



## 360 North - CV Advice

*“You never have a second chance to make a first impression”  
Will Rogers (1879 – 1935).*

Throughout history, countless people of all walks of life have recognised the importance of making a good first impression. Today is no different. The journey any person undertakes when seeking a new career opportunity always begins with the submission of a CV and a well-structured document will play a big part in determining whether you secure an interview.

At 360North we have experience of reviewing thousands of CVs, enabling us to offer constructive guidance and advice on what will make yours stand out from the crowd and offer the reader a sharp, concise, polished product.

The following pointers could secure you that all important first interview:

### Getting started:

- Your CV is a sales document so make sure you take enough time to consider your unique selling points (USPs). What will make you stand out from the other applicants?
- Allocate the required amount of time and find an appropriate environment when writing your CV. It is one of the most important documents you will ever write so don't allow yourself to be distracted. Weekends are often the best time to work on your first draft.
- Always start your CV with your name at the top of the first page, where it is clearly visible. Directly underneath you should include a Personal Profile, generally a paragraph that summarises your skills and aspirations.
- This should be followed by your contact details (address, contact phone numbers, e-mail and LinkedIn profile details) and an education/qualifications summary.

### Career History:

- Your career history should ideally begin no more than halfway down the first page, starting with your current/most recent job.
- Always remember that your CV must be an accurate reflection of your history. Under no circumstances must you mislead or include inaccurate statements; any discrepancies will be unearthed through the referencing process.
- For each position held, state the name of the company, your position and dates you were employed from and to. Do not assume that the client will be aware of the businesses you have worked for - always include a brief description about the organisation (areas of specialism, company size etc.).
- We strongly recommend the use of bullet points to avoid producing a document that is too “wordy”. Break each role down into 2 main sub-headings: Responsibilities and Achievements.
- Your Responsibilities should include the day to day tasks of the roles, any management responsibility and key objectives etc.





- The Achievements section is your opportunity to really sell yourself and set yourself apart from other applicants. This should include any specific projects you have worked on.
- You should always consider tailoring your CV to make it relevant to each specific role you are applying for, including the most relevant elements of your experience in correlation with the job specification.
- If you have a number of years' experience, always designate more page space to your most recent 2 or 3 roles. This should allow you to present a more succinct document.

### The other stuff:

- The length of your CV is extremely important. While there is no hard and fast rule, we strongly advise it should be no longer than 3 pages. It is important to remember that your CV will be one of many that a client will have to consider. They will not have time to sit down and read a lengthy document. Don't forget – you can always elaborate on your points in the interview.
- Always include a section at the end of the CV detailing your hobbies and interests, ideally 2-3 lines. You may have the skills to do the job but will you fit into the culture of the company? Our clients are becoming increasingly interested in what candidates do when they are not in the office. What you write here could make a real difference to your application.
- References can be listed at the end of the CV if you wish. However, it is perfectly acceptable to state “reference details to be provided upon request”.
- SPELL CHECK. We work with many clients who will simply refuse to interview any candidates who have spelling mistakes in their CV. There is no excuse. It also leads us to question whether we should take the time to represent any individual that displays an apparent lack of attention to detail.
- We hope this document provides you with enough pointers to produce a polished and considered CV you are proud of.

**If you have any additional questions or would like 360North to review your first draft, please call us on 07957 248 106.**

**Alternatively, send your CV through to us directly via [michael@360northrecruitment.co.uk](mailto:michael@360northrecruitment.co.uk)**

