

Translating your experience as Committee members for future employment

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In this session we will be exploring...

- What do employers look for?
- What skills are you developing?
- How can you articulate those skills in your application/CV?
- How we can help



How do you know what an employer is looking for?

- Job Advert
- Job Description
- Person Specification
- Website

How can you evidence those skills, qualities and experience?





What are Employability Skills?

the transferable skills needed by an individual to make them employable

Hard Skills

e.g.

- Microsoft Office
- SEO
- Foreign Languages
- Data analytics
- Programming languages

Soft Skills

e.g.

- Communication
- Team work
- Working under pressure
- Leadership
- Interpersonal

What are employability skills?

Top 10 skills of 2025



A set of skills, knowledge and personal attributes that make you more likely to secure and be successful in your chosen occupation.

Type of skill

- Problem-solving
- Self-management
- Working with people
- Technology use and development

-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

[Video](#) – what do employers look for



What
employability
skills do you think
you will develop in
your role?

What are your responsibilities?

What were your responsibilities/ what did you achieve?	What did the task involve?	What skills did you develop?
Organised a networking event for members	<ul style="list-style-type: none">• Developed ideas within a team,• liaised with stakeholders,• developed a marketing strategy,• managed a budget, communicated to members,• created social media content...	<p>Soft Skills - Communication, organisational, time management, negotiation, resilience, problem solving,</p> <p>Hard Skills- budgeting, marketing, social media, data analytics, digital, Finance management,</p>

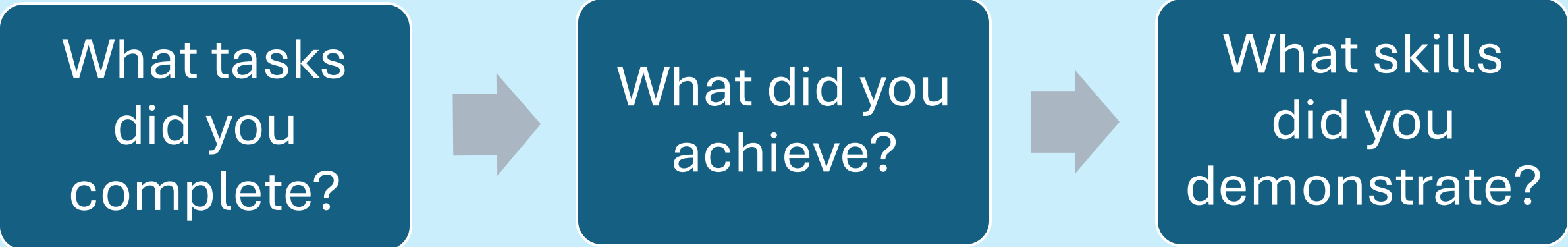
Can you quantify any of these achievements?

Activity - In groups

- In groups reflect on your SUBU role.

Discuss in groups:


What tasks
did you
complete?





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graph LR; A[What tasks did you complete?] --> B[What did you achieve?]; B --> C[What skills did you demonstrate?]
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What did you
achieve?

What skills
did you
demonstrate?



Skills we
frequently
see on job
adverts:

- Strong verbal and written communication skills
 - Ability to work in a team
 - Keen attention to detail
 - Good knowledge of Microsoft Office
 - Ability to adapt to changes/work flexibility
 - Ability to work under pressure
 - Creative/ Innovate thinker
 - Microsoft Office
- 
- 



Job Advert- Marketing Executive at AOK Events

MARKETING EXECUTIVE – REPORT TO MARKETING MANAGER

We're a team who totally love what we do and it shows in not only our work, but our working environment. To support our growing company, we are looking for a bright, creative and enthusiastic content marketing executive to join our busy marketing team.

The role is Monday to Friday, 08:30 to 17:30 (17:00 on Fridays) based from our Clapham Junction office.

Key responsibilities for this role include:

- Gathering content from across the company and events industry as a whole to generate daily social media content for LinkedIn, Instagram, Twitter and TikTok.
- Generating regular e-shots, delivering content to our database from across all departments of AOK Events.
- Proactively creating regular content for the AOK Events blog.
- Regularly updating x10+ websites to including our online hospitality calendar.
- Generating a wide variety of marketing collateral.
- Attending events and creating in-depth case studies.
- Liaising with suppliers and events media. Generating Press Releases on behalf of the company.

The ideal candidate for this role must have:

- Excellent organisational skills and ability to manage multiple projects simultaneously in order to meet deadlines.
- Excellent interpersonal and communication skills with desire to build productive relationships with all levels of co-workers, clients, and the media.
- Excellent written and verbal English communications skills, imagination and tone of voice.
- A strong creative flair, with a keen eye for visual design and attention to detail (photoshop experience desired).
- Experience using social platforms
- Be able to protect and work firmly within the company brand guidelines.
- Have strong Microsoft Power Point skills.



When might you need to articulate your skills?

- CV/Covering Letter/ Application form
- Interview
- Assessment day
- LinkedIn
- Networking



What do employers want to see?

- Motivation
- Enthusiasm
- Interest in the job
- Interest in the company
- Skills/ Competencies
- Qualifications

Where could you add these roles to a CV?

You could put under:

- Experience 

- Voluntary Work

- Other Responsibilities 

Name
LinkedIn
name@bournemouth.ac.uk 07877009008

Make sure your CV is no longer than 2 pages.

Career Profile (optional)

- A brief statement (2-3 lines) about specific skills and experience you have to offer the the employer
- Remember that you are applying for **this job** not a job. This must be tailored to the application.

Education

Date Course Institution/University/Secondary School/College

- Classification grade/mark/awards/scholarships/etc
- Relevant modules and projects
- Dissertation project
- Use the same format for secondary school education (including A-Levels and GCSEs or equivalent)

Relevant Work Experience (you may want to put this section first if you have a lot of experience)

Date Course Institution/University/Secondary School/College

- Include statements using bullet points about duties/responsibilities/contributions (use actions words to start each statement)
- Focus on things you achieved and contributions you made to the company
- Include all paid and voluntary work (placements and other relevant experience)

Professional Skills

Languages e.g. Arabic (fluent).

IT Skills (include computer pacakges) e.g. Microsoft Office, Bloomberg, SPSS

Technical Skills (relates to discipline/industry/job) e.g. Web development, computer programming in Java

Achievements/Awards (optional or incorporate into education/employment section)

Date
Achievement/award title and/or details

Extra-curricular involvement/Voluntary Work

Date Position Organisation

- Include statements using bullet points about duties/responsibilities (use actions words to start each statement)
- You may want to include involvement with charities, community involvement, etc.

Interests (optional, 2-3 lines)

Title
If you list interests, make sure they are interesting as conversation starters: e.g. Tae Kwon Do, rock climbing, ballroom dancing, rather than 'enjoy reading books and listening to music'.

References

References available upon request.

Use the CV checklist on page 26 to ensure your CV meets employer expectations.

You don't have to use a profile. If you do, ensure it clearly sets out your aims as well as your key selling points matching the criteria the employer is looking for.

James Smith

12 The View, Winton, Bournemouth, BH1 1PZ
E-mail: JS342@gmail.co.uk
Mobile: xxxxxxxxxx
LinkedIn: http://lnkd.in/js123

Profile

Final year, bilingual accountancy student with a year's experience in a busy finance department. IT literate with the ability to lead and motivate others - a proven team player in study, work and sporting activities. Looking to develop my experience and use my language skills in a graduate role in an international business environment.

Education

2019 - 2023 Bournemouth University BA (Hons) Accountancy & Finance 2.1

Modules included accountancy, finance, general business studies.

Skills developed:

- Improved analytical skills and demonstrated a high level of accuracy in assessed assignments and written reports.
- Teamwork through multiple group work assignments.
- Communication, learning how to work with a variety of people and give presentations to peers, academics and employers
- In depth knowledge of technical programmes for finance.

2012 - 2019 Brookdown School, Surrey

- A-levels in Business Studies (B), French (B) and German (C)
- GCSEs 10 A-C grades including Maths and English

Finance Experience

2021 - 2022 Accounts Assistant, Poole Borough Council (full-time placement)

- Supported a busy team of 5 staff. Worked effectively under pressure managing a varied workload and prioritising multiple tasks to meet deadlines for each team member
- Took a proactive approach to the placement, taking initiative to identify ways of streamlining administrative systems and offering support to colleagues on new projects
- Communicated effectively with external suppliers and members of the public, providing a favourable impression of the department whilst solving problems
- Demonstrated commitment to personal learning and career objectives and actively sought to improve my knowledge of business functions by talking to senior staff members and other staff.
- Developed a strong working knowledge of Microsoft Office, in particular Excel and Access databases.

The writer uses this space to show the skills they have demonstrated and acquired on the course and on placement. Each skill is given with an example of how it was used.

You can "theme" your experience by targeting the titles - instead of "Employment" if you have financial experience, then call it that! You can then call other experience, "Customer Service" or "Other Experience".

Other Experience

2019 - Present Sales Assistant, WH Smith, Bournemouth (Part-time/Vacation work)

- A busy client facing role which demanded excellent customer service. Communicated effectively when dealing with difficult situations and customer complaints ensuring client satisfaction at all times
- Received formal training focussing on customer needs.
- Learned to think on my feet and solve problems in the absence of a supervisor, e.g. delegating responsibility to more junior staff in the eventuality of staff shortages.
- Proved my ability to manage my time by combining a part-time job with study and extra-curricular activities.

Responsibilities

2020 - 2021 Aspire BU Student Mentor

- Volunteered to help to raise the aspirations of secondary school pupils in the Bournemouth area, encouraging them to achieve best possible results and consider applying to university.
- Visited schools and used creativity to design fun, motivational workshops.
- Effectively engaged young people in my presentations, developing the ability to influence as well as listen effectively.
- Built strong relationships with pupils and other Student Mentors which required strong networking skills.

2020 - 2021 Peer Assisted Learning Leader (PAL)

- Mentored first year undergraduates to help them achieve an easy transition to university life; assisted with study skills, assignment planning and promoting the range of activities available. Learned to adapt my teaching style to the needs of each individual student.

Achievements

Graduate Skills Programme (2019-2023)

Developed with employers and awarded by my university to help individuals discover and demonstrate their potential to working in a truly global way. Participated in employer-led workshops and completed self-directed e-learning, business challenges and activities crossing cultural boundaries.

Interests

Business

Keep up to date with business issues and current affairs by reading the Financial Times and receiving news updates online.

Sport

Having played rugby competitively since my early teens I have developed excellent team skills, having been both Captain and Social Secretary in recent seasons.

Additional Skills

IT Advanced user of Microsoft Office, including Excel, Access and PowerPoint. Regular use of Sage throughout my placement.

Language Advanced written and spoken French, intermediate spoken and written German

Driving Full clean driving licence

References

References available upon request.

demonstrate commitment and enthusiasm to employers.

The interests section of your CV can also show evidence of skills. Interests can be a talking point in an interview.

No need to supply contact details of referees on your CV.

Task: Create a section for a CV



The section could be 'Voluntary Work' or 'Other responsibilities' section.



Add bullet points to describe your achievements and responsibilities



Start each bullet point with an active verb (e.g. Co-ordinated, Supervised, Organised, Managed, Created etc)



Make it achievement focussed if possible (e.g. 'increased student engagement by 60%')

APPLICATION

How to apply for roles

Employers MAY ask for

- Application form
- CV and Covering Letter
- Application form and CV

CV Tips



Reverse
Chronological Order
(most recent first)



Bullet Points



Headings



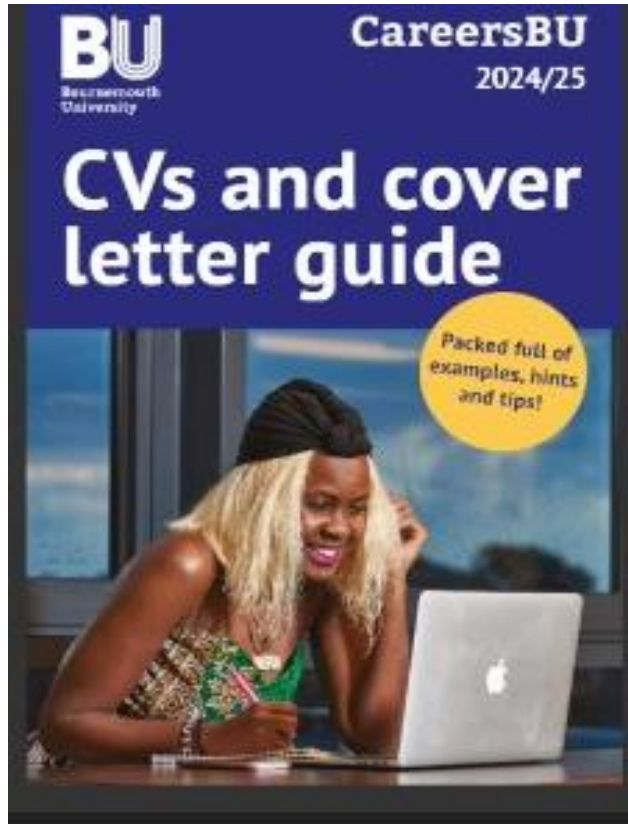
Tailor the CV



Quantify
achievements



Spell and Grammar
Check



[CV and Covering Letter Booklet on MyCareerHub here](#)

[CV 360 Tool](#)

(Scores your CV against checks that commonly trip up an ATS)



How we can help you:

- Job hunting and advice – part-time jobs, placements & graduate jobs
- Support with CV and job applications
- Support with interview techniques and assessment centres
- Networking with employers through events like job fairs
- Help you identify a career strategy
- Develop your skills to help you apply for work
- **Lifetime careers support for graduates**

How do we do this?



Bookable One-to-one career appointments (face to face or virtual) Drop-in service available 1-4pm



Careers fairs and employer events



On demand content- resources, webinars and CareersBU podcast on MyCareerHub



On campus workshops and events



Graduate Skills Award (open to all students at all levels)

CareersBU staff and resources are available from the day you join BU, throughout your time here including during vacations, and even after you graduate

MyCareerHub - Use it to access:

- **1:1 Appointments** - Advice/guidance on job hunting and career ideas/progression, CV and application reviews, interview practice, networking strategies and lots more
- **Jobs Board** - Part-time, placements, and graduate level jobs. 1,000s of jobs added per year. 400-800 live at any one time
- **Events** - Industry panels, jobs fairs, workshops, webinars. We promote on-campus and external events.
- **Resources** - CV, covering letter, application and interview tools/resources, E-Learning hub, course specific job-hunting guides, and lots more.

On-campus Careers Zones

Click here to see days and times at both sites:

- Talbot Campus, Poole House, The Hub
- Lansdowne Campus, BGB, Ground floor foyer

We are next to AskBU in both locations

Access MyCareerHub



careers@bournemouth.ac.uk

Graduate Skills Programme

The extra-curricular employability award for students of all courses and year groups. Developed and delivered alongside employers and academics, with a range of masterclasses, e-learning and industry visits. Endorsed by and co-delivered with employers including IBM, LUSH, University Hospital Dorset NHS Trust, 3-sided Cube, BCP Council, and Mazars.



Careers Fairs

Meet employers at our Part-time Jobs Fair, Annual Careers Fair, Nursing, Health & Social Care Fair, and Spring into Summer Jobs Fair

How to find us

CareersBU



**Talbot Campus – Careers Zone in the Hub in
Poole House**

Monday – Fridays 10am 4pm

Drop in (no appointment needed) 1pm-4pm

**Lansdowne Campus – The Careers Zone,
Ground Floor, Bournemouth Gateway Building:
Tues & Thurs 2-4pm**

Or book an appointment on MyCareerHub

@careersBU



Contact: careers@bournemouth.ac.uk

