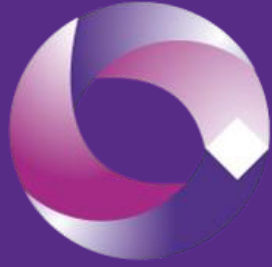




AllanWebb

Support Guide for :
CV Content & Preparation

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**Your career
development
resource guide:**

Supporting the next step in your career

- **Creating your CV, What to Include**
- **Language & Search Engine Optimisation**
- **Showcasing your experience**
- **Covering all of the details**
- **AI – As part of your Job Search**



Creating your CV, What to include

Crafting & developing an effective CV can be a daunting task. Whilst there is no single template that guarantees success, certain principles remain constant:

your CV should present information in a clear, well-structured format with concise content that enables recruiters and prospective employers to assess your suitability quickly and efficiently. Most importantly, your CV should be tailored to reflect the specific requirements of each role you are applying for. If you're unsure where to start, our guide can help.

What information should I include?

CVs should never be completely formulaic, but there are a few things they should always contain

Always aim to tailor the body copy of your CV to align and reflect the role you are applying for whilst of course matching your actual experience

Personal details:

It may sound obvious, but include name, email, contact phone number and Post Code [Location]. Recruiters will often search on Location.

Also worth including your LinkedIn Profile Link alongside this information

Your introduction & Personal statement

The initial section of your CV, the personal statement, holds paramount importance as it is the first impression you make.

Aim to make this a brief yet impactful paragraph serves to articulate:

- Your identity,
- Your personal brand
- Highlight your career,
- Provide a snapshot of your accountabilities
- Express your career objectives.

Strive to demonstrate your suitability in a concise and compelling manner.

A personal statement is a personal summary given to prospective employers to help you stand apart from the competition.

Who are you? What can you Offer?

Achievements: This is your chance to showcase how your previous experience has given you the skills needed to make you a suitable candidate.

Bullet point your relevant skills and achievements (backing them up with examples), and make it clear how you would apply these to the new role.

Work experience:

This section should include all of your relevant work experience listed with the most recent first.

Include : your job title, name of the organisation, Dates of the Position key responsibilities.

Accountabilities & stand out achievements & any business improvements



Language & Search Engine Optimisation

CV SEO:

Is not just about making your Application Discoverable Search Engine Optimisation (SEO) isn't just for websites.

It's increasingly relevant to job applications. SEO makes your CV findable and trackable by Applicant Tracking Systems (ATS) and recruitment platforms used daily in recruitment channels.

CVs that are clear, targeted, and searchable attract the most relevant opportunities and reach the right hiring managers & recruiters.

CV Language choosing the right words & tone

Why Does CV Language Matter?

It's worth spending time to Craft the perfect CV – particularly when condensing extensive skills and experience into a concise document. The language you choose isn't just about sounding professional; it's about being found and making an impact.

Essential Keywords for Your CV

When selecting keywords for your CV, consider including:

- **Action verbs** – Lead, developed, implemented, managed, delivered
- **Industry-specific terminology** – Technical terms relevant to your sector
- **Transferable skills** – Communication, leadership, problem-solving, collaboration
- **Measurable achievements** – Project outcomes, percentage improvements, cost savings,
- **Relevant qualifications and certifications**

Back Up Your Words with Evidence

Keywords alone aren't enough. Support your attributes with concrete accomplishments. Rather than simply listing "strong project management skills," demonstrate this with specific examples: "Successfully delivered a £2M project three weeks ahead of schedule, achieving 15% cost savings."

Think about content that will allow you to:

- Stand out from candidates with similar skills
- Prove your suitability more effectively
- Provide memorable evidence of your capabilities





Showcasing your experience

Education

List your educational qualifications in reverse chronological order, including dates, qualification types, and grades achieved. The emphasis you place on this section should reflect your individual circumstances. For instance, if you're early in your career with limited work experience, highlighting your educational achievements can strengthen your CV.

Interests

Whilst not always essential, including relevant hobbies and interests can reinforce your skills and help you stand out. Interviewers are often keen to understand who you are outside the workplace, and these details can provide valuable talking points during interviews.

Understanding Career Gaps

A career gap refers to any period spent out of work or between roles. This might be a voluntary decision perhaps to travel, start a family, or pursue personal development or it could result from circumstances such as redundancy or personal matters.

The key point to remember is that career gaps are manageable. What matters is how you address them when applying for roles and discussing your experience.

Identifying Your Career Direction

Determining the right role for yourself can be challenging, but having a clear sense of direction is essential for an effective job search. If you're uncertain, consider your skills, expertise, interests and current capabilities.

Create a list of potential companies & careers that align with these elements roles where you could genuinely see yourself thriving day-to-day.

Tailoring Your CV

Whether applying for temporary or permanent positions, you need to present yourself effectively.

Ensure your application emphasises your work ethic, enthusiasm, and practical abilities.

Where possible, support these qualities with concrete examples and specific scenarios. Lead with your transferable skills and genuine interest in the field, and you'll significantly increase your chances of impressing prospective employers.



How to Optimise Your CV

Analyse job descriptions carefully
Identify key terms and requirements

Extract relevant keywords
Note recurring skills, qualifications, and attributes

Incorporate naturally
Weave these keywords throughout your CV where genuinely applicable

Mirror job titles
Use similar terminology to the roles you're targeting

Including appropriate keywords in your CV can provide a significant competitive advantage, ensuring your application reaches human eyes rather than being filtered out by automated systems.



Covering all of the details

What should my CV look like?

Your CV is often the first impression an employer has of you. How it looks at first glance can determine whether they read it in detail – even if your skills are a perfect match for the role.

To present yourself and your skills in the best possible light, below are some guidelines:

Keep it concise – Two to three pages of A4 is usually sufficient

Use a clear, professional font – Ensure your CV is easy to read

Create a logical structure – Use adequate spacing and clear section headings (such as Work Experience, Education, Skills)

Use reverse chronological order – List your most recent experience and qualifications first to highlight your current capabilities

Proofread thoroughly – Check your grammar and spelling carefully

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Choosing the right words

Finding the right language for your CV can be challenging, particularly when condensing extensive skills and experience into a brief document.

Consider using keywords such as:

- **Accurate, Adaptable, Confident**
- **Hard-working, Innovative, Proactive**
- **Reliable, Responsible, Resilient**

However, don't just list attributes – support them with concrete examples and genuine accomplishments. This helps you stand out from other candidates with similar skills and demonstrates your suitability more effectively.

Think beyond the obvious

When searching for opportunities, consider companies and sectors where your skills might transfer well. Recruiters and employers are increasingly open to candidates from different backgrounds who bring relevant transferable skills.

Whilst online job searches remain valuable, don't be discouraged if suitable vacancies aren't immediately available.

A speculative approach can work well – contacting companies directly to explain what skills you could offer may open unexpected doors.

Visit company Careers sites on a weekly basis and set up Alerts to be early informed of new vacancies.

Consider compiling a list of companies that interest you, including competitors in your target sector.



AI as part of your Job Search

Benefits

Speed and efficiency

You can generate tailored cover letters and CVs much faster than writing from scratch, allowing you to apply to more positions.

Overcoming writer's block

AI can help you articulate your experience and skills when you're struggling to find the right words.

Professional language

It can help polish your writing, suggest better phrasing, and ensure your applications are grammatically correct.

Tailoring assistance

AI can help you quickly customise applications to match specific job descriptions and highlight relevant keywords.

Targeted Job Matching

AI algorithms, such as those on LinkedIn, analyze your profile to suggest jobs that align with your skills, career goals, and location preferences.

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Negatives

Lack of authenticity

Heavily AI-generated applications can sound generic and impersonal, making you blend in rather than stand out.

Detectable patterns

Recruiters are becoming adept at spotting AI-written content, which may count against you if it's obvious.

Over-reliance

Depending too heavily on AI means you're not developing your own communication skills, which you'll need in interviews and the role itself.

Lost nuance

AI doesn't truly understand your unique experiences, motivations, or personality, which are often what make applications memorable.
Ethical concerns – Some employers explicitly

Important Considerations

While AI is a powerful assistant, it is best used for drafting and research rather than producing final, unedited content. Ensure you add your personal, human touch to stand out



AI – finding the Sweet Spot

Creating job applications with AI assistance has become increasingly common. It's worth considering a balanced approach and looking at the benefits and drawbacks:

Most career advisors & Recruitment specialists suggest using AI as a tool, not a replacement

Use it for:

Research,
Brainstorming,
Structuring, and refining,

But ensure your authentic voice and genuine experiences come through. The best applications typically blend AI efficiency with personal authenticity.



About Allan Webb Limited

At Allan Webb Ltd, we are a leading engineering consultancy with over 60 years of experience delivering asset optimisation services to clients across the defence, government, energy, pharmaceutical, and aerospace sectors, both in the UK and internationally.

We're committed to conducting all our activities ethically, with a strong focus on human rights, sustainability, and social responsibility. Our Corporate Social Responsibility (CSR) policy reflects this commitment, ensuring we operate in a way that positively impacts both society and the environment.

Allan Webb Activities

We truly champion flexibility and wellbeing empower our people to perform at their best. What's more, we're proud supporters of the Armed Forces community and we foster an inclusive, innovative workplace where individuals and teams can thrive.

Our Culture & Values

We're committed to conducting all our activities ethically, with a strong focus on human rights, sustainability, and social responsibility. Our Corporate Social Responsibility (CSR) policy reflects this commitment, ensuring we operate in a way that positively impacts both society and the environment.

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