

POSITIVE CAREER ADVICE

CRAFTING A WINNING CAREER STATEMENT FOR YOUR CV



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WHAT IS A CAREER STATEMENT?

The career statement on a CV is a short paragraph that sits at the top of the document, just beneath your name and personal details.

Often described as a professional profile or career objective, it is an essential part of a CV which many job seekers find tricky to write and often get wrong. Thankfully, you've now got this comprehensive guide to help you craft a winning career statement.

The purpose of your career statement is to provide the recruiter or hiring manager with an impactful preview of you as a professional, covering these three areas:

- Who you are
- Your suitability for the role and the value you offer
- Your career goal or objective

The statement precedes the 'Career Achievement' section of a CV which supports the career statement with relevant accomplishments.

Research shows that recruiters and hiring managers spend just 6-10 seconds, initially reviewing a CV before deciding whether the job applicant may be a good fit for their role. As your career statement is in the first section of your CV that they will read, you need to make it impactful and tailored to the job you are applying for to assure them of your suitability. If it's too generic, the likelihood will be that you will not convince the recruiter or hirer that you are the talent that they need for the role.



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FOCUS ON BREVITY - BE CONCISE AND HONEST

Before you begin creating your career statement, it is essential to understand what you stand for, what is important to you for the next stage of your career and the value you have to offer.

Without completing this preliminary exercise, you will find it incredibly difficult to craft your career statement.

For your career statement to be impactful, it needs to be short, pointed and meaningful, hooking in the recruiter or the hiring manager to want to find out more about what you have to offer. We would recommend that it is no longer than five lines.

Being clear, concise and honest about your work-related ambitions is mutually beneficial for you and your prospective employer. Being honest will also support a new employer to make roles better suited to you, including tailoring your onboarding, your ongoing learning and development and matching you to the most suitable mentor.

You will also need to consider the voice or the person you are writing in. The first person, "I am a senior operational leader...." is just as acceptable as the third person "A senior operational leader....", however, be careful not to use your name through your CV, "John, a senior operational leader...." or pronouns, he, she.

This style of writing is not favoured by recruiters or hiring managers and can cause concerns with some that your CV is not your own creation.



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WRITING YOUR CAREER STATEMENT

Just as you need to tailor your CV for every role you apply for, the same rule applies with your career statement. If you opt for a generic statement, it will not succeed in making yours the compelling one, nor will it be suitable for every application.

Writing a tailored career statement will require you to research and understand the organisation, the history, the size, vision, mission, values and people.

Speak to someone who works for the organisation if you can. Read articles, familiarise yourself with the website and any press releases to establish any problems or concerns that the company is currently facing.

By doing this, you will showcase your ability to be the solution to their problem by demonstrating the value you will bring.

The career statement below is a strong example because it contains interest and value without lacking brevity. It includes keywords which are likely to be used in the job advertisement and showcases a significant achievement in the applicant's career, and how this relates to the potential employer. It also achieves the required length of 5 lines.

Note that there is no evidence of cliché's or meaningless buzzwords often found in career statements.

As a Senior Operational Leader with experience in both the public and private sectors, I successfully deliver growth to diverse markets across the EMEA region. Winner of the 'Thought Leadership Award' for International Women in 2018, I am perfectly positioned to lead sustainable change with a forward-thinking, customer-centric organisation.

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OTHER EXAMPLES AND FINAL TOUCHES

A CIM qualified Marketing Manager with experience growing market share and penetrating new markets for world-class luxury goods brands. Fluent in French with strong digital marketing skills and a keen appreciation of global consumer behaviours, I am now seeking a Head of Marketing position with an entrepreneurial, fast-paced luxury brand with international growth opportunities.

Target-orientated Sales Executive with six years of experience in the IT sector. Proven success in B2B vertical and recognised for complex problem-solving skills leading to the achievement of 'Sales Executive of the Year' for two consecutive years (2018/2019). A confident networker and colleague mentor with ambitions to progress into a leadership position.

Prince2 qualified Project Coordinator specialising in web production, education publications, public outreach and consumer packaging. Adept at researching target audiences for award-winning marketing campaigns for a wide variety of clients and products. I am now seeking to progress my career into a Project Management role with a global organisation.

It can be tough to write a short, yet highly impactful opening statement of yourself when applying for jobs.

As you create yours use these examples as guidance. Remember to include keywords from the job advert, keep it short and relevant and include any impactful evidence which will WOW your target audience.

