



The CV & Cover Letter

BASIC DOCUMENTS FOR EVERY JOB SEEKER

Outline

- ▶ Introduction – Reality
 - ▶ Key Questions
- ▶ The Selection Process:
- ▶ Cover Letter, CV
- ▶ The value of a Career Portfolio
- ▶ Conclusion and Discussion

Introduction: Key Questions

- ▶ What are my career goals – short term, medium term and long term?
What are the alternatives?
- ▶ Are my goals realistic?
- ▶ What are my strengths in setting out to achieve this/these goals?
- ▶ Do I need to put in place some stepping stones to achieve my goal?
What would these be?
- ▶ Am I in pursuit of Professional Recognition? In which field and how do I achieve this?
- ▶ Career Development Process...How do I see my career development process unfolding?

Selection Process

- ▶ Application [CV, Online, App Form]
- ▶ CV is always accompanied by a Cover Letter
- ▶ Assessment / Interview
- ▶ Job Offer

CV & Cover Letter: Purpose

- ▶ These are standard application documents
- ▶ Online applications require similar information as that contained in the CV and cover letter
- ▶ CV & Cover letter are aimed at securing an interview. **They do not secure jobs.**
- ▶ Preparing the Cover Letter & CV are excellent opportunities to reflect on our career goals, strengths, and the areas for development.

CV & Cover Letter Should

- ▶ Be positive documents that focus on your strengths.
- ▶ Be concise – (Cover Letter: 1 page; CV ideally two pages)
- ▶ Be an honest representation of you
- ▶ Be developed over a few drafts and read by experienced individuals for feedback
- ▶ The CV should always be accompanied by a Cover Letter

The Cover Letter

- ▶ Distinguish between: Cover Page – Front page, Cover Letter and Motivation Letter
- ▶ Introduce you and state what its purpose is.
- ▶ Speak to your suitability for a specific position and/or organisation.
- ▶ Be rewritten for each organisation or job application.
- ▶ Be concise – not more than 3-4 paragraphs [in the case of a cover letter] over one page.
- ▶ Be polite



Cover
Page

Curriculum Vitae
John Snow

Cover Letter

24 Magnet Street
Melville
Johannesburg
2434
Mobile: 082 275 4357
E-mail: Jon.Snow@gmail.com
Linkedin: Jon Snow

29 August 2014

The Recruitment Manager
Felix Enterprises
1 Jan Smuts Avenue
Braamfontein
2015

Dear Sir/Madam or Mr/Miss/Mrs/Ms

Application for the post of Marketing Assistant

1. Purpose of the letter / Why are you writing
 - I hereby apply for the position of xxxxxx as advertised in
2. Do you qualify?
 - I have completed / I am currently studying towards...
3. Do you have goals?
 - My career goal is to develop skills and experience to participate fully in the marketing and branding of organisations...
4. What makes you unique?
 - I thrive in / I am good at / My achievements include / I excel in / I enjoy...

I thank you for considering my application and look forward to your response.

Yours sincerely,
Jon Snow

Motivation Letter

What makes you unique?

- Personality Attributes, Academic Excellence, Work Ethic, Interpersonal Skills, Special Experience, at least one thing that you are excellent at. **WHERE HAVE THESE BEEN DEMONSTRATED?**

Your career goals and objectives

- Realistic but exciting targets you want to reach within a specific timeframe...think **SMART [specific, measurable, achievable, realistic, time bound]**

Your interests and extra curricular activities

- Indications that you are more than a student, that you are proactive, that your goals extend beyond yourself and that you are an engaged individual...think **GRADUATENESS!**

The CV / Résumé

- ▶ Personal Details
- ▶ Career Objective / Career Profile
- ▶ Education
- ▶ Employment
- ▶ Research
- ▶ Extracurricular Activities / Committee Participation/ Volunteer Positions Held
- ▶ Honour / Awards / Achievements
- ▶ Interests
- ▶ References

Personal Details

KABELO SEKELE

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Identity No. 0306205003084

Drivers License: Code EB

Career Objective or Career Profile

- ▶ **Career Objective:** A concise and powerful statement emphasising your strongest qualities, career goals and attitudes.

To earn a position in a reputable organisation that challenges me to embrace responsibility, think creatively, behave ethically and support team members and organisation goals.

To utilise my capacity to think outside the box in a position that is challenging and exploits my skills in graphic design

To gain a challenging entry-level position in human resources development that utilises my analytical and communication skills to enhance personal development and organizational performance.

Career Objective or Career Profile

Career Profile:

I am an ambitious and energetic graduate currently completing my BCom in Human Resources Management & Marketing. I am motivated, have an open minded disposition and am very well disposed to working with people,.

I work well in teams and see myself as a problem solver. My studies in Human Resources have been enjoyable and have motivated me to develop as a leader in this field. My objective is to become competent as a human resources generalist in the first instance with a view to becoming an HR specialist in the medium term. I have enjoyed part-time work experience in a human resources environment and feel that I am a suitable candidate for employment in this field.

Education, Employment History, Skills & Research / Publications

- ▶ **Education:** History of recent education, i.e. gr12 and university.
Most recent first.
- ▶ **Employment History** – All work experience should be listed with a short description of tasks & responsibilities
- ▶ **Research / Publications** – logically listed with appropriate referencing
- ▶ **Skills:** transferable skills that have been developed, e.g. communication, presentation, time management, writing, event organisation, sales, IT,

Pay attention to skills required for the job or organisation

Extracurricular Activities, Awards, Interests & References

- ▶ **Extracurricular activities:** list all sport, community, and committee roles that you have played. Pay attention to activities that are likely to interest the employer.
- ▶ **Honours / Awards / Achievements:** List honours and awards received as well as special achievements.
- ▶ **Interests:** Interests and hobbies help to give the impression of a rounded candidate. List interests that indicate that you are pro-active and engaging.
- ▶ **References:** List at least 2-3 references. Check that your referees are willing and be sure to let them know that you have listed them as a referee

CV & Cover Letter **SHOULD NOT!**

- ▶ Give an indication of desperation.
- ▶ Contain any grammar or spelling errors.
- ▶ Have poor layout – University Graduates are expected to have the ability to write a basic letter.
- ▶ Be critical of other individuals or organisations – i.e. no complaints
- ▶ Be about fancy fonts, pictures and design instead of strong content – focus on strengths that would interest the recruiter.

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CAREER OBJECTIVE: To gain a challenging entry-level position in human resources development that utilises my analytical and communication skills to enhance personal development and organizational performance.

EDUCATION **UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG (2019 -)**
Honours Bachelor of Arts (Sociology)

Subjects:

- Social Transitions
- The Making of the South African Social Order
- Advanced Social Research
- Global Institutions and Economic Restructuring
- The Demography of South Africa

Research Project: A demographic study of transitions in the mining sector. A case study of miners at the Bathopele Platinum Mine in Rustenberg.

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG (2016 – 2018)
Bachelor of Arts

Majors: Sociology and Media Studies
Sub-majors: Politics and English Literature

JEPPE HIGH SCHOOL FOR BOYS, JOHANNESBURG (2011 – 2015)
Highest Grade Passed: Grade 12

Subjects: English (Home Language), Afrikaans (First Additional Language),
Mathematics, Life Sciences, Accounting, Business Studies, Life Orientation.
Distinctions achieved in English and Business Studies.

EMPLOYMENT **UNIVERSITY OF THE WITWATERSRAND, SCHOOL OF SOCIAL SCIENCES (2019 -)**
Academic Tutor

Tasks and Responsibilities:

- Provision of academic support to third year students
- Preparation of tutorial discussion materials
- Marking test scripts and assignments

WICHITA SPUR, KENSINGTON (Oct 2018 – Jan 2019)
Waitron and Cashier

Tasks and Responsibilities:

- Receiving and accounting for cash received
- Cash float management
- Customer liaison
- General reception duties
- Public relations

Khaya FM (Apr 2018 – Jul 2019)
Part-time administration assistant

Tasks and Responsibilities:

- Retrieval of information for research projects
 - Library Information database development
 - Assisting the receptionist during busy periods
 - Filing and other general office duties
-

SKILLS

- Desktop design and layout
 - General office routine skill and experience
 - Microsoft Office, In-Design, Photoshop, Marketing and Promotions using social media. Strong familiarity with Microsoft Excel.
 - Tutoring and education support
 - Interpersonal skills developed through work experience and tutoring
 - Attaining objectives through teamwork processes
-

ACHIEVEMENTS

Special achievements and Honours:

- Distinctions in Sociology II (2017) and Media Studies III (2018)
 - Active participant in WCCO (Wits Citizenship and Community Outreach - Wits University) (2017 -)
 - Residence House Committee Member and Programme Coordinator, Wits University (2016 & 2018)
 - Jeppe High School football team captain (2015)
 - Jeppe High School Debating Team member (2014 - 2015)
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INTERESTS

Sport: Football, Cricket, Tennis and Volleyball. I believe that participation in sport develops strength in the areas of leadership and physical health.
Design: My interest in art and design has developed my ability to think creatively and to present my ideas professionally.

REFEREES

Prof. J.H. Russel, Senior Lecturer, School of Social Sciences, University of the Witwatersrand
Cel: 082 987 8765 E-mail: Jonathan.Russel@wits.ac.za

Mr B. Satsha, Manager, Wichita Spur, Kensington
Tel: 089 659 7854 E-mail: Brian.Satsha@gmail.com

The Portfolio

- ▶ To document your development, competencies and quality of competencies
- ▶ To reflect on your learning and work experiences
- ▶ To identify and demonstrate your strengths and growth areas
- ▶ Demonstrate progress in goals
- ▶ Serve as an encouragement and celebration of skills and goals achieved
- ▶ To Communicate your Interests, Skills, Motivation and Personal Attributes

Portfolio Contents

- ▶ Career objective
- ▶ Education & Training
 - ▶ Schools attended
 - ▶ Diplomas, certificates
 - ▶ Course descriptions
- ▶ Awards
- ▶ Voluntary activities
- ▶ Leadership positions held
- ▶ Society & professional body membership
- ▶ Committee Participation
- ▶ Special projects
- ▶ Workshop/ conference attendance
- ▶ Work experience
 - ▶ Curriculum Vitae
 - ▶ Resumé
 - ▶ Testimonials & Appraisals