



Manchester
Metropolitan
University

MIBT Placement CV Workshop

Selling yourself on your placement CV



**Careers
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What we'll cover today:

- Why your CV is so important
- Key sections of a CV
- Task 1: updating your profile to show employers who you are and what you're looking for
- Task 2: getting value from your education section
- Task 3: avoid common work experience section mistakes
- Next steps and support



Resources needed

- Laptop / log on to PC
- Be ready to engage with some short tasks and communicate with your peers and staff in the room





A quick note before we get started...

- CVs are about selling yourself and having confidence in your ability
- Worried you don't have enough relevant experience?
- Placements require **passion and potential**





Why are CVs so important when applying for placements?



Why are CVs important?

- Your chance to make a good first impression
- Work and education history
- Showcase how your skills, experiences and motivations match the role
- 2 min video that sums it up [2 minutes on... video guides - mmutube](#)





Understanding key terms

- ~~Resume~~ CV
- Cover letter
- Job description and person specification
- Tailoring
- Evidencing your skills – soft and technical
- Action words



How long will an employer initially spend looking at your CV?

- a) 15 – 20 seconds
- b) 5 – 7 seconds
- c) 27 – 30 seconds





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a) ~~15 – 20 seconds~~

b) ~~5 – 7 seconds~~

c) ~~27 – 30 seconds~~





Recommended CV format

- Name
- Contact details
- Profile
- Education
- Work experience
- Skills and interests
- References





What to include:

- Name
- Contact details
- Profile
- Education
- Work experience
- Skills and interests
- References

What **not** to include:

- Photo
- Date of birth
- Nationality
- Declaration of truth
- Details of your referees





[Example CV](#)



Updating your CV profile (15 mins)

Up to four sentences – clear and concise:

- Short introduction to who you are, highlighting your strengths and briefly outlining what you are seeking.

Include:

- Student, course name, 'with placement'
- 2 – 3 key skills you have and perhaps where you've acquired them.
- What you're looking for and how that links to career goals.

Top tip: Use action words and avoid 'I'

Task: update your CV profile in line with these key pieces of information
(10 minutes)

Example profile

BSc International Business Management student at Manchester Metropolitan University. Passion for utilising data to improve business performance developed while building my analytical skills as a Sales Representative. Currently looking to complete a placement to develop my skills and further my network.



CV profile – feedback

Checklist

- Up to **four sentences** - concise and to the point.
- Short introduction of where you are currently, highlighting your strengths and briefly outlining what you are seeking.
- Student, course name, 'with placement'
- Key skills you have and perhaps where you've acquired them.
- What you're looking for and how that links to career goals.

Task:

- Swap profiles with the person next to you
- Does their CV profile include all these key pieces of information? (2mins)
- Can you suggest any further improvements? (1min)
- Feedback to the person next to you (2mins)



Getting value from your Education section

Manchester Metropolitan University International Business Management

A Levels

Spanish

Business Studies

English Literature

General Studies

GCSEs

Maths

Sciences

English Literature

English Language

French

Spanish

Business Studies

Geography

Manchester Metropolitan University (Sept 2023 – present)

BA (Hons) International Business Management

Key modules: Applied Management Practice, Business in Emerging Markets, Enterprise in Action.

- Achieved 2:1 average in my first year including 75% on a group mock business proposal task and 70% on Business Analytics module.
- Excellent communication skills from participating in regular seminars and group tasks including a mock business proposal project

Leeds College, Leeds (Sept 2021 - July 2023)

A Levels: Spanish (A), Business Studies (B) English Literature (C) General Studies (C)

Cardinal Langley RC High School, Leeds (Sept 2015- July 2020)

11 GCSEs (A* to C) including Maths and English.



Updating your education section

- Most recent education first – include 'placement'
- Include name of institution, year started to end date / - present
- Include some details of modules/projects that have helped you build relevant skills
- Older qualifications like GCSEs should not list every detail

Task: update your education in line with these key pieces of information
(10 minutes)

Example of Education section

Manchester Metropolitan University (Sept 2024 – present)

BSc International Business Management

Key modules: Theories in International Business, Development Finance, International Business Contexts.

- 85% on group project where I showed leadership skills in project planning to ensure we completed workload and submitted on time
- Excellent communication skills from participating in regular seminars and group tasks including a mock business proposal project
- Strong knowledge of trends in emerging markets and the challenges of developing corporate strategies in international contexts, through currently completing module in International Business Contexts

Leeds College, Leeds (Sept 2018 - July 2020)

A Levels: Spanish (A), Business Studies (B) English Literature (C) General Studies (C)

Cardinal Langley RC High School, Leeds (Sept 2013 - July 2018)

11 GCSEs (A* to C) including Maths and English.



Education section - feedback

Checklist:

- Most recent education first
- Formatting includes name of institution, year started and dates
- Includes 'with internship/placement'
- Details of modules/projects and relevant skills
- Older qualifications like GCSEs don't list every detail

Task:

- Swap education sections with the person next to you
- Does the education section match the key information and structure? (2mins)
- Can you suggest any further improvements? (1min)
- Feedback to the person next to you (2mins)

Work experience section: common mistakes and how to avoid them

Not including relevant skills



- ❑ Look through the job advert, description and person specification **thoroughly**
- ❑ Identify the key skills the employer is looking for
 - "soft" skills such as communication, time-management, teamwork
 - technical skills such as IT, project management, data analysis
- ❑ Ensure your CV includes these

Work experience section: common mistakes and how to avoid them

Including skills as a list



Just describing the role

- Use the STAR method
- 3 to 4 bullet points per previous role
- Use your 'Additional skills' section wisely



S

Situation - Describe the situation you were confronted with. Where were you? When was it?

T

Task - Describe the task that needed to be completed

A

Action - Explain what you did and how and why you did it.

R

Result - Describe the outcome of your actions – keep it positive!

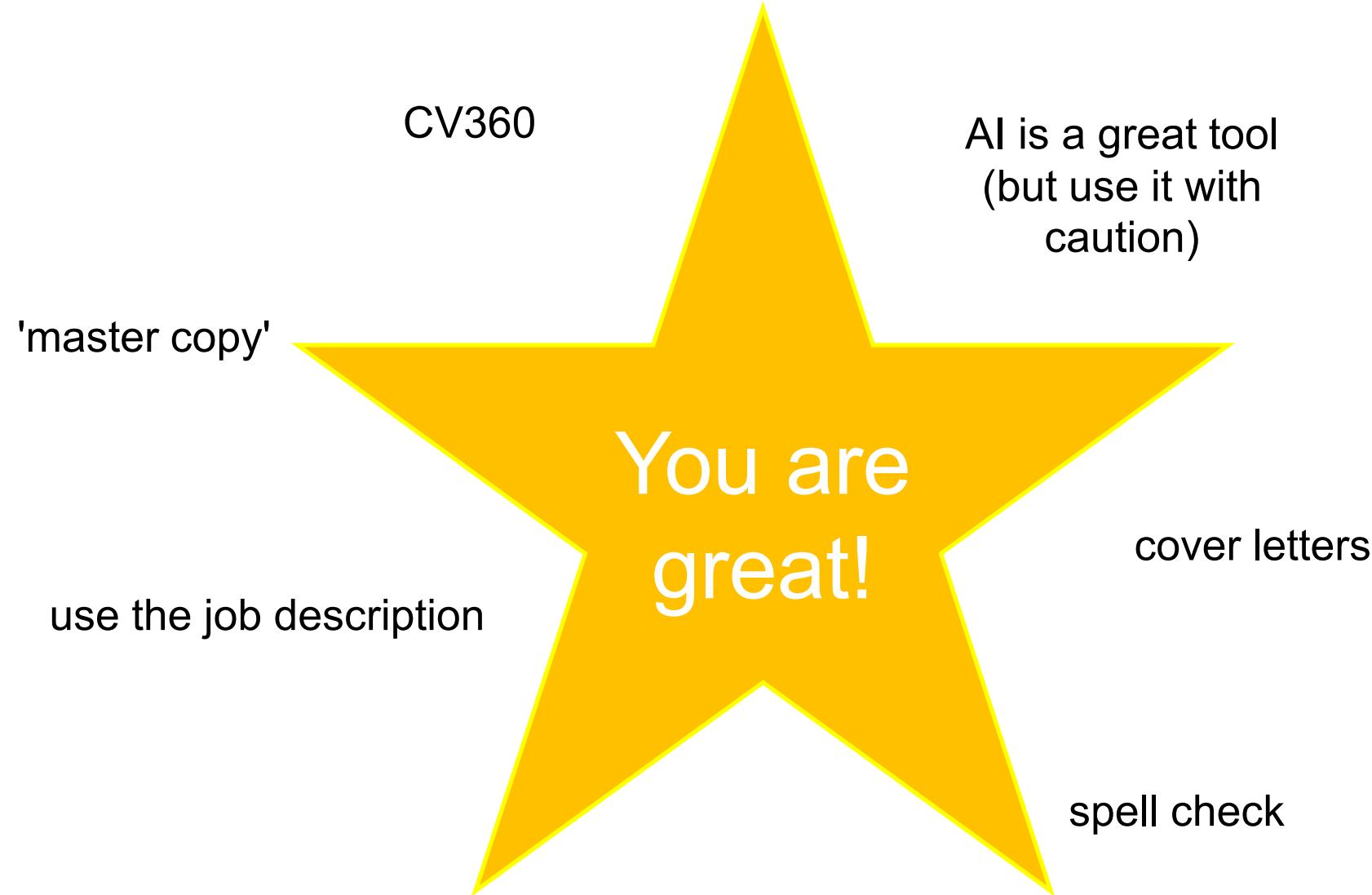


Example of work experience

Barista at Caffè Nero, Manchester (2023 – present)

This role involves a variety of tasks including serving food and drinks, floor managing and cashing up.

- Listening effectively while serving customers to ensure they receive their exact order. My excellent customer service skills have been recognised with a recent 'Barista of the Month' award.
- During pre-work rush periods in the shop, I work efficiently as part of the team in this time pressured environment. I work alongside till staff, floor staff and other baristas to deliver an efficient service as a team.
- By effectively inducting new colleagues into the team, I show leadership skills and I've recently been given a formal mentoring role with trainees.





Next steps



Book Get Placed sessions
mmu.ac.uk/getplaced2024



Visit the Jobs Hub
mmu.ac.uk/jobshub



Update your CV and submit for review
<https://tinyurl.com/GPCVReview>



Submit your CV for
review





Semester two support

20 – 25 January: **Future Me Week**

3 – 7 February: **Place to Be**

10 February – 11 April: **Get Placed**



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