

WHAT'S NEXT FOR ME?



"Dream Big and Make It Happen"

Introduction 3

A Virtual World 4

Employability Skills 8

Social Media 11

Work Experience 13

Post 16 Options 17

How to Apply 24

Interview Stage 34

Appendix 41



Welcome

These last couple of years have been extremely nerve-wracking, due to the pandemic. We trust that you have worked hard to ensure that you get the grades that you want.

We created this guide for you, and it is filled with everything you need to know about the post 16 options available to you, what you can do if you didn't get the grades you hoped for and what you can do going forward.

You will also receive valuable advice about the employability skills you will need to gain and sustain employment, information on the changing world of recruitment, as well as some handy tips to help your application stand out.

How do I stand out from the crowd?

I got better grades than expected, what else can I do?

In five years' time, which skills will be in demand?

I didn't make the grades I needed, what are my options now?

EXAM DATES

A-Levels

Tuesday 10th August 2021

GCSE

Thursday 12th August 2021



A virtual world

The world of education adapted to challenges brought on by the pandemic. The entire sector including schools and colleges, has evolved towards the preferred mode of remote learning with the shift to online continuing, even after the pandemic.

Virtual learning is an experience that is enhanced through utilizing computers and/or the internet both outside and inside the facilities of the school/college. The teaching activities are carried out online whereby the teacher and learners are physically separated in terms of place, time, or both.

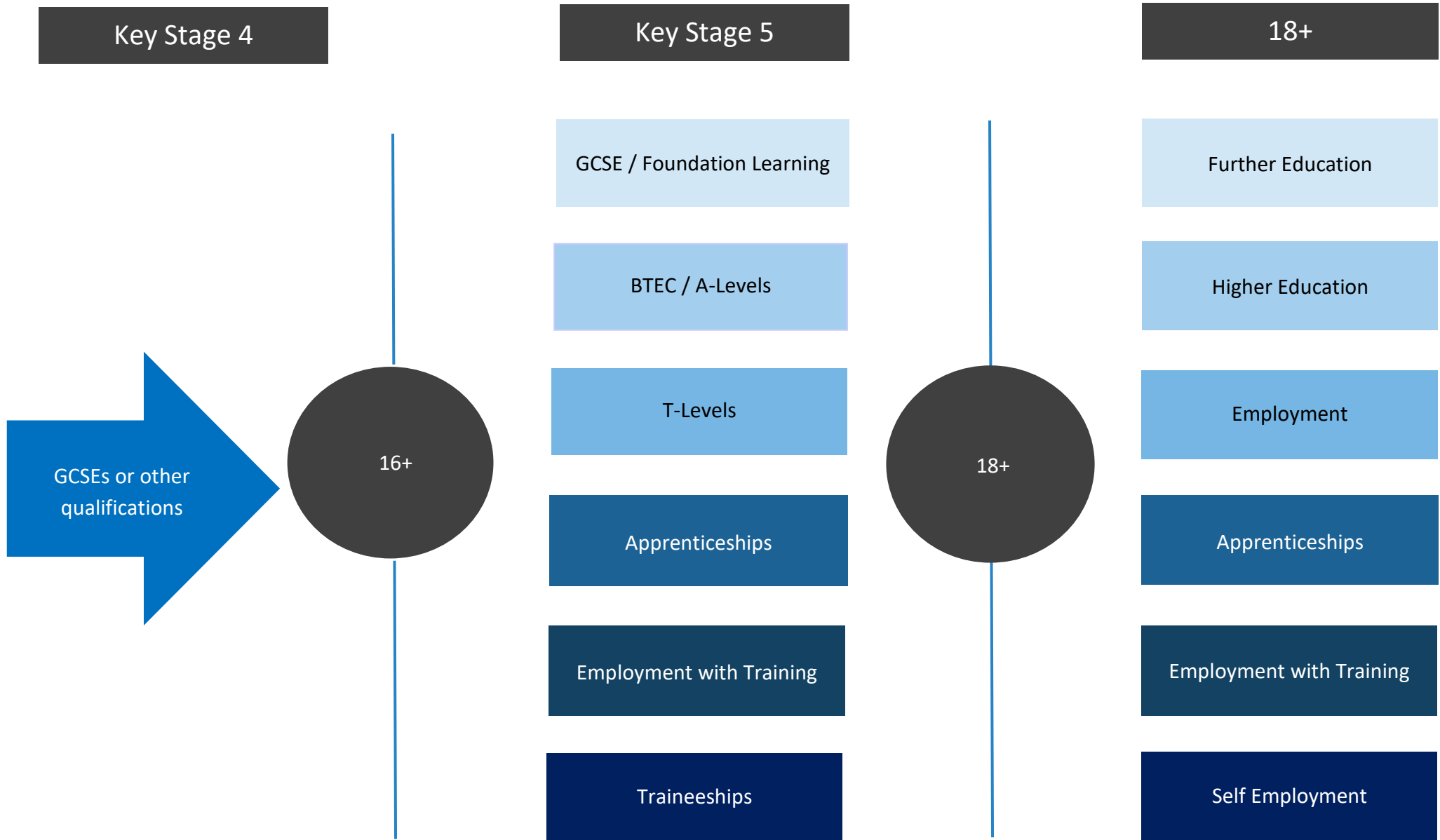
The reach of virtual learning allows experts to be present and reach students they might not normally have been involved with.

A positive post-pandemic impact on education, is that schools and colleges have been pushed to rethink how students are tested.

“53% per cent of UK students reported being dissatisfied or very dissatisfied with their social experience in the autumn term.”

(Office of National Statistics, 2021)





Your style of studying could very well determine the path you decide to take towards achieving your intended career goal. The table below displays some of the skills and behaviours that could be useful to you in an Apprenticeship or whilst studying A-Levels/Vocational courses.

Possible skills and qualities for different pathways

Apprenticeship/Traineeship	Study A-Levels	Study a BTEC, NVQ, T-Levels
<i>Fast learner</i>	<i>Research skills</i>	<i>Combine practical learning with theory</i>
<i>Enthusiasm</i>	<i>Independent learner</i>	<i>Hands on approach</i>
<i>Interpersonal skills</i>	<i>Organisation skills</i>	<i>Lead to specific jobs</i>
<i>Work ethic</i>	<i>Academic/theoretical study</i>	<i>Commitment</i>

Academic Route

“A-levels are exam-focused, and the benefit is that you pick three or four different subjects in your first year, so you don’t need to commit to studying just one area. These are well established, have an academic focus and are recognised by all universities across the country”

- Jamie Bradford, De Montfort University.

T-Levels

“Now, more than ever, it’s vital that young people across the country have access to high-quality technical education to provide them with the skills they need to succeed and employers with the workforce they need for the future.”

- Education Secretary, Gavin Williamson

Apprenticeships

“Nobody understands the skills employers need better than the employers themselves. That is why we are placing them in the driving seat. They are designing apprenticeships so that they focus on exactly the skills, knowledge and behaviours that are required of the workforce of the future.”

- The Rt Hon Sajid Javid MP & The Rt Hon Nicky Morgan MP

Take a few moments to consider how you will achieve your ideal career. What qualifications will you need? Will you need relevant experience along the way? Start by filling in the box at the top titled '**Where do I want to get to?**' and then work your way up from the bottom to see how much you know about your intended career path.

In the **Where am I now** box located at the bottom of the page, you could for instance write '*apply for work experience at a local art studio*' or even write down the results you received e.g. 5 GCSEs 4-9 including Maths & English or the course(s) you are due to begin.

Where do I want to get to?

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Where do I want to get to?

Where do I want to get to?

Where do I want to get to?

Where am I now?

Where am I now?

My Journey

Activity

The exercise below is geared towards providing a snapshot of how you see yourself. Rate yourself on each skill by marking the box beside with:

✓ = Expert = Good ✗ = Learner

How good are you at...?	Rate Yourself
Communicating in a way that is appropriate to the situation	
Working well with others	
Making use of help and support when working with others	
Knowing what digital skills are in demand from employers	
Writing CVs, letters and job applications	
Presenting yourself effectively at interviews	
Know how to motivate others around you	
Analysing and translating useful information	

How good are you at...?	Rate Yourself
Planning your own learning	
Adapting to different environments	
Being clear about which skills you need to develop and improve	
Timekeeping and attendance	
Actively listening to others	
Producing high quality work on time	
Taking prompt and appropriate action when facing a problem	
Able to accept constructive feedback to improve work quality	

Employability skills are personal qualities that make you “employable”. They can be the difference between gaining and maintaining a job, simply getting a foot in the door to advancing through to a career. They also translate to virtually every part of your working life.



Best Hard Skills

Definition:

- Acquired knowledge
- Taught or gained through on-the-job training or school
- Sometimes reflected by a license or certification

Examples:

- Computer Technology
- Remote Working Software
- Data Analysis
- Certifications and Licenses
- Marketing
- Project Management
- Design
- Cloud Computing
- Mobile and Web Development
- Network Structure and Development



Best Soft Skills

Definition:

- Can be considered “people skills”
- Develop naturally as you grow up
- Used for interacting with others and coping with work

Examples:

- Communication
- Teamwork
- Adaptability
- Problem-solving
- Creativity
- Work Ethic
- Interpersonal Skills
- Time Management
- Leadership
- Attention to Detail



The difference between hard and soft skills

Hard skills concern an employee’s ability to do a specific task, and soft skills are more about the way they do them — how they adapt, collaborate, solve problems, and make decisions.

Hard skills include specialised knowledge and technical abilities, such as software development, tax accounting, or patent law expertise. In looking for soft skills, companies are focusing on candidates with emotional intelligence. They range from embracing criticism as a learning opportunity to exploring the “why” in every situation.

FASTEST GROWING INDUSTRIES 2021

1. Equipment & Supplies
Wholesaling
2. Online Food Ordering &
Delivery Platforms
3. Bicycle Retailing
4. Online Alcohol Retailing
5. E-Commerce & Online Auctions

HIGHEST PAYING JOBS 2021

1. Aircraft Controllers
2. Chief Executive and Senior
Officials
3. Aircraft Pilots and Flight
Engineers
4. Marketing and Sales Directors
5. Legal Professionals

**Did you
know?**

TOP COMPANIES TO GROW YOUR CAREER

1. Barclays Bank
2. Tesco
3. NatWest Bank
4. British Telecom
5. PwC UK

TOP EMERGING JOBS

1. Artificial Intelligence Specialist
2. Data Protection Officer
3. Robotics Engineer
4. Site Reliability Engineer
5. Customer Success Specialist



Social Media Revolution

In November 2020, Charli D'Amelio became the first TikTok user to reach 100 million followers. She now has more than 120 million followers.

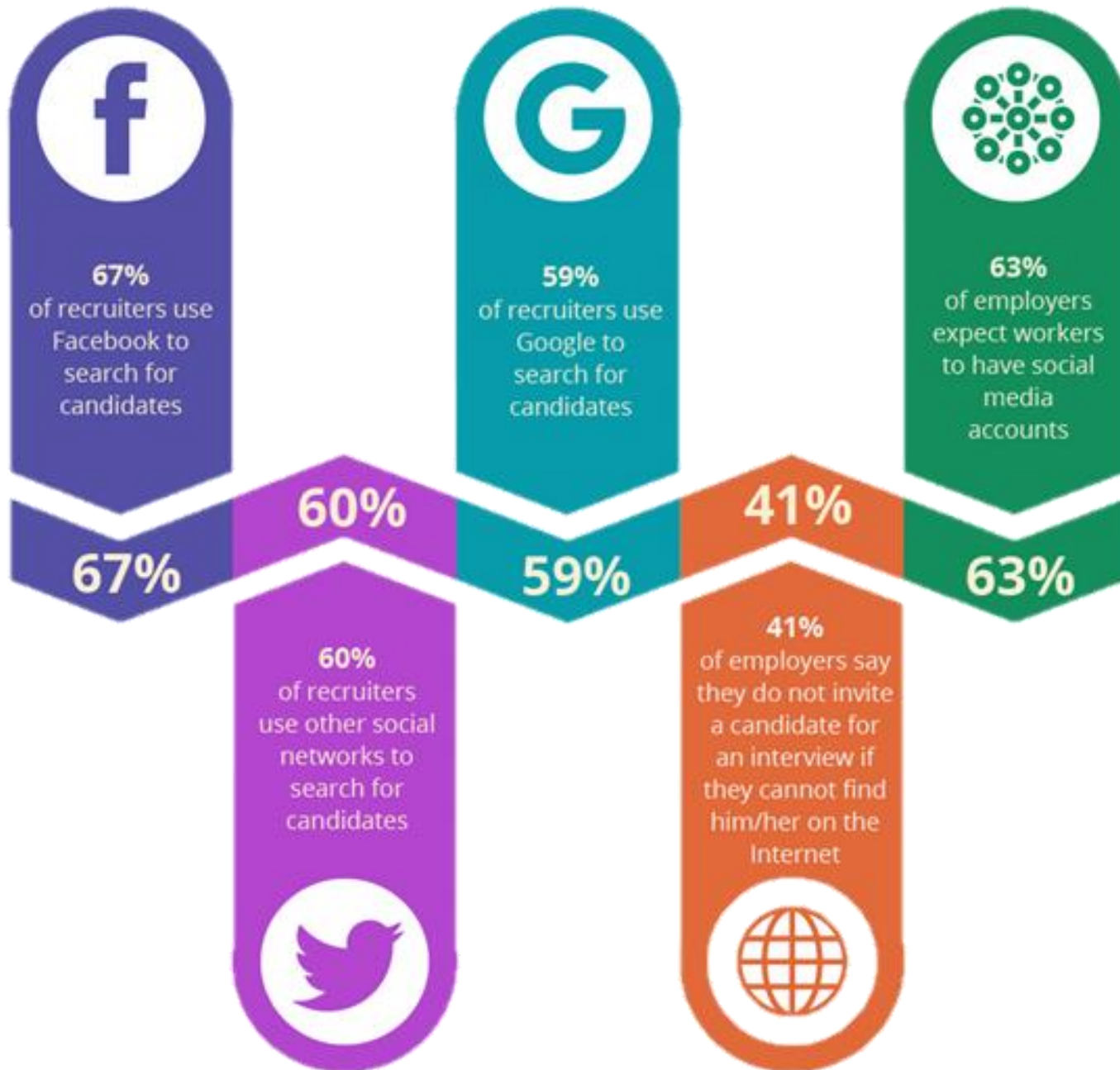
Charli D'Amelio is an American social media personality and dancer.

Charli was a competitive dancer for over 10 years before starting her social media career. She joined TikTok in 2019 and garnered a huge audience from her dance videos.

Charli has an estimated net worth of \$4m (£2,938,100).

In the boxes below, list two skills that you might need to become a top influencer like Charli D'Amelio?

Think before you post



Watch the clock

Avoid drama

Do not post your location

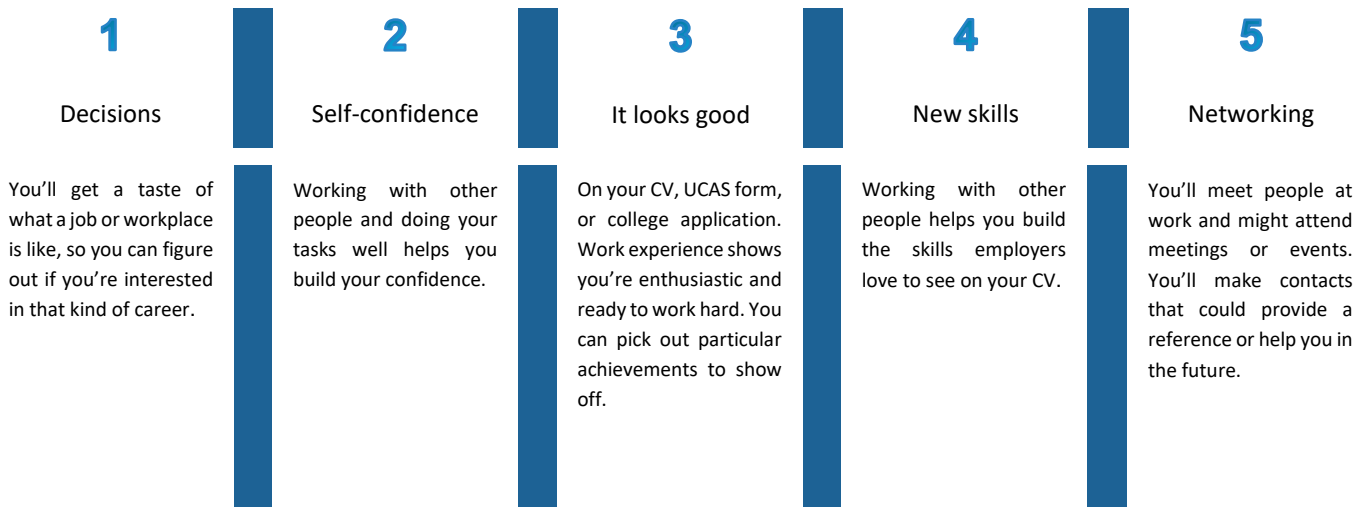
Anyone can see what you post online

Anything you create or communicate can be cut, altered, pasted, and sent around

Once you put something online, it's out of your control

“How do I get work experience without a job?”

An all too common phrase voiced by many young people looking for work. Below are five reasons for why work experience is important.



Work Experience Examples

Volunteering

You can pick a project you care about and give as little or as much time as you can

Work Experience

Younger students get a feel for an industry they're interested in working in

Work Shadowing

Shadowing to understand what they do and how they do it. It gives you a taste of what a job is like

Work Placement

Students apply their classroom learnt industry skills, in a real work environment

Internship

An internship can help you gain skills that can be applied to future jobs. Internships can be paid or unpaid

Extracurricular Activities

Being part of a sports team or another club or group such as a theatre group or choir

Personal Projects

Design and make something under your own steam, such as a DIY or craft project

Sandwich Placement

Some courses include a year-long placement with an employer

A well-written work experience letter could make all the difference when it comes to being considered for your ideal placement.

On the right is a template you can adopt to start your journey into the world of work.

Opening paragraph - Always double-check to make sure you've got the right address and name, and don't forget to edit it for each organisation you send your letter to.

Second paragraph - Give the employer a brief outline of who you are, what you're doing and explain what you're looking for. Include relevant subjects to the sector you want to go into.

Third paragraph - This section should express a genuine interest for your chosen company and field of work, which should coincide with your career goals and ambitions.

Fourth/fifth paragraph - List all of your relevant skills, and think of a real-life example to back each of them up. The examples can be from any area of your life, but it's important that they accurately quantify your skills.

Closing the letter - Reiterate. Close the letter by summing up your suitability and interest in the field, and always express your gratitude for their consideration

(Your name)
(Address)
(Postcode)

(Date)

(Employer's Name)
(Full Address)
(Postcode)

Dear Sir/Madam (or name),

I am a (year group) student from (school/college name), studying (list of subjects).

I'd like to enquire about a potential work experience placement at (company name), which I will be available to carry for (amount of time) from (start date) to (end date). I'm keen on gaining some practical work experience in (chosen field of work), because (reasoning for pursuing a placement with this specific company and field). I'm a (relevant skills and attributes), which can be shown in my (real-life examples that demonstrate your skills).

In my spare time, I like to (list relevant hobbies and interests), also I have some experience in/am a member of (list any groups/clubs/other work experience).

As an enthusiastic student with a keen interest in what your organisation does, as well as a passion to progress within this industry, I would be very grateful to be considered for an opportunity at (company name).

I look forward to hearing from you soon.

Yours (sincerely/faithfully)

(Your name)

Applying for Work
Experience

Have you considered getting involved in sports, volunteering or taking up a new hobby?

This is often a great way to develop new skills.

Some of these skills include:

A boost in Confidence

Essential Life Skills

Improved Academic Performance

Leadership Skills

Excellent communication skills



Extracurricular Activities

Young people who volunteer can gain a lot of benefits from the experience; including the chance to meet new people and satisfaction from helping others. There are a lot of volunteering opportunities out there for you to develop the skills you need for a job in the 'real world'.



Promote volunteering and other wellbeing experiences, manage your volunteer communities, and access the UK's largest volunteer network

<https://doit.life/discover>



This charity is dedicated to helping women who have been affected by cervical cancer as well as providing support to their families and loved ones.

www.jostrust.org.uk/get-involved



You can volunteer in most of their services from age 15. There are opportunities to raise money, run a university group or do work experience with them.

<https://www.redcross.org.uk/get-involved/opportunities-for-young-people>



This is a London-based organisation that provides breaks and holidays for disabled and visually impaired since the early 1960s.

<http://revitalise.org.uk/volunteer>



Volunteering is open to everyone! Give back to your community while building new skills and help to make London a better place.

www.london.gov.uk/what-we-do/volunteering/search/



Whether helping customers in a shop, doing essential admin in the office or working directly with young people at a service, our volunteers make a huge difference to children's lives.

<https://www.barnardos.org.uk/get-involved/volunteer>



CharityJOB is the UK's busiest site for charity jobs and volunteering opportunities. They regularly have more than 1000 voluntary, internship and trustee positions available across 27 job categories.

<http://www.charityjob.co.uk/Volunteer-Jobs>



Every day, in so many ways, their volunteers give their time and effort to make an incredible difference for older people. Without them, they couldn't be here when they're needed most.

<https://www.ageuk.org.uk/get-involved/volunteer/>



www.creativeaccess.org.uk/
www.gov.uk/find-internship
www.studentjob.co.uk/internship

www.internship-uk.com
www.e4s.co.uk/internship-jobs
www.prospects.ac.uk

Is a Traineeship right for me?

Traineeships are short periods of training and work experience designed for learners who aren't ready to take an Apprenticeship or start work.

They are an ideal opportunity for young people, aged 16-24, who are motivated to get a job but lack the skills and experience that employers are looking for and is for those who have not achieved a GCSE Grade 9 – 4 or equivalent.

Functional Skills

Level 1 and 2 English and Maths support

Work Preparation Skills

CV writing
Employability skills
Interview Techniques

Work Placements

High quality placements lasting from 6 weeks to 6 months

What are T- levels?

T Levels are an alternative to A levels, apprenticeships and other 16 to 19 courses. Equivalent to 3 A levels, a T Level focuses on vocational skills and can help students into skilled employment, higher study or apprenticeships.

Each T Level includes an in-depth industry placement that lasts at least 45 days. Students get valuable experience in the workplace and employers get early sight of the new talent in their industry. An industry placement of at least 315 hours must be provided.

What are the main components of a T-Level Qualification?

Technical qualification

The main classroom-based element part of a T Level where students will learn about their chosen sectors.

Industry placement

Runs for at least 45 days and will give students practical insights into their sector.

English, maths & digital provision

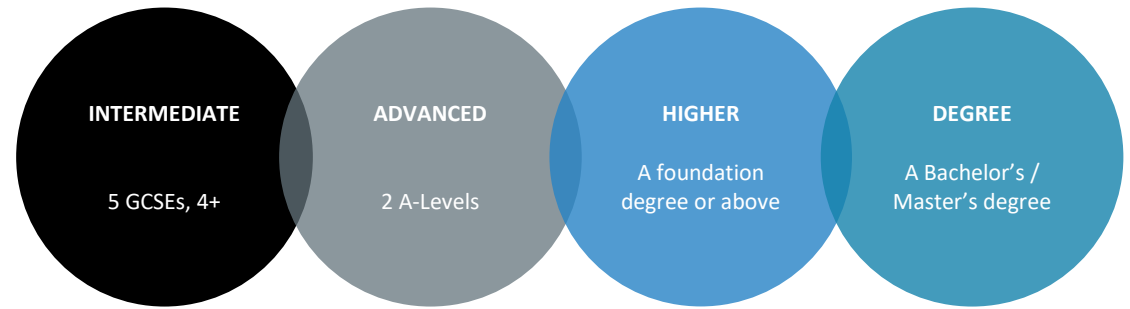
This is built into the classroom-based element of the T Level and is there to ensure students have these transferable skills.



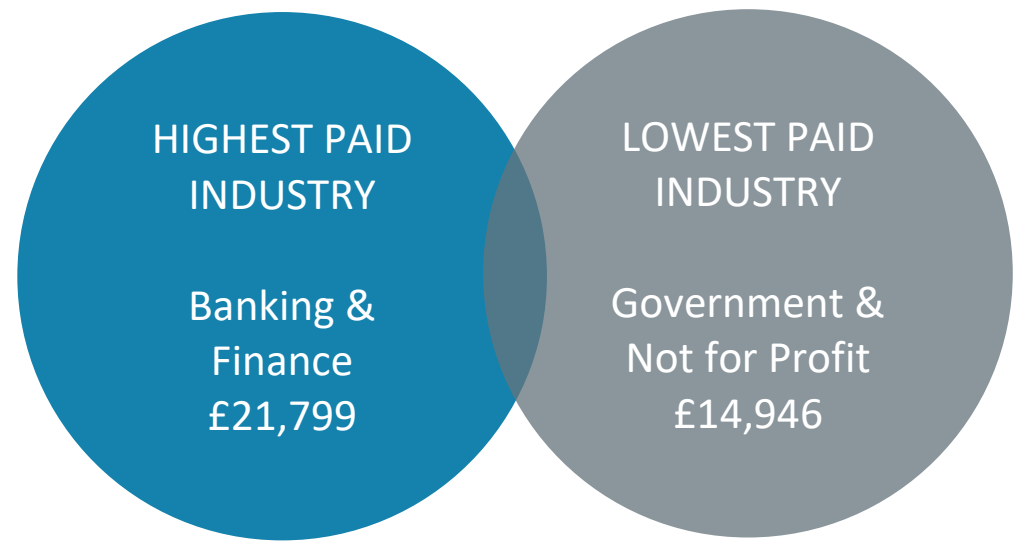
Apprenticeships

An apprenticeship is a real job with training so you can earn while you learn and pick up some nationally recognised qualifications as you go.

DIFFERENT LEVELS OF APPRENTICESHIPS



The national minimum wage (NMW) for apprentices is £4.30 per hour as from April 2021. Some of the UK's top employers offer very well paid apprenticeships.



Anyone living in England, over 16 years old and not in full-time education can apply to be an apprentice.

What's on offer: unis

Universities

Ada, the National College for Digital Skills	University of Bedfordshire
Anglia Ruskin University	University of Bradford
Aston University	University of Cambridge
Bath Spa University	University of Central Lancashire
Birkbeck College	University of Chester
Birmingham City University	University of Chichester
Bournemouth University	University College Birmingham
BPP University	University of Cumbria
Brunel University London	University of Derby
Buckinghamshire New University	University of Durham
Canterbury Christ Church University	University of East Anglia
City, University Of London	University of East London
Coventry University	University of Essex
Cranfield University	University of Exeter
De Montfort University	University of Gloucestershire
Edge Hill University	University of Greenwich
Harper Adams University	University of Hertfordshire
Imperial College Of Science, Technology And Medicine	University of Huddersfield
Kingston University	University of Hull
Leeds Beckett University	University of Keele
Leeds Trinity University	University of Kent
Liverpool John Moores University	University of Lancaster
London Business School	University of Leeds
London Metropolitan University	University of Lincoln
London South Bank University	University of Newcastle Upon Tyne
Loughborough University	University of Northampton
Manchester Metropolitan University	University of Northumbria at Newcastle
Middlesex University	University of Nottingham
Nottingham Trent University	University of Plymouth
The Open University	University of Portsmouth
Oxford Brookes University	University of Reading
Plymouth College Of Art	University of Salford
Queen Mary University Of London	University of Sheffield
Ravensbourne Limited	University of Southampton
Sheffield Hallam University	University of Suffolk
Southampton Solent University	University of Sunderland
Staffordshire University	University of Warwick
Teesside University	University of West London
The Royal Agricultural University	University of the West Of England, Bristol
University of Bath	University of Wolverhampton
University of Bedfordshire	University of Winchester
University of Birmingham	University of Worcester
University of Bolton	Writtle College
	York St John University

* Statistics from GOV.UK

What's on offer: employers

Examples of employers' offering apprenticeships

Accenture	Fujitsu	Royal Air Force
AECOM	GCHQ	Royal Navy
Airbus	GE	Sainsbury's
Arcadis	Grant Thornton	Santander
Army	GSK	Sellafield
Atkins	IBM	Severn Trent
Babcock International Marine & Technology	J.P. Morgan	Siemens
BAE Systems	Jaguar Land Rover	Skanska UK Plc
Balfour Beatty	JCB	Sky
Barclays	KPMG LLP	Staffordshire University
BBC	Laing O'Rourke	Tesco
BDO	Lloyds Banking Group	Thales
Boots	Mace	Transport for London
BT	Marks & Spencer	Troup Bywaters + Anders
Capgemini	McCann Worldgroup	TUI
CGI	National College for High Speed Railway	Unilever
Cisco	Nestlé	Virgin Media
Civil Service Fast Track	Network Rail	Vodafone
Deloitte	OMG	Wates
Dentsu Aegis	PwC	Wessex Water
Dyson	QA	Willis Towers Watson
EDF Energy	Renishaw	WSP
EY	Rolls-Royce	

Please note that this information is correct as of publication. For an up-to-date list please visit gov.uk/apply-apprenticeship

* Please note that this information is correct as of publication.
To view current live employer vacancies please visit gov.uk/apply-apprenticeship



In 2017/18 there were 10,880 apprenticeship starts at levels 6 and 7, of which 59.1 per cent (6,420) were starts on degree apprenticeships.

Higher and degree apprenticeships are offered by other training providers that are not listed. Use 'Find apprenticeship training' on GOV.UK to easily search for details on training providers and the apprenticeships they offer.

Ask The Apprentice

Jaspreet successfully completed her Apprenticeship in Business Administration in January 2020 and works within the firms Residential Property team at their Darlington



At the end of the Apprenticeship do you feel like an integral part of the team?

"I absolutely feel like an integral part of my team and following my apprenticeship I was really happy to remain with the firm in Conveyancing Department."

How have you found your time as Apprentice?

"I have found my time as an apprentice enjoyable as the working environment itself has been enjoyable to be in. I have never felt as if I have been treated differently for being an apprentice and from the day I first started I have felt welcome and a valuable member of the team."

Why did you choose to take the Apprentice route?

"I chose to do an apprenticeship as I didn't think that carrying on school life would be the best choice for my career development. I wanted to try something a bit more 'hands on' and gain real experience as to what working life would be like."

Do you feel the Apprenticeship has developed you as a person?

"I do feel like this apprenticeship has made me a lot more mature. I have continually gained experience throughout my apprenticeship as I have had exposure to different tasks and worked within different departments."

What sort of things have you been doing for the firm as an Apprentice?

"Initially I carried out general administration duties, such as working on reception, post collection, scanning documents into the firm's case management system and other basic functions required to keep a business functioning."

Any other advice for people considering doing an Apprenticeship.

"Make sure you choose an apprenticeship within a sector you would be happy working in and to stick at it no matter how hard it may seem or if you feel like you aren't making a significant impact to your workplace."

"I chose an apprenticeship because I wanted to gain professional experience while learning. I heard about the Ford Apprenticeship and instantly applied online. This has provided me with a trade and job for my future. I am now a Qualified Ford Light Vehicle Technician.

I saw the apprenticeship as a career and was determined to find something in the motor industry. I've always had an interest in cars so the motivation and passion was already there for me."

Daniel Sykes – Technician Apprentice – Ford

"At the beginning it was really nerve-wracking but everyone was really nice and made me feel welcome. I really like working in the NHS and want to further my career here. To people considering an apprenticeship I'd say – definitely do it! You see and learn lots and get paid to train at the same time."

*Georgia Hudson, Business Admin Apprentice –
Chesterfield Royal Hospital (NHS)*

"After being in school for so many years, I guess the biggest challenge was getting used to a different way of working. I feel like the apprenticeship is more relevant than college only study as you get hands on experience of the job you are researching.

You find out that everyday is different and to expect the unexpected! You can get feedback on how you are working directly from your team."

Lyndsay – Child Care Apprentice, Stramash

"I found the confidence I needed to take the apprenticeship, because I knew theatre is what I loved and where I wanted to be. There's never really a typical day. There's always different working hours and different people, which is my favourite part of it."

Hosanna, 18, TECHNICAL APPRENTICE, Royal Opera House

Apprentice Testimonials



What do Employers think?



"A large number of our senior team and managers started life as apprentices and on the shop floor, which shows the benefits that come from 'growing' our own talent and future workforce. Our apprentices learn specific skills from day one, developing specialist knowledge that enables us to build a dedicated and loyal workforce for the future."

- **Ceri Travers - William Hare Ltd**

"Our apprentices have introduced new life and energy to our business."

- **Digital Pie – Creative Media Sector**

"At Eco Wings, we value the contribution of all the apprentices that work with us. Their interest and dedication to engage in the care industry are most welcome. The demand for this type of employment is rapidly growing, and so it is a very worthwhile career path to support."

- **Eco Wings – Adult Care Sector**

"We aim to be a true reflection of the customers we serve and communities we operate in, which is why encouraging talent from all backgrounds to join our business is so important to us. We've found that Apprenticeship opportunities are one of the very best ways to equip people with the skills they need to succeed."

- **HSBC – Retail Sector**

When choosing an apprenticeship,
think about these three things:

THE VACANCY

Level
Sector
Employer
Training Programmes
Career Path

THE EMPLOYER

Work Environment
Company Size
Pay
Progression
Company Reputation

YOU, THE APPRENTICE

Technical Training
Networking
Study Time
Support
Career Prospects



Reading a vacancy

Administration & Social Media Apprenticeship

Bls Media Ltd

[Find an apprenticeship](#)

[Print this page](#)

Our publishing and events company are looking for an apprentice interested in administration and social media. This is an administration role and you will also help to promote and increase our conference registrations using social media platforms.

[Sign in to apply](#)

Closing date: 18 Aug 2021

Apprenticeship summary

Weekly wage

£150.50

[Wages explained](#)

Working week

Monday - Friday 9am - 5pm

Total hours per week: 35.00

Expected duration

18 months

Possible start date

25 Aug 2021

Date posted

26 Aug 2020

Apprenticeship level

Advanced

Level 3 (A level)

Reference number

VAC001646481

Positions

1 available

The role involves general administration duties:

- Sending emails
- Answering calls
- Managing files
- Assisting with producing content for our social media platforms across FB, Instagram, Twitter- with the specific aim of increasing our reach organically

WordPress experience is a plus.

The Business Admin and Social Media apprentice will play a key role in assisting with the production, publishing and reporting of social media content to the run up to our next events. You will work across a number of important areas, assisting with developing content for a variety of different audiences, for our major events in Global Global Events.



Research the company



Look for contract information



Read through the job duties



Check the criteria and required grades

A good apprenticeship application

What are your main strengths?

Please provide examples of when you have demonstrated your strengths

One of my main strengths is my ability to communicate effectively. Whilst doing my work experience placement with Barclays bank, one of my main duties was to greet customers and clients, take phone calls and book meetings for consultants.

Another of my key skills is my ability to work in a team. For example, during my Business Admin course I went on a 2-day entrepreneurship course, I had to work in team of 4 for a "Dragons Den" themed project. Our task was to design our chosen product; which meant I had to be reliable and able to listen to ideas from my colleagues.

(Shortened version) – Ideally you would add another 3 or 4 competencies/paragraphs

4000 characters remaining

What are your hobbies and interests?

Remember to include any personal achievements

My main hobby is playing football; I play once a week for a Sunday league team for whom I have been the captain for almost 2 years. I also enjoy cooking dishes for my friends and family as it relaxes me and allows me to socialise with them.

4000 characters remaining

What personal skills would you like to improve?

I would like to have the opportunity to develop on my team working skills as I do not have much experience in that field. Whilst I was doing my course at Sample Training I had two projects to work on as part of a team. We were tasked with coming up with an idea for a Dragons Den project. So I would like to improve on my team working skills or build on it, because working in a team is just as important as working on my own.

I would like to improve leadership skills, as school prefect I was given the opportunity to gain some basic management skills. I would like to learn how to use my time more efficiently and effectively.

Using my time to the maximum capacity will enable me to improve my productivity whilst balancing a healthy lifestyle. I would also like to improve on my sales skills, upselling a product and really knowing how to sell to an audience.

4000 characters remaining

Remember...

Research the apprenticeship thoroughly

Make a list of your experiences, hobbies, and interests

Make sure you tailor every application to the job

You'll need to be able to write about yourself

Talk about your skills, not just your hobbies

The application form will be similar to a job application

CV sorted?

A CV can be for work experience, an entry-level job or a school leaver training programme.

This is usually first part of the application process.

You should update your CV regularly and tailor it for every application you make.

Your CV needs to be easy to read and understand; with no errors, such as spelling and grammar mistakes.

PERSONAL DETAILS

Name
Telephone numbers including mobile contact details
Email address

Do not include any further personal details including marital status, gender, and nationality as this does not add any value and may impede your application. You should use Calibri or similar business font and the size should be 10.5 or 11.

PERSONAL PROFILE

This section should include a brief history of your school career and qualifications gained. This section should never be in bullet point format and should be no more than 8 to 10 sentences long. This is your opportunity to present your unique skill set and the value you can bring to an organisation; this will focus on what makes you stand out, your skill set (excellent communication and organisational skills etc.) and the value you bring to potential employers.

ACHIEVEMENTS

This section should include a list of achievements and should be presented in bullet point format.

Example: Acted as school prefect from 2001- 2005. Captain of the school rugby team.
Supported fundraising initiatives within the school including organising sponsored walk.

EMPLOYMENT EXPERIENCE

Start with most recent first and include details of any employment (even if not in your current chosen field). You should also include details of voluntary work including supporting fundraising activities or memberships of societies etc...

Title held, name of company **Dates of employment**
Insert further details of your key duties and responsibilities. Remember to use active verbs including sold, solved performed etc.

Sample duty

- X "Moving boxes all day"
- ✓ "Responsible for completing all paperwork involved in receiving, transferring and controlling stock levels."

EDUCATION & TRAINING

School/College **Dates of attendance**
List any qualifications gained including A levels, GCSEs or BTEC qualifications. University Name, dates (if applicable)

KEY SKILLS

- Include details of all skills you have to offer potential employers.
- Example: IT Skills: Bilingual, First Aid qualified, Typing speed 50WPM.

HOBBIES & INTERESTS

Include brief details of interests if you have the space on your document however avoid phrases such as, 'partying' etc. Try to make your hobbies relevant to the role and demonstrate skills the employer is looking for.

REFERENCES

Available on request

Use character references if you don't have work experience. One of your references should be a current or former employer and the second referee can be any person in a professional position e.g. former co-workers, coaches,

Creative Industries CV

With the expansion of digital and creative industries over recent years, CV formats have become more imaginative in these sectors

Chronological CV

Sometimes known as a traditional CV, a chronological CV is structured in reverse chronological order

Academic CV

Focused on educational achievements, academic CVs are used when applying for lecturing or research-based roles

Hybrid CV

A hybrid CV is a mix of the chronological and the skills-based/functional CVs

Technical CV

Mostly needed for IT roles, the technical CV provides a format for highlighting specific technical skills relevant to the role

Skills-based CV

The skills-based CV allows you to focus on the skills you have developed in various areas of your life

Ideally you should tailor your Profile for each employer and role, highlighting those areas of experience most relevant to the specific job and ensuring your career aspirations exactly match the role on offer.

Name

Address
01234 900621 • 0113 000 0000
name@mail.com

Personal statement

A recent business economics graduate with a 2:1 honours degree from the University of X, looking to secure a Graduate Commercial Analyst position or similar to utilise my current analytical skills and knowledge and also help me to further develop these skills in a practical and fast-paced environment.

My eventual career goal is to assume responsibility for the analysis and implementation of all commercial data and actively contribute to the overall success of any business I work for.

When writing your personal profile, ensure it is:

- ✓ Short (no more than 6 lines);
- ✓ Relevant to the job you are applying for
- ✓ Contains some real-world examples and relevant achievements.

Below is an example of a personal profile

School leaver

“An ambitious school leaver with eight strong GCSE passes and a commitment to pursuing a career in retail. Completed an enjoyable period of work experience at John Lewis, demonstrating a natural aptitude for interacting with customers and providing service with a smile. Played a key role in the school’s successful netball and hockey teams. Keen to secure an entry-level role with a fashion retailer, which will provide opportunities for further development and progression.”

Exercise: Stand out from the crowd

Consider your chosen industry and create a personal profile of about 4 or 5 lines.

Writing a cover letter is more like introducing yourself. It gives you an extra chance to sell yourself and show some personality.

A good cover letter should include:

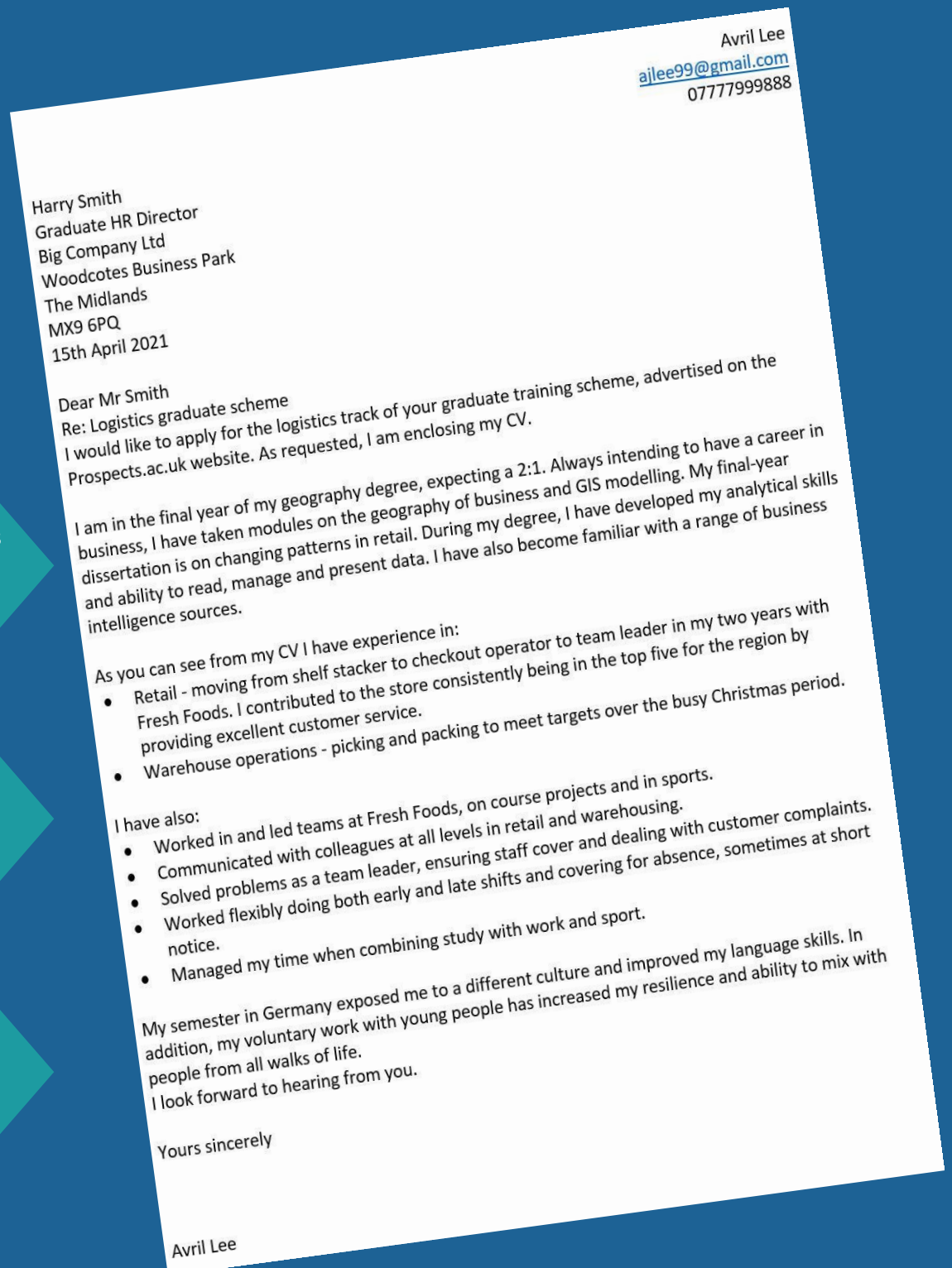
- An opening statement that briefly introduces you to the reader.
- A main body that highlights qualities and characteristics you have that are relevant to the job.
- A closing paragraph asking to arrange an interview.

Other things you can mention in your cover letter include:

Key strengths and contributions that show you are a stand-out applicant.

School work experience or volunteer work that demonstrates your strengths and attributes.

Any hobbies or interests that are relevant to the job or demonstrate your professional experience.



Employers will sometimes have to sift through dozens or even hundreds of applications and many will be very similar in appearance. Try to use language which is direct and appropriate in your application.



Be clear and concise

- Nearly half of all CV's that are more than two pages long are discarded.
- On average, recruiters will spend no more than 5-7 seconds looking at your CV.

Exude professionalism

- 43% of CV's are discarded because they are written in third person and 1 spelling or grammar mistake and your CV will be thrown away.
- 76% of CV's are ignored if you have an unprofessional email address.

Be aware of your competition

- There is an average of 118 people that apply for any given position, but only 20% of applicants get an interview.
- 35% of candidates who apply for jobs are actually qualified for the role.
- SEO (search engine optimise) your CV Employers are increasingly using ATS [applicant tracking systems] to filter the CVs. Just as you would put keywords into, say, your LinkedIn profile, you need to check keywords on the job specification and include them.



Back yourself up

When applying for certain roles, employers will often request you send a 'supporting statement' along with a CV or application form.

You have one shot at securing yourself an interview – to convince the panel of:

- What you have done in the past
- What you are doing in your current role that is useful to them
- Your developing skill set
- Your vision for the future
- How your strengths and skills can add value to the new school
- How your experiences to date can be used in the new context

Consider a 3-part statement:

- Opening
- Evidence
- Conclusion

General advice:

- Carry out the instructions to the detail
- No more than 2-3 pages
- Spell check
- Ask someone else to re-read and check for errors
- Do not reduce your font size below 10
- Break up with lots of paragraphs to make it easier to read

Include examples that will encompass a number of the identified criteria and your impact - e.g. a section from a person specification, indicating where each criteria will be assessed. Be clear, concise and direct, indicating how you have led, developed and worked through others, managed change, taken initiative and made a significant impact. The employer will appreciate that you work as part of a team but you must tease out your individual role and impact as clearly as possible.

Below is an example of a job description detailing which competencies could be assessed during a recruitment exercise. The 'X' shows at which stage your abilities will be tested.

RESPONSIBILITIES / DUTIES	ESSENTIAL	APPLICATION	INTERVIEW
1. You will be responsible for a wide range of general administrative experience	X	X	
2. You must have experience of Diary Management Using Outlook	X	X	
3. Experience of working within a team	X	X	X
4. Communications Skills: Written and verbal	X	X	

Supporting statement example

Below are examples of correctly matching your skills to a job description.

1. A wide range of general administrative experience

I have worked in an office environment for over four years and have extensive experience in a wide range of administrative duties. The duties I have carried out in my previous and present role are carried out on either a daily or weekly basis and consist of the following:

- Answering phones, photocopying, scanning, message taking, word processing of letters and general correspondence, assisting with travel arrangements, organising and preparing the boardroom for meetings, booking restaurants, diary management to name but a few.

2. Diary Management Using Outlook

I use Outlook on a daily basis for organising and arranging meetings for the Director, which often involves many high profile civil servants. One of the recent meetings I arranged was for the Oliver Tambo event, as this is a very important event for Haringey Council and these meetings were urgent they had to take place on a weekly basis and involved up to 10 people.

3. Experience of working within a team

I have a willingness to assist and help others in the office. A most recent example of this was helping my colleague with the organisation, collating and copying of the Budget Challenge Meeting papers for the Director of Finance.

My colleague and I discussed plans before we received the papers, she did the first part of the job by organising the folders and dividers and I did the second part which was photocopying and collation of all the papers. We needed ten copies of each paper, and then my colleague, Line Manager and I inserted the paper work into the folders, in the correct order as instructed.

4. Communications Skills: Written and verbal

On a daily basis I write standard letters and emails to internal and external bodies. These letters and emails have to be accurately typed and well presented.

An example of this is customer complaints; the information taken over the phone and put in writing has to be accurate with as much attention to detail as possible. These letters and emails will be passed onto the appropriate departments for consideration and have to be clear and concise.

Self-evaluation - Ask yourself?

1. Does my application present me as a candidate who really wants to work for this company or as someone simply looking for a new job?
2. Have I discussed my key achievements?
3. Have I outlined my key strengths and illustrated them with evidence and impact?
4. Do I sound as though I actually want this job, more than any candidate?

Assessment centres are designed to allow employers to see candidates in a variety of situations. You will be measured on your performance against a set of competencies that the employer is looking for. This means that if you don't do so well in one exercise, there are other opportunities for you to shine. Activities that you could be presented with could be: competency based interviews, behavioural interviews, role plays, in trays, group exercises, preparing and delivering a presentation, ability tests, personality testing and the list goes on.

Assessment criteria

Group exercises typically assess a candidate's behaviour in a group, and the overall group dynamics involved in the exercise.

Typical factors assessed in a group exercise include:

1. Team working ability.
2. Social skills, confidence and communication skills.
3. Business acumen.
4. Leadership potential and influence.
5. Capacity to deal with deadlines under pressure.
6. How compatible a candidate's skills and behaviour are for the role.
7. Interpersonal skills, i.e. Listening skills, persuasion, diplomacy, composure, patience



Assessment centres

“75% of assessment centres use group exercises”

PHONE

One of the initial interviews an executive will come across.

TRADITIONAL

Focus on highlighting how your skills, experience & accomplishments.

BEHAVIOURAL

The main objective is to try to uncover how you solve problems.

VIDEO

Saves the candidate and company money on travel costs.

GROUP

The hiring team interviews a number of candidates at the same time.

PANEL

Panel interviews consist of numerous interviewers asking a candidate questions.

LUNCH OR DINNER

This interview is meant to see how you fit with the rest of the team.

INFORMATIONAL

Investigative meetings where the candidate is not being considered for a particular role.

STRENGTH-BASED

Uncovers what the candidate “loves to do” instead of what they “can do”.

S

T

A

R



Situation

Task

Action

Results

Briefly set the scene to give the interviewer some context. Ensure that you refer to a specific instance and real people. Do not generalise about typical situations and avoid being vague.

Explain what your responsibility was in this situation and what the challenges and constraints were.

Describe what you did and why. Focus on your contribution to the task, not what your colleague or your team did.

Always try to end your answers on a positive outcome. If the situation did not end particularly well, explain what you have learnt from the experience to turn it into a positive example.

SITUATION

“One Friday afternoon, at approximately 4pm, my line manager rushed into the office and said that a delivery of stock was due any minute now. The delivery was scheduled for the following Friday, but the courier company had got the dates mixed up and therefore it was arriving a week earlier. This meant we had to drop everything and get ourselves prepared for the unexpected delivery.”

TASK

“The problem was, most of us were due to leave at 4:30pm that day, so there were not many people around to carry out the task of taking in the delivery, which usually takes at least an hour to unload and stock check.”

ACTION

“I immediately volunteered to stay behind late to help the company out in its time of need. I set about preparing for the delivery by getting together a small group of workers who I knew would help me achieve the task quickly and accurately. Then, I handed out jobs to the people in the group, which including handling the goods, checking them off as they came through the warehouse and also stocktaking. I briefed all of the team so that everyone knew their role within the task. Once the delivery arrived, we worked hard to achieve the end goal.”

RESULT

“Following the team’s hard work, we managed to get the delivery unloaded, stocked on the shelves and cross-checked, much to the gratification of our line manager. He thanked us all for volunteering to get the task completed quickly, safely and accurately.”



Plan ahead

- ✓ Check where and when – sort out any travel and accommodation you need.
- ✓ Be ready for questions – about your application, as well as your chance to ask about the job role.
- ✓ Know your stuff – show you know the latest in your subject area, and keep up to date with the news.

What might the employer ask me?

- ✓ Why are you the best person for the job?
- ✓ What relevant experience do you have?
- ✓ What do you know about this company?
- ✓ Why do you want to work for this company? – do not say...MONEY!!!

Know your company

- ✓ What is the companies' history and its values?
- ✓ What do they really do?
- ✓ How long have they been around?
- ✓ What additional services do they provide?

Preparing for a video interview

Video interviews are often used in the early stages of the interview process to filter out large numbers of candidates. They can vary in style and length. The obvious benefits are the money and time savings for both you and the company. It also means that the recruiter and their colleagues can watch the interview again rather than just relying on notes.

Video Interview Tips

- Find a quiet, private, well-lit place, free from possible interruptions.
- Ensure your internet connection is stable.
- Check that your computer's audio is working.
- Test your computer's webcam.
- Close any unnecessary web browser tabs and applications.
- Dress professionally and avoid bright colors.
- Have a pen, notepad and copy of your CV on your desk.
- When listening, nod and smile to show you are engaged.
- Use hand gestures when appropriate.
- Place your phone in silent mode.



Sometimes in an interview situation, you might be asked a question which takes you by surprise such as 'what is your greatest weakness?' it could be that the employer wants to see how fast you can think. Consider how you might answer some of the questions below:

What is your greatest weakness?

This is a very common question to be asked, and it doesn't take much time to prepare for it. But, you do need to be prepared! These answers are not what you want to be saying:

- I don't have any. *(Amazing and unbelievable!)*
- I have so many; it's hard to pick just one.
- I'm not a good speller. *(secretarial job)*
- I hate dealing with difficult people. *(customer service job)*
- I'm bad with maths. *(analyst job)*
- I'm not very good with the newer versions of Microsoft Office, I like Office 97 best.

Why should we hire you?

This question is an opportunity to make a personal sales pitch, focused on the benefit to the employer, not the benefit to you for having the job (the employer understands how you will benefit). Most of these answers are worrisome:

- I don't know. *(Neither will the employer.)*
- No one else will hire me.
- I need the money.
- I need a job.

Tell me about yourself

This question is not an invitation to confess your greatest hopes or your biggest sins. But it is another opportunity to show the employer how your skills and experience match up with the requirements of their job. Having nothing to say may be interpreted by the employer as lack of interest and/or lack of preparation.

There's not much to tell. (Professional spy?)

"My real job is rock musician. I'm the drummer. But our agent quit, so we don't have any gigs scheduled the rest of the year. We're looking for a new agent, and I hope to get back to that soon. That's what I really do."

Do you have any questions?

Applicants often shoot themselves in the foot with this question, as you'll see in these responses. Would you want to hire the people who gave any of these answers? Neither would I. Yes, you should have questions! But not these:

- Will I need to pass a drug test before I get hired? How much notice will I have?
- How often do people get salary increases here?
- Do you cover sick days? How many can I have each month?
- How much annual leave will I get?
- How big is the employee discount? Is there a limit on how much I can buy? Is it OK to resell?

Am I job ready?

1. I can list at least 3 employability skills I possess (list below)

List your skills below	
1	
2	
3	

2. I can provide quality examples of my employability skills

Skill 1	Skill 2
List skill: Write example below:	List skill: Write example below:

3. I know how to create both a CV and cover letter

Not a clue! A bit worried Unsure Should be okay Confident

4. I know what an apprenticeship is...

Not a clue! A bit worried Unsure Should be okay Confident

5. I know the difference between apprenticeships and higher education

Not a clue! A bit worried Unsure Should be okay Confident

6. I know how to effectively apply for vacancies and work experience

Not a clue! A bit worried Unsure Should be okay Confident

7. I know where to find apprenticeship vacancies

Not a clue! A bit worried Unsure Should be okay Confident

8. I know how to conduct myself in job interviews

Not a clue! A bit worried Unsure Should be okay Confident

9. I am aware of how my digital footprint can impact my career prospects

Not a clue! A bit worried Unsure Should be okay Confident

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