

Mini-series: Own your CV

Episode 6

Tailor your CV to Beat the Bots



CAREERS SERVICE

OWN YOUR FUTURE

What we will
we be
focusing on in
this episode....



How software is used to
screen CVs



Applicant Tracking Systems
(ATS) and how they work



How to tailor your CV so it
beats the bots!



- Designed to search your CV for key words, terms, titles, experience, qualifications, skills etc.
- Results of electronic scan are used to score applicants - only high scoring applications get seen by recruiters

Peer Career Support at the UCT Careers Service

General Duties Include

- Reception and customer service (students, university colleagues and company representatives)
- Helpdesk (informing, educating and referring students to appropriate careers resources, services and facilities; email correspondence with students where appropriate; CV and cover letter screening)
- **General administrative** and event support (administration of online job opportunities and web-based employer database; events logistics and support, filing, faxing)
- **Financial administrative** assistance (client billings and liaison with CS and UCT finance dept colleagues to process documentation as required)

Personal Requirements

- Recent **UCT graduate** or currently registered postgraduate student
- Professionalism – highly reliable, punctual, responsible, flexible individual
- **Good communication:** excellent English – written and verbal skills
- **Interpersonal and teamwork skills**
- **Customer service experience** and skills
- Ability to prioritise, show initiative and problem-solve independently
- A thorough, systematic and organised work style
- Proficiency in **MS Word and MS Excel**
- Interest in the field of careers work
- **IT experience** will count favourably

Successful candidates will be required to participate in a full induction programme, details of which to be advised on acceptance of contract.

Key words and terms are taken directly from the job advert

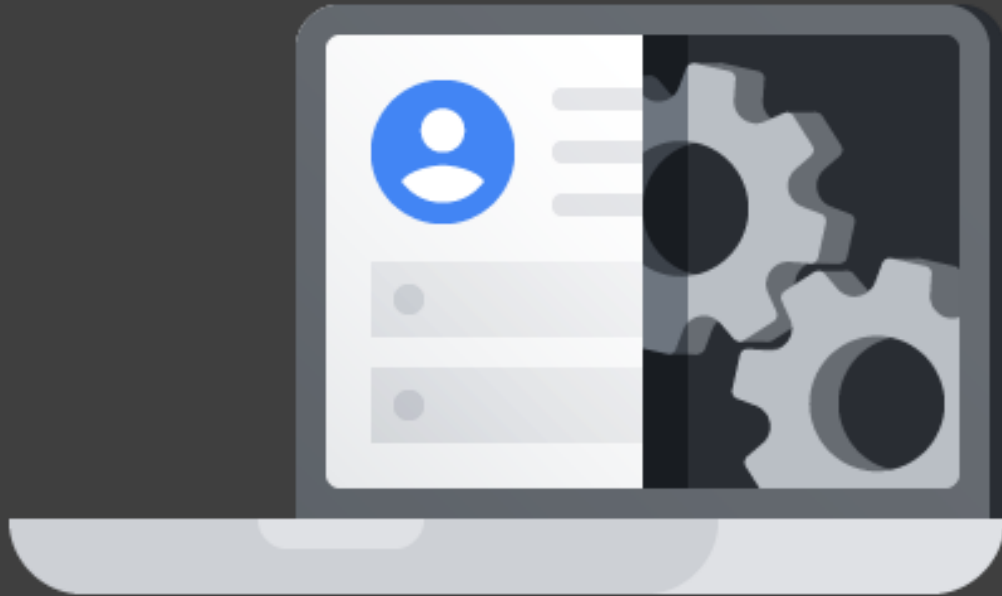


Image: Hire by Google

How ATS works

- Your CV is loaded into an ATS and text is then broken up and analysed
- Your CV will be overlooked if it's in a complicated format or doesn't use key words

Formatting Guidelines



Do not use tables, columns, graphs, images or headers and footers



Use standard, explanatory headings separating sections



Sequence activities in reverse-chronological order with clear dates in consistent format e.g. December 2019 – February 2020



Use one simple font



Stick to simple bullet points and use only for sub-points



Submit in requested format

Style and Content Guidelines



Only include relevant points and keep them concise



Leave off any roles or experiences not applicable



Give more words and space to most relevant activities and achievements



Try to include measurable results and quantifiable evidence



Use action words



Use simple, note-style language



Write out terms in full and also include acronyms e.g. Bachelor of Arts (BA)

Tailoring your CV

Adapt your CV each time to the role that
you are applying to

How to Tailor your CV



Use exactly the terms (and acronyms) from the job advert e.g. Fluent French, Report writing, Computer-Aided Design (CAD)



Include a Skills section



Place key words or terms 2-3 times in your CV – these are most often tasks or skills e.g. Relationship-building, Content development, Social media marketing



Reiterate key words in various sections e.g. Data analysis can go under Skills and within Work Experience wherever it was performed

Final Touches



Don't forget to check for typos or errors!



Test your CVs performance by uploading to a free ATS review such as [Jobscan.Co](https://www.jobscan.co)

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