

Chapter 2

Applying in a digital world of work

Annex 3 - Info sheet “CV and cover letter”

CV:

Description	<p>Together with the cover letter, the CV forms the core of your application. Most HR professionals even read the CV first. This makes it a kind of first work sample and should be created with the greatest accuracy. The three most important requirements for the tabular CV are:</p> <ul style="list-style-type: none"> • Great clarity in layout and design. • Clear structure in terms of structure. • Relevant information value in terms of content and skills.
Benefits	<ul style="list-style-type: none"> • Collection of important data on just one (max. two) page(s). • Giving information in just a few words. • Using your own design. • Integrating a photo.
Checklist CV	<ul style="list-style-type: none"> • Personal data (name, birthday / place, address) • Family status and nationality • Professional background • Education and training • Special qualifications (further education, certificates, languages) • Interests (memberships, social engagement, hobbies)

Cover letter:

Description	<p>In contrast to the CV, which only contains facts, the cover letter is about an individual and convincing portrait of your own skills and qualifications. In the cover letter, you explain to the addressee what your motivation for the advertised position is: Why you applied, why you are the right candidate for the position and why the company should hire you. The so-called AIDA model offers a very good orientation framework for this:</p> <ul style="list-style-type: none"> • Attention: generate attention • Interest: arousing interest • Desire: Trigger the desire to learn more about you • Action: Initiate the invitation to the interview
Benefits	<ul style="list-style-type: none"> • Underline facts from the CV with background information, explanations and personal motivation. • Present your own strengths and soft skills and illustrate them with examples. • Highlight your most relevant qualifications and experiences. • Make reference to the company and the job position.
Checklist cover letter	<ul style="list-style-type: none"> • Sender (name, address, telephone number, email address) • Date (on the right)

- Receiver (company, first and last name of the receiver, address)
- No application photo (only in the CV)
- Subject (with specific reference to the job advertisement)
- Salutation (always personal, never: "Dear Sir or Madam")
- Original introductory sentence
- Relation to the company
- Your motivation
- Brief description of your own profile, strengths and soft skills (with examples)
- Reference to relevant knowledge (e.g. languages)
- Notice of possible starting dates
- Salary expectations (if requested)
- Final formulation
- Greeting and signature
- Table of annexes

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