

Comprehensive Guide to Modern Recruitment and Career Development



Today's Learning Journey

By the end of this lesson, you will be able to:

Application Documents

CVs, Cover Letters, Profiles & Portfolios

ATS & Recruitment

Understand applicant tracking systems

AI in Recruitment

Benefits, risks and employability

Ethical AI Use

Fair and responsible use of AI

What do employers look for?



- **Skills** – Can they do the job effectively?
- **Experience** – Have they done something similar before?
- **Qualifications** – Do they have the required knowledge or training?
- **Personal Qualities** – Will they fit into the team and workplace culture?
- **Professional Behaviour** – Will they represent the organisation professionally?

**Which of these do you think
employers value most, and why?**

Qualifications vs Attitude

Which candidate would you hire?

Candidate A

- Relevant qualifications
- Limited experience
- Poor punctuality
- Reluctant to learn

Candidate B

- Fewer qualifications
- Positive attitude
- Reliable and motivated
- Eager to learn new skills

Many employers look for a balance of qualifications, skills and the right attitude.

Work Experience's Role

Why do employers value work experience?

Work experience helps employers answer three important questions:

Can they apply their skills?

Shows skills being used in real situations.

Do they understand the workplace?

Demonstrates professionalism, communication and teamwork.

Are they ready for work?

Provides evidence of reliability and responsibility.

Experience Comes in Many Forms

- Part-time jobs
- Volunteering
- Work placements
- Industry projects
- Team leadership roles

All can provide valuable evidence to employers.

If you have never had a job before, what experiences could you include on an application?

AI in Candidate Selection (Brief Introduction)

Should employers use AI to help choose candidates?

Advantages of AI

- ✓ Reviews applications quickly
- ✓ Uses the same criteria for everyone
- ✓ Matches skills to job requirements

Limitations of AI

- ⚠ May miss personal qualities
- ⚠ Can reflect bias in data
- ⚠ Cannot fully replace human judgement

Scenario: 100 people apply for one apprenticeship. AI shortlists 10 candidates for interview.

Do you think this is fair? Why or why not?

We will look into AI more later...

2. FUNCTIONAL CV



CVs: Purpose and Formats

What is the purpose of a CV?

- ✓ What can you do?
Skills and strengths
- ✓ What have you done?
Qualifications and experience
- ✓ Why should we interview you?
Evidence you are suitable

Common CV Formats

- Chronological CV -
Education & work history
- Skills-Based/
Functional CV -
Transferable skills
- Combination CV -
Skills + experience

Tailoring your CV

- Match your CV to the job advert
- Highlight relevant skills first
- Use examples that show suitability

You are applying for a part-time retail job. What three things would you want an employer to notice first?

Chronological CV

What is a Chronological CV?

- Lists work and education in date order
- Most recent experience first
- Shows progression over time
- Most common CV format

Structure of a Chronological CV

1. Personal Details
2. Personal Profile
3. Education
4. Work Experience
5. Skills & Interests

When should you use one?

- You have work experience
- Your history is clear
- Employers can follow your journey
- Professional and easy to read

You worked at Tesco in 2026 and volunteered at a charity in 2025. Which experience should appear first on your CV and why?

Skills-Based CV

What is a Skills-Based CV?

- Focuses on skills
- Useful if experience is limited
- Highlights strengths first
- Also called a Functional CV

Structure of a Skills-Based CV

1. Personal Details
2. Personal Profile
3. Key Skills
4. Education
5. Experience

When should you use one?

- Little work experience
- Career change
- Gaps in employment
- Want skills to stand out

You have no paid work experience but lots of teamwork and IT skills. Which CV type would help you most and why?

Combination CV

What is a Combination CV?

- Mixes skills and experience
- Highlights strengths first
- Includes work history
- Very flexible format

Structure of a Combination CV

1. Personal Details
2. Personal Profile
3. Key Skills
4. Work Experience
5. Education

When should you use one?

- Some work experience
- Want skills to stand out
- Applying competitively
- Best of both formats

You have retail experience and strong teamwork skills. Why might a Combination CV be better than a Chronological or Skills-Based CV?

Cover Letters and Professional Profiles

A Cover Letter helps you stand out

- ✓ Why do you want this role?
- ✓ What makes you suitable?
- ✓ Why should the employer interview you?

Your professional online Presence

Employers may review online profiles.

Skills

- Experience
- Achievements
- Qualifications

Common Mistakes

- ✗ Generic cover letters
- ✗ Spelling mistakes
- ✗ Irrelevant information
- ✗ Unprofessional online content

Two candidates have similar CVs. One includes a tailored cover letter and professional online profile. Which candidate has the advantage, and why?

Evidence and Achievements: Making It Convincing

Use Evidence, Not Claims

Instead of saying:
"I am a good team player"

Show evidence:
"Worked with a team to organise a college event."

Show Achievements

- ✓ Awards
- ✓ Qualifications
- ✓ Volunteering
- ✓ Projects
- ✓ Leadership roles

These provide evidence of your skills.

Build Your Personal Narrative

Connect your skills, experience and achievements to explain:

"What can I offer this employer?"

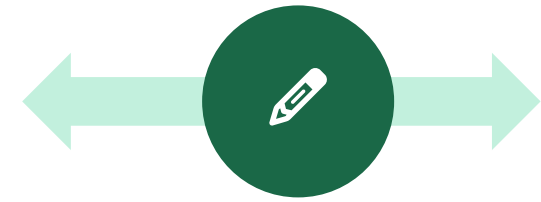
CV Critique Activity: Strengths and Improvements



Step 1:
**Review Two
Example CVs**



Step 2:
**Identify
Strengths,
Weaknesses, and
Areas for
Improvement**



Step 3:
**Identify 3 things
from these CVs
that you could
include on your
own CV.**

CV Creation Activity: Build Your Own CV

Step 1

Complete the key sections

Personal
Details
Education
Skills
Experience

Step 2

Add evidence

Use examples
rather than
claims about
your abilities

Step 3

Tailor your CV

Highlight
relevant skills
and
achievements

Step 4

Check professionalism

Clear, accurate
and well
presented

ATS: How Employers Find Candidates

What is an ATS?

An Applicant Tracking System helps employers manage and screen large numbers of applications.

How ATS Reviews Applications

- ✓ Scans CVs
- ✓ Looks for skills and qualifications
- ✓ Identifies keywords
- ✓ Helps create shortlists

Why this matters

- Use keywords from the job advert
- Use clear formatting
- Highlight relevant experience
- Make information easy to find

Two candidates have the same skills. One tailors their CV to the job advert and one does not. Which is more likely to be shortlisted by an ATS?

APPLICANT TRACKING SYSTEMS EXPLAINED



Applicant Tracking System

Key Tips

Tip 1: Use the same words as the job description

If there are words or phrases used multiple times, these are critical to include.

Tip 2: Keep your font simple

Use Times New Roman or Arial. These are easily read by any of the ATS on the market today.

Tip 3: Avoid Pictures

Some ATS systems will not recognise any pictures.



Applicant Tracking System

Tip 4: Use standard section titles

For example, use “Work Experience” instead of “Fun jobs I’ve held”, and avoid tables. Most of these are likely to be ignored by ATS

Tip 5: Customise your resume for each position

Your original CV you will is good as a template, buyt as you apply for certain jobs, you will need to tweak a few work



AI in Recruitment: Benefits and Concerns

How do applicants use AI?

- ✓ Improve CVs
- ✓ Practise interview questions
- ✓ Research employers
- ✓ Prepare application answers

How employers use AI?

- ✓ Screen applications
- ✓ Match skills to roles
- ✓ Support shortlisting
- ✓ Save recruitment time

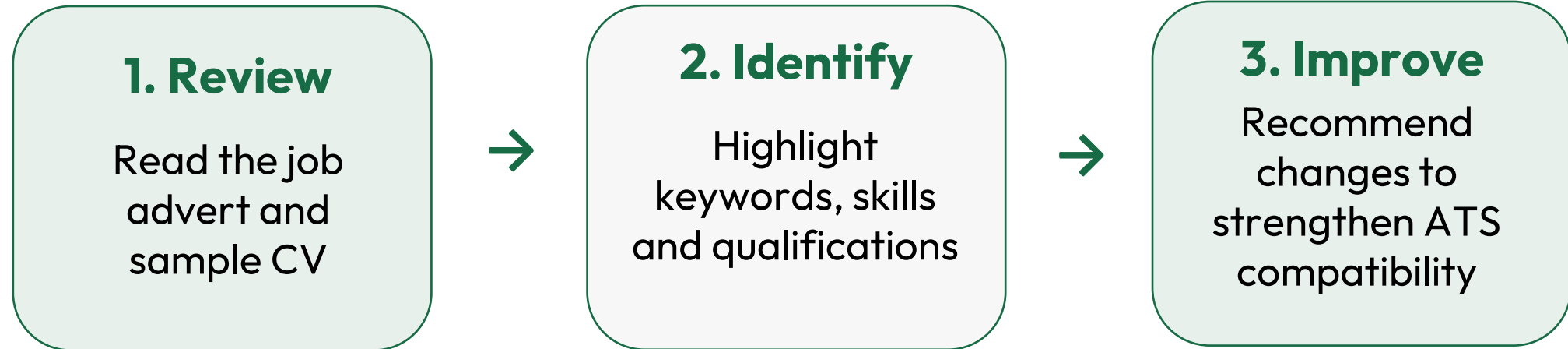
Important Concerns

- ⚠ Potential bias
- ⚠ Lack of human judgement
- ⚠ Over-reliance on technology
- ⚠ Fairness and transparency

Should AI help make hiring decisions, or should people always make the final decision? Why?

ATS Challenge: Improve the CV

Can you make a CV more ATS-friendly?



Tip: Use relevant keywords, clear formatting, and evidence of skills and experience.

Ethics Discussion: Where Should We Draw the Line?

Employer Use of AI

- ✓ AI should support fair decision-making
- ✓ Human judgement should remain involved
- ✓ Employers should be transparent
- ✓ AI systems should be checked for bias

Candidate Use of AI

- ✓ AI can help with preparation
- ✓ AI can improve applications
- ✓ Information should remain accurate
- ✓ AI should support, not replace, your work

Is it acceptable to use AI to help write a CV or cover letter? Where should the boundary be?

Ethical Use of AI: The 4 Golden Rules

Use this checklist whenever AI supports your applications or recruitment decisions.

1. Be honest

Use AI to support your work, not invent skills or experience.

2. Protect data

Never share sensitive or personal information unnecessarily.

3. Check accuracy

Review everything AI produces before using it.

4. Be fair

Consider bias, transparency and accountability.

AI writes a cover letter that exaggerates your experience. Would it be ethical to submit it unchanged? Why?

Ethical Use of AI: What Would You Do?

Discuss each scenario and decide: Ethical, Unethical, or It Depends?

Scenario 1

AI corrects spelling mistakes on your CV.

Scenario 2

AI rewrites your cover letter using your ideas.

Scenario 3

AI adds skills or experience that you do not have.

Scenario 4

AI answers questions during a live interview.

Critical Thinking: Reliability and AI's Impact

AI and the Future of Work

How could AI change jobs in your chosen career?

- Tasks AI could automate
- New skills employers may value
- How roles might change

Future Employability Skills

Which skills will become more important as AI develops?

- Problem-solving
- Communication
 - Creativity
 - Digital skills

Trusting Information

How can you check if labour market information is reliable?

- Who published it?
- How recent is it?
- Can it be verified?

If AI can generate information instantly, why do critical thinking skills still matter?

Employer Perspective: AI in the Workplace

Businesses Are Using AI

AI is becoming a common workplace tool that helps employees complete tasks more efficiently and improve productivity.

Saving Time and Improving Efficiency

- Customer enquiries
- Creating reports and content
- Analysing information
- Automating repetitive tasks

Supporting Business Decisions

AI can organise information and identify patterns, but human judgement is still essential.

If AI can save businesses time and reduce workload, how could it be useful during recruitment?

**WORKPLACE
TECHNOLOGY**

Employer Perspective: Why Businesses Recruit



Businesses need the right people

Recruitment helps businesses find people with the skills, knowledge and attitudes needed to achieve their goals.



Costs of Poor Recruitment

Poor recruitment can lead to lost time, extra training costs, lower productivity and weaker team performance.

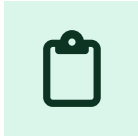


Recruitment Supports Business Success

Businesses recruit to fill skill gaps, replace staff, support growth and improve customer service.



How do business choose the right candidate?



Job Descriptions

Explain the main duties, responsibilities and expectations of a particular job role.



Person Specifications

Outline the skills, qualifications, experience and qualities needed to perform the role effectively.



Use in Selection

Employers use both documents to compare candidates and identify who best meets the requirements of the role.

Next Week (Week 7)

**Recruitment, Selection and
Talent Management**

Lesson Recap

Join at:
vevox.app

ID:
180-541-260



Closing Summary: Building a Successful Job Application

Understand What Employers Want

Identify the skills, qualities, experience, and behaviours employers look for.

Choose the Right CV Format

Understand Chronological, Skills-Based, and Combination CVs.

Create Strong Applications

Tailor CVs and cover letters to specific job roles.

Optimise for ATS

Use keywords and clear formatting to improve ATS success.

Use AI Responsibly

Recognise AI's benefits, risks, and ethical considerations.

Assessment 1: Professional Career Development (3 elements)

Submission Deadline: Monday 26th October 23.59PM

*Moodle > Professional Career Development > Assessment Links >
Assessment 1 Submission Link*

Draft deadline: Monday 19th October

If you have not started, please use the template provided.

*Moodle > Professional Career Development > Module Information >
Assessment 1 Support*

Reference List

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3. Chartered Institute of Personnel and Development (CIPD) (2024) *Selection methods*. Available at: [CIPD – Selection methods](#) (Accessed 25th August 2026).
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8. Woods, S.A., Ahmed, S., Nikolaou, I., Costa, A.C. and Anderson, N.R. (2020) 'Personnel selection in the digital age: A review of validity and applicant reactions, and future research challenges', *European Journal of Work and Organizational Psychology*, 29(1), pp. 64–77. DOI: <https://doi.org/10.1080/1359432X.2019.1681401>

Thank You!

**If you have any questions, please do not
hesitate to get in touch.**

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