

# Top Tips for Application Success



Love literature? TV addict? Crazy about the sound of music? So, how do you actually make a career out of it? Look no further for your guide to winning at all things CV, cover letter and interview...

## Preparing for a role in the Creative Industries

*There are plenty of things you can be doing to help give you a flying start...*

- 1. Write a blog** – Post regular content and develop your own style
- 2. Help organise an event** – Demonstrate your fundraising, teamwork, finance and organisational skills
- 3. Develop your portfolio** – Employers want to see your creative work; show them some!
- 4. Upload content** – Create your own website or YouTube channel and start building an audience
- 5. Join in with extra-curricular activities** – This is good for your CV and for networking opportunities
- 6. Social media** – Follow your favourite brands on Twitter and Instagram, and set up a LinkedIn profile
- 7. Approach people for advice** – Start to make contact with those in the sectors you're interested in
- 8. Learn to drive** – It's worth the expense and some roles do require this skill
- 9. Research** – Find out what skills are required for roles you're interested in and how you can acquire them
- 10. Take a lead from industry** – Read sector trade press and subscribe to email bulletins for latest news

## Prepare your CV

- 1. A maximum two sides of A4** (ideally one) and include bullet points so you're concise and to the point
- 2. Include your contact details** – Name, address, phone number, email
- 3. Add a short profile** – A little bit about you, what you're doing at the moment, what you're interested in going into etc.
- 4. Education** – Your most recent qualification first, then your A-Levels. Include key modules and dissertation title if relevant to the role
- 5. Skills** – IT (software), languages, soft skills e.g. team working skills
- 6. Employment experience** – All experience is relevant. Separate into voluntary/paid employment Include the role title, the company, and employment start and end dates
- 7. Interests and hobbies** – Include involvement with clubs and societies
- 8. References** – Include two full reference contact details (one employment, one academic). If not, write 'References available upon request'
- 9. Include a link to your blog** (as long as it's up to date)
- 10. Proofread** – yourself first and then get someone else to

## Cover Letter

- 1. Your cover letter should be a maximum  $\frac{3}{4}$  of an A4 page** (around four paragraphs long)
- 2. Intro** – What you're applying for, a bit about you (your education), what you're doing at the moment and why you are applying for the role
- 3. Relevant experience** – Look at the person specification and key responsibilities of the role and use this as a 'check list', relating your skills and previous experience to the role
- 4. Your interests** – Demonstrate your passion for the industry, any hobbies that show your knowledge and interest in the sector
- 5. Show why you want to work for them** – It is very important that you talk about the company and why you want to work for them. If requested, you can also include your availability

## Preparing for Interview

- 1. Research** – Do your research (extensively) about whom you are meeting, the company, the sector and the position you have applied for
- 2. Social media** – Familiarise yourself with the content they post on their social media channels. Make sure your own social media feeds are up to date, relevant and contain nothing inappropriate
- 3. Be on time** – Plan your journey in advance
- 4. Dress code** - Wear something you feel comfortable and confident in (smart casual is usually appropriate)
- 5. Be courteous with everyone** – From the reception staff, to the interviewer; you never know who has input into the hiring process
- 6. Prepare some questions** – This will show your interest and passion for the role
- 7. Be personable** – Show enthusiasm when speaking, smile and make eye contact
- 8. Be yourself** – Employers want to know about what you do in your spare time. Interesting hobbies will set you apart from your competitors and give a flavour of the sort of person you are
- 9. Be honest** – Don't be afraid to say if you don't know the answer to something
- 10. Look enthusiastic** – More than anything, an organisation wants to know that you're passionate about them and that you really want the role!

## GOOD LUCK & STAY SOCIAL



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