

SKILLS BASED CV

A Skills Based CV highlights key criteria under relevant subheadings. This format allows the writer to include evidence from a range of sources in one place. This format can be helpful if you have the right skills, but not from directly relevant experience, or if you have a lot of relevant experience that might sound repetitive in a Chronological CV format.

All CVs need to be targeted, but this format very specifically meets the needs of a particular job. The Sarah Rogers example CV is based on this job advertisement. The applicant has carefully considered the requirements being sought whilst writing her CV and the employer should find it easy to find evidence of all of their criteria.

The Job Advertisement

Job title: Graduate Marketing Assistant\ Events\ Press within a Registered Charity.

A top graduate is needed to work as a Marketing Assistant. A degree in English, Marketing, Journalism or Communications is essential at 2:1 or above and grades A/B at A-level.

This role is working for a dynamic charity that works to improve elderly care services across the UK. The team is looking for a recent grad with some commercial experience to join them.

Requirements:

- Some commercial experience
- Ability to get on with everyone – enjoys talking and able to listen
- Excellent communication skills
- Efficient and Organised – a ‘list maker’
- Previous administrative experience
- Attention to detail
- Editing and Writing Skills
- Enthusiastic and Proactive
- Experience of working for a charity an advantage

Main duties:

- Assisting in the design of events/campaigns
- Finding and creating new contacts to raise the profile of the Charity
- Assist in the project management of website launch
- Editing and Writing some sections of content
- Working with the larger team and assisting others on a range of tasks including general admin
- Keeping systems up to date

- Adapted from an advertisement in the Guardian Newspaper, 2006 -

Sarah Rogers

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The career objective is short and relevant, emphasising key selling points and demonstrates what they want to do

Minimal space is used for the address and contact details

OBJECTIVE

A motivated final year Marketing undergraduate with relevant experience seeking varied Marketing role within a Charity. Anticipating a 2.1.

RELEVANT SKILLS AND ACHIEVEMENTS

Communication Skills

- Demonstrated excellent communication skills with associates within and outside the charity I worked for during my placement year.
- Built relationships with companies targeted for sponsorship. Confidently communicated with representatives; negotiating sponsorship of £3000 for the purchase of kit for the netball team.
- Enthusiastic about people; regularly meet elderly attendees of a lunch club to chat and help run the club. Love talking to customers at work and meeting new people.

The candidate uses the key requirements for the role as subheadings

Evidence is provided to back up the applicants claims

Commercial Experience

- Spent one year working in Direct Marketing for the Charity, Elderly Support.
- Learned about consumer behaviour and the marketing of products in sales roles at Topshop.
- Took a proactive approach to problem solving, in relation to the display of underselling brands in the One Stop Newsagents. Discussed ideas with the manager with the outcome of increased sales.

Writing

- Demonstrated excellent written skills throughout Marketing studies, producing assignments and reports to a high standard.
- Researched, produced and edited a 10,000 word dissertation as well as conducting research for real projects during my placement year.
- Solely responsible for editing the guide given to sports and societies each year. Contributed to the writing of guidelines for 'successful funding bids' for use by other sporting and social societies.

Organisation/ Events

- Efficiently undertook arrangements for the annual netball tour, managing a budget, taking responsibility for receiving and processing payments from 25 players, sourcing travel, accommodation, and liaising with host teams.
- Organised fixtures, transport, and training arrangements in the role of Netball Captain throughout the academic year.
- Managed time at University, working part time, volunteering, studying and meeting deadlines alongside extra curricular activities.

Admin/IT

- Proficient IT user with some web writing experience. Competent with Word, Excel and PowerPoint
- Previous office experience updating and maintaining a confidential client database.
- Flexible approach to working in order to get the job done. For example, staying late to meet deadlines at Elderly Support.
- Organised approach to prioritising work - keeping and updating 'things to do' lists to keep track of the high volume of tasks in office role.

The candidates name appears on both pages

The formatting is consistent and the CV is easy to read

Information about relevant degree units is provided and the title of their dissertation

Sarah Rogers

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EDUCATION

Bournemouth University

BA (Hons) Marketing, anticipated 2.1 2004 – 2008
Studied modules including **Direct & Relationship Marketing, Persuasion & Influence** and **Strategic Marketing**.
Dissertation title 'The impact of direct marketing on donations in the Charity sector'

Abbeyfield School

A-levels: English A, Philosophy B, French B 1997 – 2004
AS-level: Spanish C
GCSES: 7 As, 3 Bs including Maths and English

RELEVANT EXPERIENCE

Marketing Assistant

Elderly Support, Registered Charity, London 2006 - 2007

- Successfully undertook research activities for specific projects
- Provided a professional level of support to team members, helping to facilitate direct marketing campaigns
- Provided efficient administrative support to the Marketing

Only basic information is provided as the evidence is on page 1

OTHER EMPLOYMENT

Sales Assistant

Topshop, Bournemouth 2004 – 2006

- Provided excellent customer service to customers
- Maintained the shop floor, checked and accepted deliveries, handled money

Office Assistant

Ridgeway Office Solutions, Poole Summer 2004

- General office duties, word processing, talking to suppliers

Sales Assistant

One Stop Newsagents, Bournemouth 2003 – 2004

- Served customers, ensured the shop was stocked and tidy
- Demonstrated reliability and enthusiasm during early morning shifts

VOLUNTEERING

Volunteer

Hillyfields Community Lunch Club 2005 – 2006

- Engaged elderly visitors in lively conversation
- Local fundraising activities, including marketing for events
- Catering and other household duties

The applicant is able to draw skills from her interests

ACHIEVEMENTS AND INTERESTS

Sport

Netball Captain – 2nd team, Bournemouth University 2005 – 2006
Led and motivated team members of all abilities and worked effectively as part of a team to heighten the team's reputation and profile as a leading achiever within the University

Enthusiastic runner at beginner level, aiming to complete the Great South Run to raise a target of £250 for Cancer Research

REFERENCES

Available on request