gaps in employment that are greater than 3 months.

For each role, outline in brief your role, responsibilities, clients and skills developed.

Apr – May 2016 Avalon Medical Centre, Lower Hutt (4 weeks)

Skills developed:

- Administering subcutaneous injections, removing sutures, co-facilitating a diabetes review session, and measuring blood pressures.

2015 Aroha Care Centre for the Elderly, Taita (7 weeks)

Skills developed:

- Basic hygiene cares, assessing for pressure areas, taking blood glucose levels, and establishing the therapeutic relationship and communication skills.

Additional Work Experience

May 2015 – Present ABC Pharmacy & Lotto Lotto Sales Assistant

Responsibilities: In this part-time role I am responsible for customer service, cash handling and promotion of products.

Achievements: handled customer complaints, developed rapport with regular customers, and effectively managed sensitive situations by the use of communication and listening skills.

Apr 2014 – Present In-patient Unit Volunteer
Te Omanga Hospice
Lower Hutt

Responsibilities: Providing support and assisting the nursing team, patients and their whanau.

Academic Achievements

2014: Overall Academic Excellence for Consistently High Achievement at Upper Hutt College.

Referees

Julia Referee

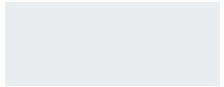
District Nurse: Wellington Community Health, CCDHB

Relationship: Preceptor

Phone number: 021 777 777

Email: juliar@hotmail.com

Use employment referees who would be happy to act as verbal referees.



Anne Referee

Registered Nurse: ABC Hospital- Ward 7 South, CCDHB

Relationship: Preceptor

Phone number: 021 888 888

Email: a.referee@ccdhb.org.nz

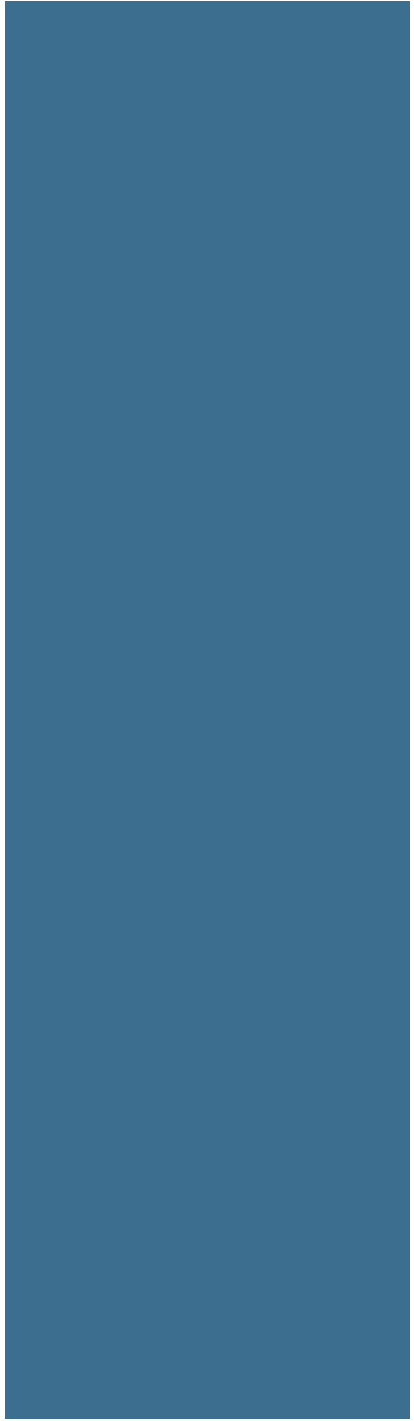
John Smith

Pharmacist: ABC Pharmacy and Lotto

Relationship: Boss

Phone number: 04 666 777

Email: j.smith@xtra.co.nz



SAMPLE TEACHING STUDENT'S CV

This is an example. Names, numbers, addresses, emails and all other details are fictitious.

Tom Cox

17 Murray Crescent
Avondale
Auckland 1026

Telephone: Home: 09 356 2186
Mobile: 021 959 0823
Email: tcteach@xtra.co.nz

Teaching philosophy

Fundamentally, I seek to instil in young people a passion for learning and to engage and inspire them. For this to happen I will always strive to ensure that their school is caring, inclusive and safe. Through effective role-modelling I will demonstrate that whatever opinions they have, these opinions and their right to express them will be valued. In achieving this I aim to ensure that they value the opinions of others and that they are keenly aware that often there are multiple viewpoints and potential answers to problems.

I believe that their success rests on their ability to apply themselves; to think laterally and to seek out and respond to challenges. Coupled with this, I believe in the strength of the team and will create opportunities for them to work with, care for and respect one another. In this team work I will design activities that encourage them to build upon the contributions of others.

My expectations of them will be clear and will include their taking responsibility for their actions. I will set challenges; offer choices and provide a wide range of learning experiences. In my classes the values of all children will be respected and I will endeavour to ensure that they appreciate that these form the cornerstone of how they see the world.

Underpinning this philosophy is an appreciation that I too will be learning. My teaching will evolve and I am committed to personal and professional reflection that will facilitate this.

Education, qualifications and awards

2016 – 2017	Massey University Albany, Auckland	Graduate Diploma: Teaching Primary
2014	Auckland English Academy	Cambridge TESOL Certificate (Teaching English to Speakers of Other Languages)
2011 – 2014	The University of Otago	Bachelor of Arts (English) Dunedin

This needs to summarise what you believe about teaching and learning, based on your understanding of various theories and models, approaches and classroom experience.

The length of this section may vary, but keep it relevant and concise.

Make sure you target your CV to the position description and the person specification. If in doubt, contact the prospective employer directly and ask if they have any particular requirements.

Read your prospective employer's newsletter, website and ERO report. Gather knowledge of the schools you are applying to.

If relevant indicate you will be applying for your provisional teacher registration number when your official academic transcript has been released. E.g. you could state: 'Application yet to be actioned' or 'application currently being processed'

Skills & strengths

Literacy and numeracy – Here I believe that my skills include competence in grammar, written communication; active listening and the ability to handle numbers. The latter includes competence in gathering and compiling statistical data in various formats, and in analysing; interpreting and presenting data in a clear way. My teaching work experience and my tertiary studies offered many opportunities for me to develop these skills.

ICT – Computer technologies have been a key interest for me from a young age. My university work; teaching placements and TESOL experience has allowed me to further this interest and I am skilled in the Microsoft Office suite of products; a number of programming languages; web design tools and the use of audio-visual products in the classroom environment.

Flexibility and adaptability – I have considerable experience of teaching class groups comprised of children of varying ages and backgrounds. In doing so I have demonstrated the flexibility, adaptability, patience and cross-cultural sensitivity needed to accommodate their differing learning styles and needs.

Planning and organising – Whether this is for university assignments or for my teaching roles, I am competent in setting priorities and goals; breaking tasks down into manageable elements; scheduling and generally in managing my time effectively.

Enthusiasm and positivity – These are essential traits for teaching but I apply them in this and in everything that I do. As a result, I believe that I am able to instil a sense of engagement and passion in many of the people that I am in contact with.

Teaching practicum placements

2016: Avondale Intermediate School: Here I spent six weeks teaching Year 8 children. In doing so I was able to determine their interests; skills and learning styles. Where possible, I used this knowledge to convey my expectations to the class and to provide stimulating learning experiences

2015: Clark Primary: This was a four-week practicum working with children in Year 5. My focus here was on lesson planning and class behaviour management. For the last week I was given full control of one class.

2015: Hide Primary: In this three-week placement I assisted in the teaching of a full range of subjects to Year 3 children.

Teaching work experience

Sep – Nov 2016	Clark Primary School Avondale, Auckland	Teacher Aide
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Highlight in your CV your ability to work in a team, and to accept and act on advice given.

If appropriate for the position, consider how you can use your creativity and imagination in the presentation of your CV to ensure it stands out.

Start with your most recent position, include the year levels, names of associates and school you have worked taught at.

Include a brief summary of what you have 'achieved' at each placement.

Highlight positions of responsibility you held, any extracurricular participation and professional development attended

Where appropriate, include comments from your professional practice records to support your achievements in the classroom.

State specific transferable skills and attributes you have gained in other work experience that are relevant to the teaching jobs you are applying for.

Make sure you include any sporting, cultural, community, academic and leadership achievements.

Responsibilities:

In this role I supported the teachers of a number of year five classes. I was assigned to groups of between three and six pupils and assisted with their reading; writing and mathematics tasks. Most groups were multi-cultural and some included children with Aspergers or Autism diagnoses.

Oct 2014 – Nov 2015	Latin American School of English Buenos Aires, Argentina	Assistant Language Teacher
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Responsibilities:

Upon completion of my CELTA qualification I moved to Argentina where I secured a role as an Assistant Language Teacher. I was responsible for teaching English to class groups of mixed ages and abilities, including adults. Furthermore, I worked with students who were preparing for tests of their spoken and written English; planned lessons; supported extra-curricular activities and provided advice for students considering tertiary study in English speaking countries.

Additional experience

In addition to my teaching experience I have held a range of part-time and vacation jobs. These have included working in retailing; vacation work as a market researcher and a part-time role as a hotel night porter.

Interests

- Running: I currently average runs totalling around 40km per week and have participated in a number of marathons and half-marathons.
- Surfing: I have been a keen surfer for the past 12 years and have surfed extensively around New Zealand and in Argentina. In addition, I have been on several surfing holidays with friends to Australia, a number of Pacific Islands and the U.S.
- Computers: Here my passion includes web-design; learning new software programs; gaming and building computers 'from scratch'.

Referees**Work:**

Vivienne Wilkinson
Year 5 Teacher
Clark Primary School
100 Shearer Place
Avondale, Auckland
Work: (09) 3562711
Cell: 027 036 2145
Email: vlw@clark.school.nz

Academic:

Bruce Fraser
Senior Lecturer
Institute of Education
Massey University
Private Bag 102 904
North Shore Mail Centre
Auckland
Telephone: 09 414 0800 ext. 43434
Email: B.R.Fraser@massey.ac.nz

Highlight your interests and any transferable skills and personal attributes you have gained that you would like to bring to the teaching profession.

Your final teaching placement associate teacher reports – as well as speaking with your most recent associate teachers - will be of particular interest, as they will provide evidence of your classroom practice.

Be aware that your referees may have to fill in a confidential referee report and submit it directly to your prospective employer.

SAMPLE COMMUNICATION STUDENT'S CV

This is an example. Names, numbers, addresses, emails and all other details are fictitious.

Samantha Smith

60 Somewhere Street
Wellington 5678
Home: 04 123 4567 Mob: 012 111 111
Email: a.smith@hotmail.com

PERSONAL SUMMARY

A highly motivated Communications student with skills and experience in business writing, customer service and building brand awareness. Track record of success in promoting events via social media, improving customer satisfaction and working as part of a team in a fast paced cafe. Aspiration to work in a government agency or private public relations consultancy helping to build and develop the organisation's profile.

RELEVANT SKILLS AND ATTRIBUTES

Excellent communication skills:

- Worked as a part of a project team at McDonalds to win the best team award for customer service.
- As Brand Ambassador at Rhubarb Vineyards designed and distributed the newsletter to 200 clients.

Ability to work well independently or as part of a team:

- While employed at McDonalds was promoted to team leader and had to make decisions around improving the speed of delivery of products.
- During my degree I have led teams of up to 6 people to complete successfully 2 major projects.

Attention to detail:

- Working as an editor for the MACS web page which involved writing and proof reading information.
- Gained experience in project planning and research through study at Massey.

Proactive problem-solver:

- Identified a new system for collecting client information at Rhubarb Vineyards.
- Developed a new database so clients were contacted on a regular rather than ad hoc basis.

No need to include age, gender, marital or health status. You may want to add your NZ citizenship/residency/work permit status and the URL to any LinkedIn profile you have.

This section is optional & concise and highlights your relevant skills, qualifications & experience & your career goals.

Outline your relevant skills and attributes, matched to the job details. Use action words to give evidence of where you've developed & used each skill – from e.g. work & voluntary roles and extra-curricular activities.



INTERESTS

- Mountain biking: Have set goals and competed in the Taupo 'Around the Lake' race twice and the 'Tour of the Bay' twice.
- Public speaking: Joined Massey Toastmasters and was awarded the Competent Toastmaster's Certificate.
- Member of Massey's Social Media Club and regularly attend events to remain up to date with recent trends.

REFEREES

Referral 1	John Smith Ph: 04 678 0099	Team Leader McDonalds E-mail: boss@mcdonalds.co.nz
Referral 2	Jane White Ph: 04 667 8889	Senior Lecturer - School of Communication E-mail: Mentor1@massey.ac.nz

This is usually an optional section, but employers may use this to gauge your personality. Use current and/or recent interests and show your level of involvement with each.

You're usually expected to include the names & contact details of 2 – 3 referees. Each should know you well, should have given you permission to use them and should have a copy of your CV.

Finally:

1: Your email address & voicemail must be professional.

2: Use white space, bullet-points and short sentences/ paragraphs.

3: Accurate spelling & grammar is crucial.

4: Order your sections in the way that you think will be most appealing to the employer.

5: What makes you stand out? Stress achievements, positions of responsibility awards etc.

Oct 14 – Jul 15 University of Auckland Research
Psychology Clinic Assistant

Responsibilities: In this role I was responsible for assisting Professor Liz Baker in the university's Psychology Clinic. My tasks included interviewing study subjects; recording and analysing data and running a battery of statistical tests and instruments.

Skills developed:

- Use of statistical packages including Systat; SPSS; SAS; BUGS and Dataplot. Also SISA and Regress+
- 1:1 interviewing on a face-to-face and telephone basis
- Report writing and data handling.

In addition to the relevant roles shown above, other work experience that I have had includes:

- Hospitality work in front-of-house roles in a number of cafes and bars
- Between school and university, short-term retail work in a garden centre.

VOLUNTARY WORK

2016 – to date Shady Pines Volunteer Rest Home

Responsibilities: I volunteer in support of the home's team of Diversional Therapists. Together we plan, prepare and supervise recreational events and activities for residents and encourage their participation in them.

Additionally, we record and discuss residents' progress with medical and other professionals, and with their families.

Skills developed:

- Planning, organising and creativity
- Leadership; negotiation and motivation
- Awareness of the needs of the older adult and of health and safety/first-aid
- Knowledge of sporting and cultural activities.

HOBBIES AND INTERESTS

- Music: In particular indie and alternative rock. However, until recently I played oboe for the Manawatu Youth Orchestra and I retain a keen interest in classical and chamber music.
- Sport: I play squash on a casual basis with friends at least once a week.

Volunteering is valued, so don't underestimate any that you're doing or have recently done. Outline your tasks/duties to show your level of active involvement and, again, your achievements & skills developed in voluntary work.

If you include interests, ensure this section is relevant to the employer. Note any interests that may be related to the role

Don't just list your interests. Instead, give more detail enabling you to use this section to demonstrate your personality.

REFEREES

Dr Amy Anderson
School of Psychology
Massey University
Private Bag 11-222
Palmerston North
Tel: 06 356 9099 x8000
Email: A.F.Anderson@massey.ac.nz

Anne Haven
Manager
Shady Pines Rest Home
20 Crewe Lane
Palmerston North
Tel: 06 355 0071
Email: sprh@gmail.com

Details of 2 - 3 referees is usually appropriate and you may want to try to include a Lecturer or Tutor, and a current or recent employer where you can. Each referee should know you well. Give the contact details that your referee wants you to use – (e.g. email and telephone number).

Finally:

1: Your email address & voicemail must be professional.

2: Use white space, bullet-points and short sentences/ paragraphs.

3: Accurate spelling & grammar is crucial.

4: Order your sections in the way that you think will be most appealing to the employer.

5: What makes you stand out? Stress achievements, positions of responsibility awards etc.

SAMPLE VETERINARY SCIENCE STUDENT'S CV

This is an example. Names, numbers, addresses, emails and all other details are fictitious.

Jack Harrison

17 Perth Avenue, Palmerston North 4410, New Zealand
Telephone: +64 27 123 4567
Email: jack@gmail.com

EDUCATION

2013 – to date	Massey University Palmerston North	Bachelor of Veterinary Science (BVSc)
2012 – 2013	Massey University Auckland	Diploma of Science and Technology
2008 – 2012	Seymour High School New Plymouth	

QUALIFICATIONS AND AWARDS

2014: Farmyard Services' Veterinary Hospital Scholarship
2013: Diploma of Science and Technology (DipSciTech) majoring in Animal Science
2011: Gold Duke of Edinburgh Award
2011: Queen's Scout Award
2011: NCEA Levels 1, 2 and 3
2010: NZQA Outdoor First Aid Certificate

New Zealand Driver Licence – Full
New Zealand Firearms Licence – A category

INTERESTS AND HOBBIES

Casual sport, snowboarding, hunting, riding, outdoors, music, reading and meeting new people.

EMPLOYMENT HISTORY

2014 – 2017: Landscaper at Quarter Acre, Palmerston North

This work has been on a casual basis over the last three years. Tasks involved chain-sawing, brick laying, paving and making tracks.

2015 - 2016: Relief Milker at Semi Skimmed Dairy Farm, Bunnythorpe

This was a casual position which involved milking 450 cows twice daily, usually every second weekend during term time. I worked in a modern rotary cowshed with a team of two other people.

Where applicable, provide details of VCNZ registration.

A short personal character profile or introduction could be added, with some information about your main interests (in and out of work), goals and ambitions.

Note:

Your C.V. must be professional looking and free from spelling mistakes. Just as important is the quality of writing (coherency, flow, word choice).

Details can be bullet-pointed and pique employers' interest.

They can be talking points in interviews.

Avoid offering too much detail about practical experiences, hobbies, activities and personal attributes.

2015 - 2016: Deer Farm Assistant at Bannockburn Farm, Cromwell

I worked full time on this deer farm over the velveting season. Most of the work involved humanely removing velvet antler from stags, as well as managing other classes of deer such as hinds, fawns and yearlings.

2015 - 2016: Café Waiter and Kitchen Hand at Robert Harris, Cromwell

When I wasn't busy on the deer farm, I worked as a waiter and kitchen hand in this café. Here I gained invaluable experience working as part of a large team and dealing with difficult customers.

2000 - Current: Shepherd at Green Valley sheep and beef farm, Bunnythorpe

This work has been ongoing, on a casual basis, assisting the farmer at busy times of the year.

2014: Dairy Farm Worker at Live Well Organic Dairy Farm, New Plymouth

This was a largely unpaid position, fulfilling the requirement of the Massey BVSc degree to experience the dairy sector. Here, I gained valuable insight into the animal health challenges posed by an organic farming system.

2012: Scout leader at Seymour Scout Group, New Plymouth (volunteer position)

During my last year of high school, I volunteered as a scout leader. This involved meeting on week nights and planning the occasional weekend activity.

VETERINARY CLINIC PLACEMENTS (EXCLUDING MASSEY ROSTERS)

2017, June: Pet Doctors, Palmerston North (small animal, 1 week)

2017, June: Tararua Veterinary Services, Dannevirke (mixed, 1 week)

2017, April: Tararua Veterinary Services, Pahiatua (mixed, 1 week)

2017, January: Gordon Farmer's Veterinary Clinic, Stratford (mixed, 2 weeks)

2016, August: Vets on Trafalgar, Nelson (mixed, 1 week)

2016, August: Kirk Farmer's Veterinary Clinic, Woodville (mixed, 1 week)

2015, November: Cameron + Campbell and Associates, Pahiatua (mixed, 2 weeks)

2015, November: Southland Veterinary Services, Gore (mixed, 2 weeks)

2015, January: Kirk Farmer's Veterinary Clinic, Woodville (mixed, 1 week)

REFEREES

Dr Richard Rodgers
Senior Veterinarian in Pastoral and
Livestock Health, Massey University
Tennent Drive
Palmerston North 4410
Ph: 064 6 356 9099 ext. 80001
Email: R.Rodgers@massey.ac.nz

Dr Rodgers has tutored my class in
both the theoretical and practical
aspects of sheep and cattle health and
production.

Dr Ben Nevis
Deer Farmer
Bannockburn Farm
Cromwell
Email: B.A.Nevis@bannockburn.co.nz

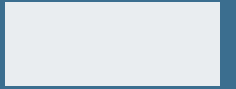
Dr Nevis owns the deer farm where I
worked for the summer of 2015-2016.

If you have relevant and recent written references, you may choose to include them. This is particularly true if the person who wrote them is willing to receive a 'phone call also.

TIPS

- 1: Show passion. What excites you? Show in your CV and cover letter why you love what you do, what experience you have, and where you want to go.
- 2: Quality finish. Use clear headings, white space, bullet points, links to working online websites and no spelling mistakes! Write your CV in 3rd person and not 1st person.
- 3: Key transferable skills not traits. Don't confuse traits with skills. Being honest, reliable and hardworking is a given. Focus on your communication, teamwork, and problem solving skills.
- 4: Be relevant. Prioritise your most relevant experience and put it first. Highlight this across your CV, cover letter, LinkedIn profile and portfolio. If you are not also online — get there!
- 5: Give examples. These make your CV unique and stand out. Give the context (where it was), actions (what you did) and the results (what was achieved).





SECTION 2

Cover Letters

Cover letters

A cover letter is your initial contact with a potential employer. It is an essential part of any job application and should always accompany your CV. A new letter should be written for each application. It should be presented as a formal letter and, in most cases, be no longer than one A4 page.

WHY IS A COVER LETTER NEEDED?

Typically, your cover letter will be the first of your documents that an employer reads. It is crucial that it shows how you can 'add value' to the organisation, the ways in which you feel you match the role's requirements and your passion for the job, sector and organisation. In doing this you're aiming to motivate the employer to read the rest of your application.

HOW TO GET STARTED...

Do your research to find out the employer's needs. Start with the job ad/job description and look for the key requirements. If you are applying speculatively to an organisation, learn everything you can about the career, industry and organisation. For some career areas, details of skills and personal qualities required can be explored in the 'jobs database' section of the [CareersNZ website](#). Additionally, access the websites and social media presence of organisations of interest and relevant [professional associations](#).

Once you know your potential employer and sector, you will have a sense of how to tailor your letter for the market. Consider what you can do to make your package (CV and cover letter) stand out from the rest by highlighting skills that you know will be needed by the potential employer.

Use sector-specific language and terms where you can.

Content

CONTENT - ESSENTIAL

Structure

- Provide your name, address, email address and telephone number.
- Include the date you are sending out the letter. Spell out the month - i.e. 9 November, 2017.
- Each letter should, ideally, be addressed to a person by name and their job title. If this information isn't provided, make an effort to discover who you should address the letter to, perhaps by calling the organisation to ask. In that way, you may even have the chance to speak with the person before you submit your application. Personal contact like this may improve your chances of an interview.
- Dear Mr. H, or Dear Ms. B is suitable. Avoid Dear Sir/Madam, or 'To Whom it may Concern' if you can. Do not use casual greetings such as Hi or Hello.



First paragraph:

- Include who you are - i.e. student or recent graduate, and give details of what you've been studying and where - the correct name of your degree. Then, note the job title and any reference number. Name the source of your information e.g. 'Massey CareerHub'.
- Include a strong personal statement about your yourself and your qualifications.

Second paragraph:

- Focus on what you have to offer, emphasising specific relevant skills and experience that you have and that you know is sought.
- Without repeating your CV, show how your skills meet the requirements of the role. Base this on the job advertisement/description or person specification.
- Lead with job requirements where you feel you have most to offer.
- Include here why, and how, you could add value to their organisation.
- You can bring experience from different parts of your life together here.

Third paragraph:

- State briefly, why you want to work for them. Prospective employers will expect you to have researched them – e.g. through their web and social media presence and more widely. Some organisations will have 'about us', 'why work for us' and/or 'values' and 'mission' sections on their website that you can use for this.

Final paragraph:

- Make reference to your CV, along with your availability for an interview. If there are any restrictions on when you are available for an interview, make this clear.
- State your keenness to provide further details.
- Close by thanking the reader for their time and consideration.
- Close with 'Yours sincerely' if you have used their name. Where you haven't used their name, close with 'Yours faithfully'.
- Always sign a hard copy of your cover letter by hand. For electronic copies, type your name.

Positive Tone:

- Show your interest and enthusiasm for the position, the organisation and the industry.
- Use positive and enthusiastic language to convey your suitability for the role.
- Express yourself in a confident manner, eliminating anything that may cause doubt in the reader's mind, such as and lack of relevant experience.
- Try and avoid using the word 'I' too many times, especially as the first word in your sentences.
- Elaborate on the most relevant information in your CV, aligning this to demonstrate your suitability for the role.
- Focus more on what you hope to contribute, rather than what you expect to gain.
- Proof read the letter, and ideally get someone else to do so too.

Appearance:

- Use black ink and plain white paper.
- Size 11 or 12 font is ideal, using clear and consistent font throughout.
- Correct spelling and grammar are essential.
- Use bullet points for highlighting important information if you wish.
- Be clear and concise. A maximum of one page is normally sufficient.
- Make it inviting and easy to read.
- Don't cut and paste sections of your CV.
- Never mass produce a cover letter.

Suggested cover letter layout

Your address)

(Date)

(Employers name / Job Title / Address

Dear (Name if known) OR: Dear Sir/Madam,

(Opening Paragraph) Who you are, what specific role you are applying for and why you are interested

(2nd paragraph) What you have to offer. Use the job description and company information to match your skills with their requirements. Let them know you have what they're asking for and that you will fit into their organisation. Describe the relevant aspects of your knowledge, experience, strengths, and personality.

(3rd paragraph) Why and how you can add value to their organisation. Include positive and insightful comments about the specific organisation and the sector in general.

(4th paragraph) Refer to your CV and encourage them to reply to you. Thank them for considering your application.

Yours sincerely (OR Yours faithfully) (signature)

Your name should be typed under your signature.

TIPS

- 1: Address it to a person. Call the organisation, get a job description and check who to address it to. Make sure they know your name and that you get theirs right.
- 2: Start strongly, by showing why you love what you do, the role you are applying for, why you want to work for them and the relevant experience you have.
- 3: Stand out. Give them what they want. Match what is asked for to your skills and relevant experience.
- 4: Use paragraphs or bullet points showing what they asked for and giving examples of your experience in showing these.
- 5: Finish strongly. Mention there is more in your CV, you would welcome the opportunity to meet them and give your contact details.
- 6: Proof read. Check your material for any errors. Have a friend proof read it. It can make all the difference.

