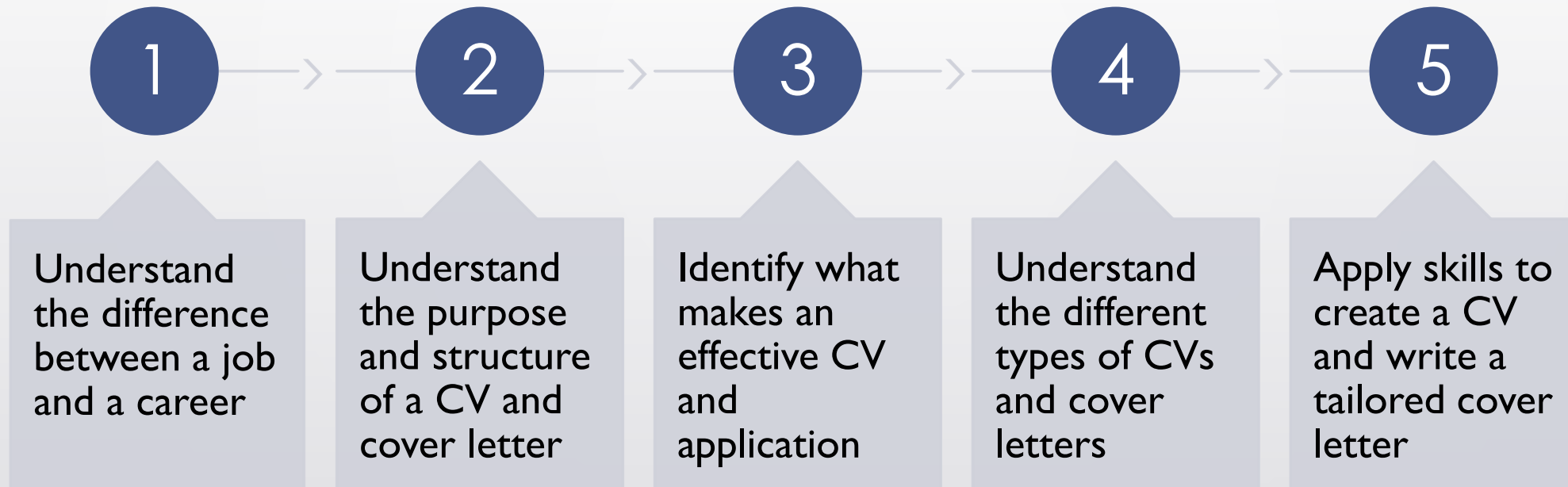


Week 7

**Professional Career
Development**



Learning Outcomes



Week 6 Recap

Last week, we:

- Explained what personal branding is and why it matters for your future
- Identified your own values, strengths, and target audience
- Created a clear personal brand statement that reflects who you are
- Understood how your behaviour and online presence support your brand
- Recognise what motivates you, using ideas like leadership styles and Ikigai

Job vs Career

What is the difference?



What is a Job (Earning for Now)

A job is a position of employment where you complete tasks in exchange for pay.

Key Features of a Job:

- Can be full-time or part-time
- Often short-term or focused on immediate needs
- You may be paid an hourly rate or a fixed wage
- Does not always require specialised qualifications or training
- Focus is mainly on earning income rather than long-term career goals
- May offer less stability (precarious work)

A job is something you do to earn money in the short term.

(Kalleberg, 2009)

What is a Career? (Building Your Future)

A career is a long-term professional journey that develops over time.

Key Features of a Career:

- Involves progression within a field or related roles
- Built on your skills, interests, and education
- Focuses on long-term development and growth
- Often includes structured roles, salaries, and benefits
- Can span many years or even a lifetime
- Emphasises achievement, fulfilment, and progression

A career is something you build over time for your future.

(Super, 1990)

CV Origins

- The first recorded CV (Curriculum Vitae) dates back to Leonardo da Vinci in 1482, when he wrote a letter applying for a job in Milan
- He listed his skills and experience to show he was suitable for an engineering role
- Early CVs focused on abilities and why the candidate was right for the job
- By the early 20th century, CVs became a standard requirement for job applications
- In the 21st century, CVs moved online, with platforms like Indeed and LinkedIn



(Innes, 2019)

Purpose of the CV

A CV is used to present your skills, experience, and qualifications to an employer.

Key Purposes:

- Showcase your skills and experience
- Demonstrate your suitability for a job
- Highlight your achievements and strengths
- Make a positive first impression
- Secure an interview opportunity

A CV is your personal marketing tool—it helps convince employers why they should choose you.



(McMilan and Weyers, 2013)

What is Ideal for a CV?

- Neat, well-structured, and easy to read
- Tailored to the job role and relevant to the employer
- Present information positively and professionally
- Clear and concise (no unnecessary detail)
- Free from spelling and grammar errors
- Highlights key skills and achievements
- Up to date and regularly reviewed (a living document)

(Innes, 2019)



Chronological

or Reverse-Chronological

A visual representation of a chronological CV template. It features a header with a menu icon, followed by a title 'Chronological' and a subtitle 'or Reverse-Chronological'. Below this is a CV layout with sections: 'CONTACT INFORMATION' (top right), 'SUMMARY' (middle left), 'EXPERIENCE' (middle left, highlighted in blue), 'EDUCATION' (bottom left), and 'SKILLS' (bottom right). Each section is represented by a colored bar with a corresponding icon and placeholder text.

A CV that lists your **work experience** in date order, starting with the most recent.

Key Features:

- Focus on work history and progression
- Jobs listed in reverse chronological order
- Includes dates, roles, and responsibilities

Best For:

- People with consistent work experience
- Those showing career progression

Limitations:

- Highlights gaps in employment
- Less suitable if you have little experience

(O'Neill, 2014)

A CV that focuses on your **skills and abilities**, rather than your work history.

Key Features:

- Organised by skills (e.g. communication, teamwork)
- Less emphasis on job titles and dates
- Includes examples of what you can do

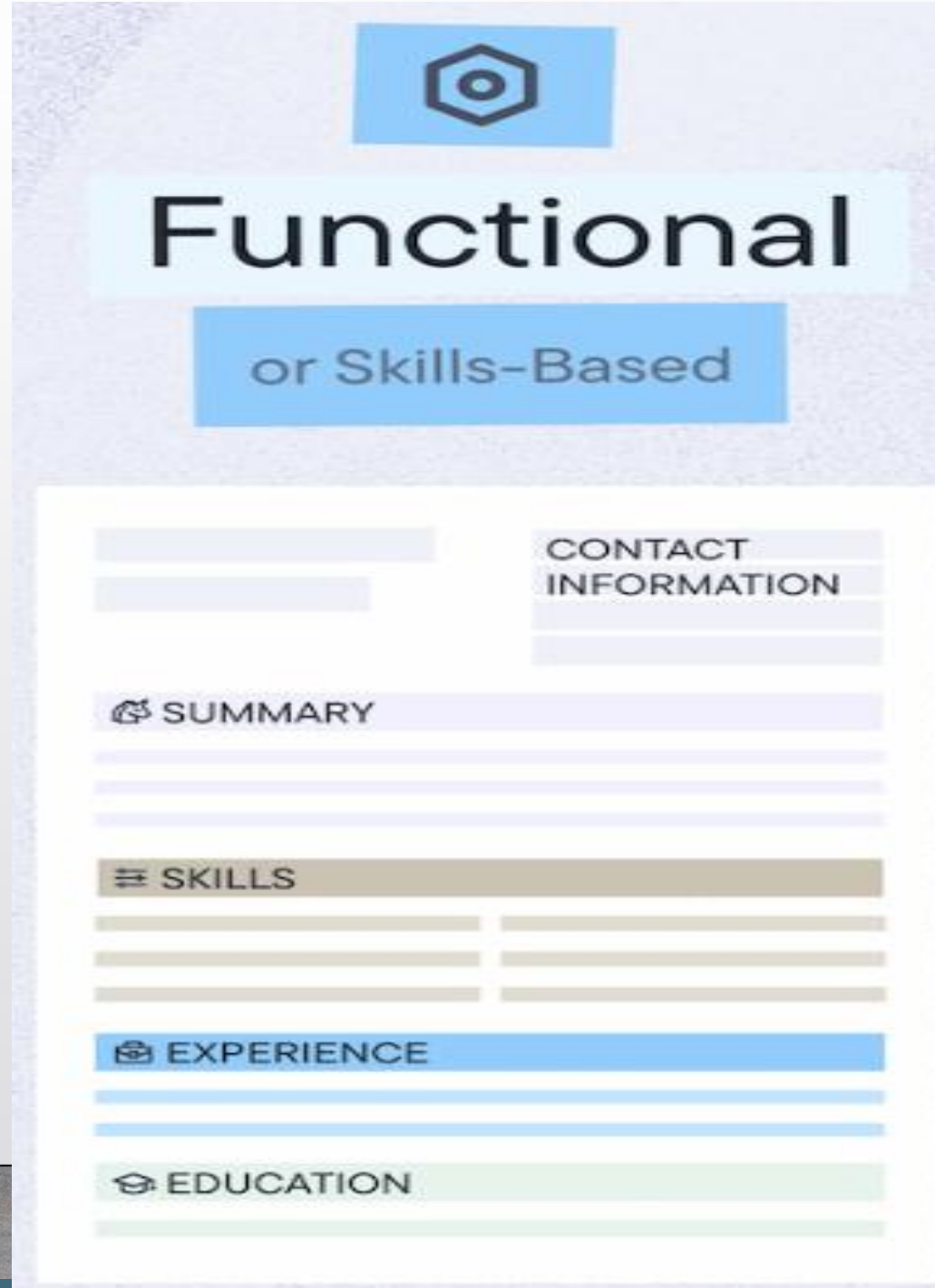
Best For:

- Students or those with limited experience
- Career changers
- People with employment gaps

Limitations:

- Employers may want to see clear work history
- Can seem less straightforward

(O'Neill, 2014)



A CV that combines **skills and work experience**.

Key Features:

- Starts with a skills section
- Followed by work history (chronological)
- Shows both abilities and experience

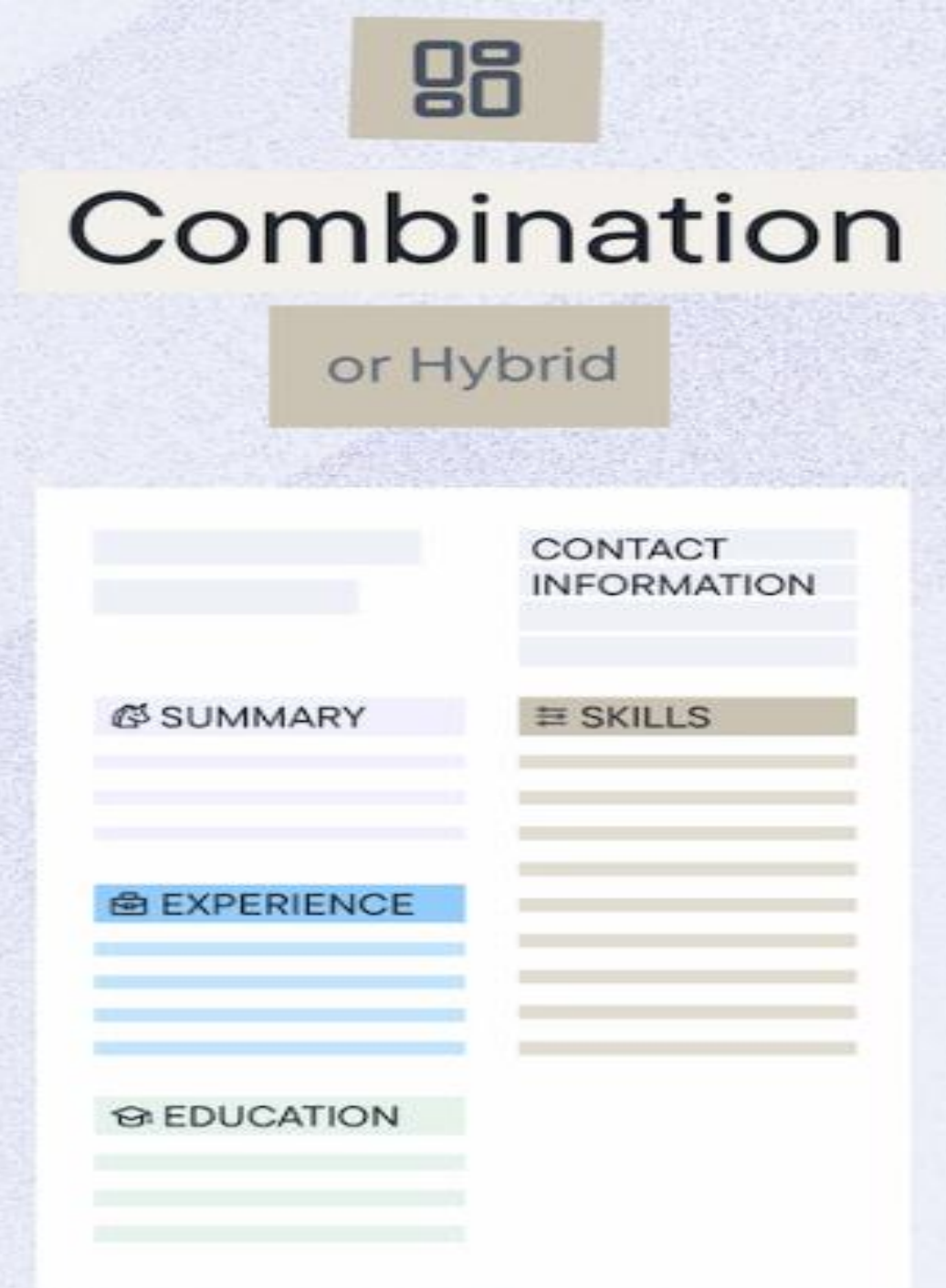
Best For:

- People with some experience and strong skills
- Those wanting a balanced CV

Limitations:

- Can become too long if not concise
- Needs careful organisation

(O'Neill, 2014)



2. FUNCTIONAL CV



What is a Personal Statement?

- A short paragraph at the top of your CV explaining who you are, your skills, and your career goals
- Summarises what you can offer an employer
- Includes your key strengths, interests, and ambitions
- Helps create a strong first impression
- Shows your suitability for the role
- Should be clear, concise, and tailored to the job



(Mcmillan and Weyers, 2013)

Personal statement Example

“I am a motivated and adaptable individual with strong communication, teamwork, and problem-solving skills. I hold a Level 4 qualification in Employability Skills, which has equipped me with a solid understanding of workplace expectations and professional development. I am eager to contribute to a dynamic team and take on new challenges that allow me to grow personally and professionally.”

Now that you understand the three types of CVs, and the contents of a CV, let's look at a real example.

As you go through it, pay close attention to the **layout**, **structure**, and the **type of information** included, as you will soon be creating your own CV template.



You will now create your own CV template using what you have learned.

What to include:

- Personal details (name, contact information)
- Personal statement/profile
- Skills
- Education
- Work experience (if applicable)

What to focus on:

- Clear structure and layout
- Relevant information
- Professional presentation

What are employers looking for?

- 33% Tailored skills from the job description
- 26% Clarity (well-written, formatted, specifying job applied to)
- 20% Details from your CV (additional accomplishments, explanation of any gaps, etc.)
- 19% Your value, not the basics, why we should hire you
- 18% Spelling as well as grammar and “punctuation’,..!
- 17% Personal vision & uniqueness – the Personal Brand of you
- 12% Brevity (expressing much in few words)
- 10% never read them!

(Prospects, 2025)

Cover Letters

- A cover letter supports your CV by showing how your skills and experience match the job
- Its purpose is to convince the employer to invite you for an interview
- Should be short, clear, and to the point
- Tailored to each job, highlighting why you are a good fit
- Gives you a chance to make a strong first impression
- Not always required, but if not included, your CV should be clearly tailored to the job
- Can be used to explain referrals or connections to the role

(Gottlieb and Coates, 2024)

Types of Cover Letters

1. Application Cover Letter

- The most common type, written for a specific job application
- Highlights your relevant skills and experience for the role

This is the type you will use for Assessment 2

2. Referral Cover Letter

- Includes the name of a person who referred you to the role
- Helps you stand out and build credibility with the employer
- Shows your connection to the organisation

(CIPD, 2023)

Types of Cover Letters

3. Letter of Interest (Speculative)

- Sent to a company you want to work for, even if no job is advertised
- Shows initiative and interest in the organisation
- Helps you find hidden opportunities

4. Value Proposition Letter

- Focuses on what makes you unique and valuable to an employer
- Highlights what you can offer the company, not just your experience
- Shows how you can contribute to their success

(CIPD, 2023)

Cover Letter Essentials

- Your contact details (name, email, phone number)
- Hiring manager's name (if known)
- Clearly state the job you are applying for and how you found it
- Brief introduction – who you are and why you're interested
- Highlight your relevant skills and experience
- Use examples to show your achievements or impact
- Explain how you match the job and add value to the company
- Express enthusiasm for the role
- State your availability for interview
- End with a professional sign-off (e.g. *Yours sincerely*)

(CIPD, 2023)

Example Job Role

Job Title: Retail Sales Advisor (Health & Beauty)

Company: Glow Beauty UK

Location: Cardiff

Type: Full-time

Role Overview:

We are looking for a friendly and motivated Retail Sales Advisor to join our team. You will provide excellent customer service, support sales targets, and help customers choose the right products.

Key Requirements:

- Strong communication and customer service skills
- Ability to meet sales targets
- Interest in health and beauty products
- Ability to work independently and in a team

Your Task!

Using the Retail Sales Advisor (Health & Beauty) job role, write your own cover letter.

What to include:

- A polite opening (e.g. Dear Hiring Manager)
- State the job you are applying for
- Briefly introduce yourself
- Highlight your relevant skills and experience
- Explain why you are interested in the role
- Show how you would add value to the company
- End with a professional closing
(e.g. Yours sincerely + your name)

Focus on Person Specification

- A person specification explains the skills, qualifications, knowledge, and experience needed for a job.
- It is usually based on the job description.
- Employers use it to decide who to shortlist and interview
- It helps you identify:
 - What skills the employer wants
 - What knowledge or experience they are looking for
- You can then use this information to tailor your CV and cover letter
- When applying, think about:
 - Your qualifications and previous experience
 - Your achievements and contributions
 - How your profile matches the role
 - How to explain any gaps in experience

(Armstrong, 2020)

Why Today's Lesson Matters

Today's lesson helps you prepare for Part 2 of your assignment (Job Interview).

For Part 2, you will need to:

- Create a CV for a specific job
- Write a cover letter for that job
- Take part in a realistic interview

Use what you learned today to prepare for this task You should start working on this after you submit **Part 1 (Reflective Essay)** on Friday.

Learning Objectives – Recap

By the end of this session, you should now be able to:

- Understand the difference between a job and a career
- Explain the purpose and structure of a CV and cover letter
- Identify what makes an effective job application
- Recognise the different types of CVs and cover letters
- Create a CV and a tailored cover letter

**Next Week (Week 8):
Recruitment and Selection
Process**

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

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