

Linking your strengths to buzz words

Understanding buzz words and how to link them

Each company will have their own recruitment processes. Some may request a CV and covering letter, others may require an application form to be submitted. It is almost certain that any recruitment being carried out in the coming weeks and months will be online so that social distancing requirements are met, including telephone and online interviews and assessments.

Whatever process the employer is following, the details should be found in the job advertisement. Most vacancies will receive a number of applications from potential candidates. To help your child's application to stand out from others, following these simple 'buzz word' techniques can make a positive impression on the person reading them.

Step 1: Identify the buzz words from the job advert

With your child, look at the job advert and job description example on the right and see if you can identify all of the words that the employer has used to describe the characteristics or skills that they are seeking in an applicant.

Go through the advert and highlight or circle all of the buzz words. An example is provided for you in the 'Desired skills' paragraph of the extract on the right.

Requirements and prospects

Desired skills

We are looking for applications from individuals who have the following skills:

- You need to be confident and have the ability to work independently without the need for close supervision.
- Communication skills are vital in this role; successful applications will be well spoken with a clear and professional telephone manner.
- You must have good time management skills, you must be a punctual person and be on time for work and any meetings.

Qualifications required

No formal qualifications required.

Future prospects

Full time position for the right apprentice.

Things to consider

Can you travel there? Please check the links below www.traveline.info/ Or www.transportdirect.info

- This role involves liaising with both internal and external customers, you must be confident when dealing with people at all levels.
- This role may involve unsociable hours – you must have a flexible approach to your work.
- Travel costs will be incurred to get to work and to access the training.
- You must have a customer focused approach whilst handling a large volume of queries.

Step 2: Create a sentence to demonstrate the skill/attribute

Buzz word	Example
Confident	I am a very confident individual. While in 6th form, I was confident in showing prospective parents and students around the school, answering their questions and helping them to introduce them to teachers and other key staff.