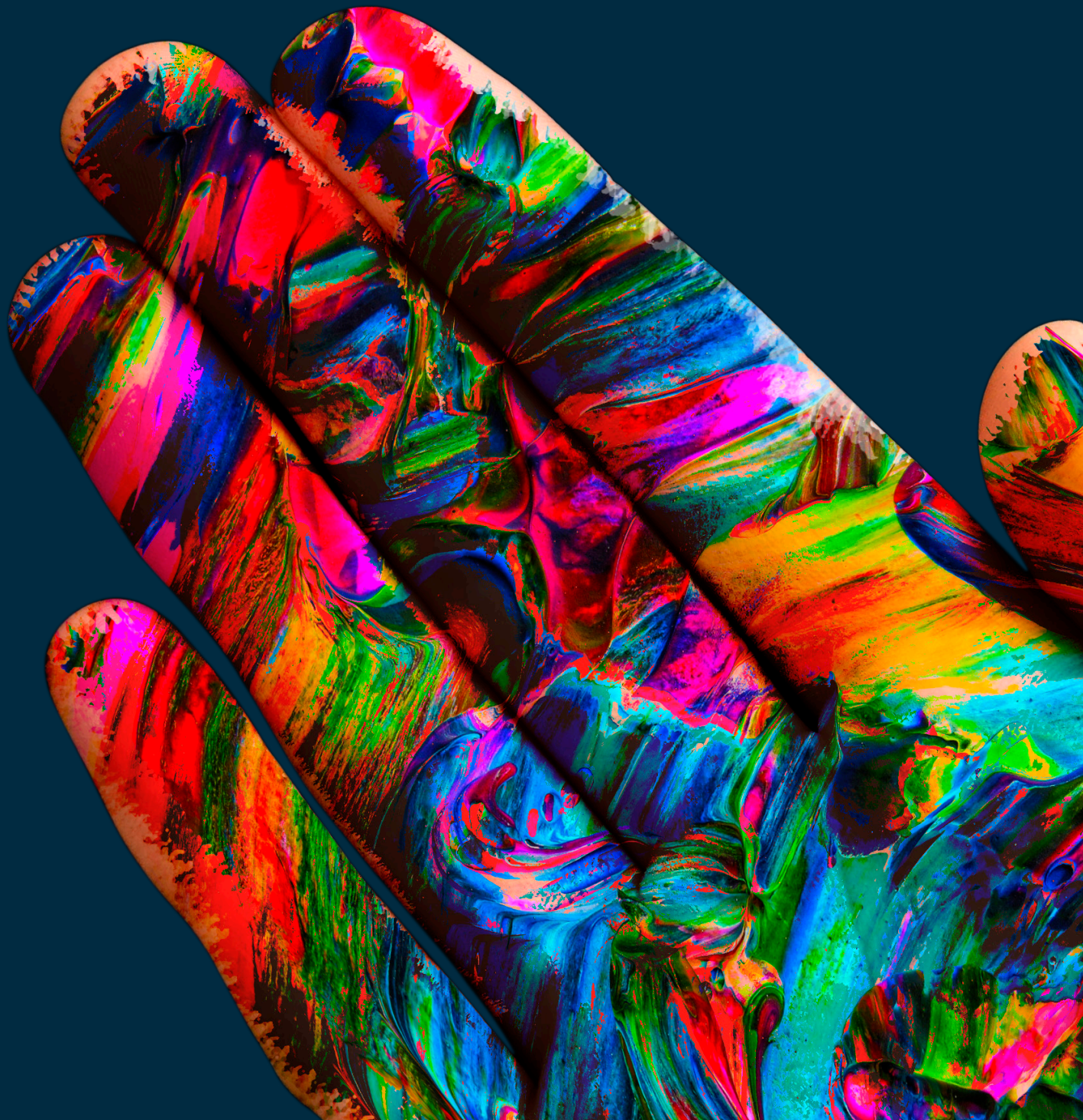


Diversity

JOBS GROUP

Job Seeker Tools



What's included?

We understand that finding a job may present you with many challenges so we want to give as much support as we can.

This pack contains everything you need to know to help you find your next job opportunity and details of support to help you look after your health & financial wellbeing.

The guide has been developed by the Diversity Jobs Group recruitment team and includes some of their top tips that recruiters and hiring managers look for during the recruitment process.



Everything you need:

This pack contains everything you need to find that perfect next opportunity.

- Where to look and how to apply
- Top tips for using social media
- CV Tips
- Cover Letter Tips
- Interview Tips
- Typical interview questions & tips
- Overcoming Rejection
- Health & Wellbeing Support
- CV Template
- Cover Letter Template

Where to look

Diversity Jobs Group is a suite of 9 Diversity and Inclusion Job boards.

Our focus is to engage and attract talent from marginalised and underrepresented communities, providing companies with a broader choice of exceptional talent, and allowing you to grow your organisation through diverse choices.

We provide job seekers, with bespoke and safe job boards that embrace diversity by building supportive communities that grow in confidence and representation.

How to apply:

To apply for a job online and to complete online job applications:

- Internet access
- An email address
- A phone number, ideally a mobile number as some companies use text prompts
- An up-to-date CV
- A cover letter
- Your employment history
- Your availability to work if you're applying for a part time job

Top tips:

- As part of the application process you may need to take an online employment test and be prepared to provide references.
- To create an account, you'll need to register with a current email address so that your account can be confirmed. Your username will either be your email address or a name you select you will be able to choose a password for your account.
- Some sites allow job seekers to register with their Facebook or LinkedIn information. On these sites, you will be able to use your Facebook or LinkedIn username and password to access the site. You may also be able to import your employment history from the site you use to connect.
- Most job sites provide an option for job seekers to post a CV online. After you upload your CV, you will be able to use it to quickly apply for jobs on the site.
- Depending on the site, you'll be able to make your CV viewable for employers which will give your job search extra exposure.
- When you look for jobs online, the most effective way to search is to use job keywords to find jobs in the career fields and industries you are interested in.
- Company pages are also a good place to look for new job postings, especially if you know what companies you are interested in working for. You can go directly to the job board and search for and apply directly.
- Apply directly on the Diversity Jobs Group board whenever possible, your application will go directly into the company's applicant tracking system and you will be able to monitor its progress.



Social Media

Many hiring managers look at a candidate's social media profile before an interview so it's important that your profiles are ones that you are comfortable for potential employers to see.

The two most widely used social media platforms used by recruiters are Facebook & Linked-In.

Here are some top tips to help you search for jobs and ensure your social media profile stands out positively to employers.



Linked-In News recently launched 'Here's who's hiring in the UK – it's a place to track some of the companies that are currently looking for new staff. The tracker features companies with at least 50 vacancies and covers a variety of industries.

The list of open roles will be updated on a weekly basis;

<https://www.linkedin.com/feed/news/heres-whos-hiring-in-the-uk-4905516/>

If you've never used Linked-In before try creating a profile and follow these top tips:

1. Create a headline that describes your expertise, what you are doing and looking for
2. Upload a professional photo – use a headshot
3. Create a summary of your career & experience
4. Include qualifications, skills, connect with others and turn on "Let recruiters know you're open"

Top Vacancies in UK include:

- Delivery Driver
- Retail Assistant
- Warehouse Operative





CV Tips

When we look at your CV, we're scanning it for reassurance that you tick all the right boxes. So, make it easy for us to see that you do. There are templates available on Microsoft word to help start you off or find some templates at www.myperfectcv.co.uk or at the end of this pack. The basics you should cover – under these headings – are:

Personal profile and contact information –

This is the best place to include your personal profile such as your contact details and postal area – no more than two lines.

Personal Statement -

All good CVs contain a powerful introduction. These introductions are usually called personal statements. The aim is to convince hiring managers that you're the best candidate for the job. It's your chance to stand out from the competition. Demonstrate your key selling points but keep it brief 100 - 200 words in length. Use short, crisp sentences. Some examples you could tailor to use in your own CV are below:

1. A creative, enthusiastic Sous Chef with 12 years' experience of managing kitchen operations whilst liaising with Senior Management in development strategies. Benefits from a breadth of international exposure having acquired academic and professional experience in Italy, Spain and the UK. Passionate about the culinary arts and the creation of novel recipes such as a new Italian chicken recipe which became the most popular menu item and generated a 4% increase in revenue. Instrumental in driving improvements in productivity by overhauling processes and implementing a positive kitchen culture.
2. A conscientious and professional customer service assistant with experience in sales, customer service and merchandising. A highly organised and efficient individual, whose thorough and precise approach has yielded excellent results. Recent achievements with my current employer include redesigning the shop layout which resulted in sales figures increasing.
Work history / experience - Include bullet points of dates worked, job title, company, key responsibilities and key achievements in this section. Have your most recent employment at the top and work back from there. If you have a gap in your employment, write a short statement with the dates included as to why there is a gap. Managers should include details such as how many direct reports, what stakeholders you managed, what services you offered and to how many.
Education and qualifications - Keep short and clear, highlighting qualifications that relate to the role you are applying for.

✓ Keep it clear

Don't use lots of fonts and backgrounds. It should be carefully and clearly presented on clean white paper, with a clear, well-structured layout (follow our headers in 'keep it simple') and using one readable font. Check your grammar and use a spell check, attention to detail is a skill needed in all jobs so if a recruiter opens your CV and it is covered in grammatical and spelling errors, it show them you double check your work. Try getting someone else read your CV before submitting.

✓ Keep it relevant

Show that the shoe fits – tailor your CV for the job role. There are clues in the job description, so read it carefully. Take notes so you understand exactly what the job entails and how you meet each of the requirements. THEN you can adapt your CV to suit. For instance, if you're in customer sales you might want to talk about the percentage growth you've helped achieve. This is especially important if you are changing your career direction, you need to highlight areas that relate to the new job role.

✓ Keep it updated

Do this regularly, adding in new skills or experience.

Cover Letter Tips

What is a Cover Letter?

A cover letter is a document sent alongside your CV when applying for jobs. It acts as a personal introduction and helps to sell your application. A cover letter is necessary as it gives you the chance to explain to an employer why you're the best candidate for the job. You do this by highlighting relevant skills and experience; therefore, you should always write your cover letter with the position you're applying for in mind.

Not to be confused with personal statements for your CV, cover letters should complement your CV but not duplicate it. The shorter the better, typically, three to five short paragraphs and should never exceed one A4 page.

If sending electronically, put the text in the body of the email rather than as an attachment, to avoid it being detected by spam filters.

Applications should always include a cover letter unless the job advert instructs you differently.



01

Tailor to the organisation

You should rewrite your cover letter every time you apply for a position in order to target the company. Sending out a generic letter for all applications rarely yields positive results and recruiters can spot your lack of time and effort from a mile away.

02

Proof-read

Never rely on a computer spellcheck! Print off your cover letter and double-check for spelling and grammar errors before passing it to a family member or friend to look over. Also make sure that your own contact details and the company name are correct.

03

Formatting

Presentation is important! Format your cover letter properly. Make sure the document is as uncluttered as possible, use the same font and size as you use in your CV and if you're sending it through the post or handing it, use good quality plain white paper to print it on.

04

Identify your UPS

Be positive about what you have to offer and clearly outline how your skills and experience meet those requested in the job description. Demonstrate why you're the perfect candidate.

05

Include examples

Back up the claims in your cover letter with real evidence or examples that show how and when you've used your skills and experience.

Top tips to help you stand out from the crowd

With employers often receiving lots of applications for each vacancy, you need to ensure that your cover letter makes a lasting impression for the right reasons.

Interview Tips

1. Plan your journey & be on time

With applications such as Google Street View, getting lost looking for a building is a thing of the past. Instead of potentially being late for your interview, find out more in advance where the location is and arrive on time with no added stress! Asking your contact in advance about car parking may help with this.

2. Do your research

If you get sent any information ahead of the interview – be sure to read it. You should also visit the company's website so you can learn about them as well as the sector/part of the business you're interviewing for. Remember, this isn't a memory test, so feel free to write some prompts in your notebook, but don't read it like a script.

4. Bring a notebook & pen

Bring along a notebook to make notes, not only does this show the interviewer you are taking on board information, but it also lets you review your notes later.

5. Avoid negativity

When you're asked why you are looking to move, avoid negative remarks about your current or exemployer. You need to show your ability to take responsibility and not your negativity.

3. Presentation is key

Dressing smartly still helps to create to right first impression, as does making eye contact and shaking hands confidently. When your role involves meeting internal or external stakeholders, a great way of getting them to have faith in you in your new position is to be confident enough to say hello and introducing yourself. If you are doing a virtual interview, dressing smartly is still important, also think about the background, is it professional and clean, have you got enough light so the interviewer can see your face?

6. Engage & ask questions

Whilst an interview is mainly employer-led, you should also use it as an opportunity to get some answers. Probe into areas you believe are essential for your long-term goals. This approach shows your ambition and interest. Don't be tempted to ask about sick pay at first stage interviews, as this can send the wrong message, ask separately. Don't be afraid to discuss salary and package.

Answering interview questions

To help prepare you for the sort of questions you may face at interview our recruiters have compiled some of the most common ones and their advice on how to approach your answers to enable you to give the Hiring Manager great responses.

Example question:

Talk me through your CV

How to answer:

Answer by highlighting the skills and experience required for the position. Start with a brief summary of your career history. Then provide a short overview of how your career has developed, focusing more on what you've learnt or achieved. To make sure you've given the employer all the information they need, end your answer by asking them if there's anything they'd like you to cover in more detail. Remember to project your voice, because it'll give the impression, you're confident and composed, even if you're a bag of nerves inside.

Example question:

What are your limitations?

How to answer:

It's a fact of life that no-one is perfect. One trick to prepare is to ask people you trust (ideally who you've worked with) what traits they think you need to work on as they're more likely to give relevant feedback. Make sure you:

1. Describe your weakness.
2. Explain how you're working to overcome it

Example question:

What are your strengths?

How to answer:

Analyse the job advert and pick out the key skills and competencies needed for the role. When researching the company, also keep a lookout for any information that shows what skills and competencies it's looking for. Especially consider how your strengths could set you apart from other candidates. Describe a genuine strength which you can demonstrate is needed by the role, and you will enjoy using.

Example question:

What would an excellent performance look like in this role?

How to answer:

Think how the employer sees success. It's not easy, but see if you can uncover the key targets the employer considers as measures of excellence and success. Your answer should describe the actions you'll take to help the employer achieve those measures. Where possible, describe relevant examples from your current role. If you flip things around, and you pose this question to the employer, you have a good opportunity to learn more about the job. You should always remember that a job interview is a conversation and asking good questions is crucial.

Answering competency questions

Competency questions are interview questions that require you to provide real-life examples as the basis of your answers. Candidates should explain why they made certain decisions, how you implemented these decisions and why certain outcomes took place. If you don't have much work experience, think about other scenarios where the skill could be demonstrated, such as school, college or university, volunteer work or home situations.

How to answer

While there are many different approaches you can take to an interview question, the **STAR interview technique** is one most employers recommend.

The STAR technique stands for: **Situation, Task, Action, Result**. For STAR-based questions you split your answer into four sections. STAR stands for:

Situation - Describe the background or context.

Task - Describe the task or challenge you were faced with.

Action - Explain the action you took, and how and why you did it.

Result - Describe how it ended, what you accomplished and what you learned from the situation. Relate the skill or ability you're illustrating back to the vacancy you're applying for and explain why it's useful.

Once you've broken down your answer into these four sections, practise saying it out loud but don't over-rehearse. Your story needs to sound natural as you tell it.

- Keep a positive tone throughout.
- Don't focus on negatives or criticise others.
- Emphasise how you contributed to the successful outcome.

Your examples must be tailored to the competencies required for the role you're applying for. You'll also need to make your stories concise and to the point. Try not to waffle, as the interviewer may be working to specific timing and cannot interview you for more than the time dedicated in your confirmation.



Example question:

Do you have any questions for us?

How to answer:

This question is a great way to open up a discussion. You could ask about the industry in general, such as; what are the biggest challenges you're experiencing? or ask for more information about the potential role. Good questions will explore not just how the company operates, but also give a flavour of whether you are a good fit for that environment.

Many candidates wonder 'what questions should I ask in an interview?'

Open-ended questions are better than ones that require yes or no answers.

You could ask questions around:

- The company or department and organisational culture.
- The team you'd be joining.
- The challenges you may face in the first month.
- What the company is doing to beat competitors.
- What a typical day would be like.

You might also want to prepare three to five key points based on the role and your skills that you want to ensure gets highlighted before concluding the interview. If these weren't touched upon in the earlier questions, you can bring them up here.

You could ask "before I ask my questions to you, may I tell you about this one thing we haven't discussed yet?"

This ensures that your key skills and strengths are given the airtime you need.



Positive THINK.
BE POSITIVE.

Overcoming Rejection

Finding out you've been unsuccessful after an interview can really knock your confidence but most of us have been there at one time or another...

You could use the experience to improve your interview technique for next time, or you could use it to figure out what type of job is really right for you. Whatever you do, you might be surprised just how much an unsuccessful interview can benefit you in your job search.

Here are some tips to help you handle an unsuccessful outcome:

Don't take it too personally

A Hiring Manager or Recruiter's decision is driven by the fact that they can only choose one person, so rejection doesn't mean they didn't like you, it just means that someone else might've been a slightly better fit for that particular role. Maintain a positive mind-set throughout the process and use everything you've learned to help make you stronger at your next interview.

Ask what could you have done better

It might feel awkward but if you're not sure what you could have done differently to get the job, ask. They may not always be able to give you a detailed breakdown of the feedback, but even a few constructive comments could make all the difference when it comes to your technique. If you're too embarrassed to ask on the phone, try sending a follow-up or thank you email after the interview, or as soon as the employer has contacted you about their decision. Either way, seeking feedback and seeing every interview as a learning experience demonstrates a professional attitude.

Do your homework

Sometimes, if you're being honest with yourself, getting turned down for a role won't always come as a surprise. Ask yourself - did you really spend enough time on your preparation? Did you do research around the role and the company? If the answer's no, then see it as a lesson learnt and ensure that next time, you're fully prepared for any question that might be thrown your way. Look at your last interview as a practice and practice makes perfect right?

Start your job search from scratch

Your interview technique might not be the reason you haven't had any success yet and it might simply be that you're applying for the wrong jobs for you. Instead of applying for every attractive vacancy in your sector, think about whether the jobs relevantly match your background and experience. If the position doesn't suit your skills, you're wasting time that you could be using to focus on more suitable roles, as well as likely finding yourself disappointed again. Make sure you put everything you've learnt from previous rejection to good use. If you feel the last interview taught you a different or new direction is needed, then narrow your search. After all, experience (positive and negative) is the best way to get the job that's right for you in the long run.

Stay positive and keep going!



Financial Wellbeing Support

Money Advice Service

If you have concerns about your financial situation you can talk to the Money Advice Service.

A free, publicly funded and independent service. They provide a range of information and can give you tailored advice whatever your circumstances.

Website: www.moneyadviceservice.org

Phone: 0800 138 7777

Job Centre Plus

Provides details of how to apply for Universal Credit, the new benefit replacing Jobseeker's Allowance.

It is being introduced in stages, depending on where you live.

Website: www.gov.uk/universal-credit

Phone: 0800 055 6688

The Citizens Advice Bureau (CAB)

Support with a range of financial and personal advice from benefits, budgeting & debt to family, housing & health.

Website: www.citizensadvice.org.uk

Mental Wellbeing Support

NHS - Every mind matters

Provides expert advice and practical tips to help you look after your mental health and wellbeing with links to further support.

Website: <https://www.nhs.uk/oneyou/every-mind-matters>

Samaritans

Resources to help yourself or help people you know who are struggling to cope. They can be contacted 24/7 if you need someone to talk to, they listen without judgement. You can also create an account on the 'Samaritans self-help app' to get advice and techniques to look after your emotional health

Website: www.samaritans.org

Phone: 116 123 (24/7)

Hospitality Action

A whole range of health, wellbeing & financial support services to specifically help hospitality people get back on their feet again after a setback.

Website: www.hospitalityaction.org.uk

Phone: 0808 802 0282 (24/7)

Elefriends by Mind

Elefriends is a supportive online community from the mental health charity Mind. It provides a safe place to listen, share and be heard. Download the app from the apple store or google play.

Scotland Specific Support

PACE (Partnership Action for Continuing Employment)

A Scottish Government initiative and a partnership of organisations dedicated to providing information, advice and guidance to individuals who are facing redundancy.

This short video introduces PACE: [Click here](#)

PACE services are detailed in the PACE Guide document

Website: www.myworldofwork.co.uk/redundancy-help-scotland

Phone: 0800 917 8000

CV Template

Cover Letter Template



Your Name

Your Profession

Hello, I'm Name

Briefly state your career objective, or summarize what makes you stand out. Use language from the job description as keywords. If you are applying to a role you haven't done before or an industry you haven't worked in, change your CV to adapt to each job vacancy you apply to.

EXPERIENCE

PREVIOUS JOB TITLE Jan 2013 - Dec 2015	Company Name Location Describe your responsibilities and achievements in terms of impact and results. Use examples, but keep it short. If there are any gaps in your CV, please explain the reasons why.
PREVIOUS JOB TITLE Mar 2010 - Feb 2012	Company Name Location Describe your responsibilities and achievements in terms of impact and results. Use examples, but keep it short. If there are any gaps in your CV, please explain the reasons why.
PREVIOUS JOB TITLE Apr 2008 - May 2010	Company Name Location Describe your responsibilities and achievements in terms of impact and results. Use examples, but keep it short. If there are any gaps in your CV, please explain the reasons why.

EDUCATION

STUDY COURSE Jan 2007 - Dic 2009	Name of University/College Location It's okay to brag about your awards, and honors. Feel free to summarize your coursework too. Or if it's a course you did, explain the outlinings of the course.
STUDY COURSE Mar 2004 - Feb 2007	Name of University/College Location It's okay to brag about your awards, and honors. Feel free to summarize your coursework too. Or if it's a course you did, explain the outlinings of the course.

REFERENCES

NAME Job Title	Company Written reference about your character & skill set attached Phone: 01234 567 889. Email: name@gmail.com
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ACTIVITIES/INTERESTS

Use this section to highlight your relevant passions, activities, and how you like to give back. It's good to include Leadership and volunteer experiences here. Or show off important extras like publications, certifications, languages and more.

CONTACT

Phone:
01234 567 889

Mail:
myname@gmail.com

SKILLS

// Professional

List your strengths relevant to job

List your strengths

List your skills

List your skills

// Technical

List software or programmes you are proficient in using.

Skills

Skills


Skills

SOCIAL

Facebook
Facebook.com/username

LinkedIn
LinkedIn.com/username

Twitter
twitter.com/username



Your Name

Your Profession

Hello, I'm Name

RE: Job title/reference
Explain why you are writing, mention the Job Title.

COVER LETTER

Dear Ms/Mr Surname (or Hiring Manager if unknown),

Explain why you are writing, mention the Job Title.
Explain some skills you have and why you think they are relevant to this role.
Explain how your previous work experience is relevant to this role.
I would be pleased to discuss my experience and qualities further, my full contact details can be found on my CV.
Many thanks for your time, and I hope to hear from you in the near future.

Sincerely

Your Name
Your Name

TO

Name
Job Title
Company Name

Date
Today's Date

