



How to apply for a conservation job

A complete guide to producing successful
CVs, Resumes and Cover Letters
by Conservation Careers

Introduction

A message from Dr Nick Askew - Director of Conservation Careers

Thank you for downloading this guide for crafting successful conservation job applications!

So you want to get a job in conservation? Great! With wildlife in crisis all around the world and numbers of threatened species at an all-time high, the natural world needs your help. Like now.

I've been lucky enough to have been working as a professional conservationist for more than 20 years. Through my career so far I've helped Barn Owl populations to recover in the UK, and raised over \$4,000,000 for conservation charities spread across 120 countries.

During my career I've been asked many times: "How do I get a job in conservation?" It's such a simple question, but one that is so difficult to answer. Unlike many industries - despite the importance of the sector - there are no clear career paths into conservation. So I decided to make one, and the idea of Conservation Careers was born.

Over half a decade later we've spoken to hundreds of professional conservationists about their careers - including the CEOs of WWF, BirdLife International, RSPB, ZSL and many more - and collated their advice into articles, eBooks and podcasts. We've shared over 25,000 conservation jobs from



around the globe, and reviewed hundreds of CVs, resumes, cover letters and application forms.

And I'm delighted that we finally cracked the code! We recently launched our [Kick-starter for Early Career Conservationists](#) which is our proven step-by-step system to get clear, get ready, and get hired in the conservation sector. Through our [online course](#) you can get a much clearer idea of the sector, the hot (and hidden) jobs, which ones are right for you, what experience and education you need, and how to get hired.

This guide covers a small part, but important part, of our [online course](#): how to apply for a conservation job? This is so important in a competitive industry like conservation, where poor quality applications are likely to be overlooked for those CVs/resumes and cover letters that stand out from the crowd.

Unfortunately, the truth is most applications are poorly put together, and therefore fail to generate an interview. It's not for lack of passion or effort on behalf of the applicant; it's because they don't know the steps to take which will make their application stand out from the crowd... Well, no longer.

Written by conservationists for conservationists, this step-by-step guide will help you write a killer application designed to get you an interview. Drawing on experience in communications, recruitment and the conservation sector, it focuses on crafting unique, compelling career stories that showcase you as the best candidate for the role you want.

So, whether you're applying for your first professional experience, or seeking to

switch careers into conservation from something unrelated, this is your key to crafting stand-out applications so you can land your dream job and get about the business of protecting nature.

Take your time, enjoy the guide, and follow the steps.



Dr Nick Askew - Director -
www.conservation-careers.com

PS: If you need a helping hand in your career, check out our site for support, training and much more. You can find full details at the end of the guide and on our website...

About Conservation Careers

We are the #1 careers advice centre for conservationists – helping more than 630,000 conservationists in 178 countries across the globe.

We believe that all wildlife is beautiful, and that it deserves great conservationists working to protect it. We have extensive international knowledge, experience and a network of contacts within the conservation career sector.

This means that we can help job seekers and conservation organisations form lasting relationships that help conserve wildlife.

We do this by providing careers advice and information to a network of dedicated conservationists across the globe.

www.conservation-careers.com

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This guide is divided in three parts to make the process of applying straightforward.

In Part 1 we'll take you through 10 steps that break down the application process, from deciding to apply through to submitting your application.

In Part 2, we'll show you before and after examples of two real job applications, and how they went from average to stand-out.

In Part 3, you'll find a series of example CV/resume and cover letter layouts, as inspiration to create your own application.

Throughout the guide you'll find exercises, tips and links to extra resources.

You can follow the guide from start to end, or head straight to the sections you need.

Part 1: 10 steps to applying for a conservation job

1. Decide if you should apply

Successfully applying for a job is a job in itself! Before committing to applying, review the job description carefully and decide if you stand a chance and if it's a worthy investment of your time and effort. Here's what to consider:

- **Does the employer look good?** You might consider company culture, employee ratings, staff turnover and whether the organisation operates in line with your values.
- **How excited do the duties and responsibilities make you feel?** Using the job description, imagine what the job is like day-to-day. Does it excite, motivate and challenge you?
- **How well do you meet the personal specification?** Consider the essential (most important) and desirable (nice to have) criteria. You should have most of the essential criteria to stand a good chance – but very rarely does an applicant hit all the criteria.
- **Do the terms of employment seem ok?** Review the salary, benefits, leave, location, hours of work, etc.
- **Do you understand how to apply** (and have time)? Keep in mind that it can take several days to draft, review and submit a strong application! It is far better to submit fewer better applications, than lots of poorly-suited ones...
- **Does the role fit with your current career goals?** Whether you're after your dream job, a foot in the door with a great organisation or a chance to develop specific skills, you should be able to articulate why this job is right for you now.

A bit of research up front saves lots of time later. If you decide to apply, this research will be useful for your application and interview. Still not sure if you should apply? [Check out these tips.](#)

Tip: If the job has an online application process, do a quick trial run. Sometimes online forms have extra questions that you need to prepare for. Others ask you to upload your CV/resume and cover letter in pre-determined templates – which means you can avoid spending hours perfecting PDFs.

299 applications >> 7 interviews >> 1 intern

The key to deciding whether to apply is evaluating your fit for the role and committing the time it takes to tailor your application successfully. This ensures you can make it through the application filtering process – as this example illustrates so well.



Every year, Save the Rhino International offers a 1-year **PAID** Michael Hearn internship, one of the most popular and competitive internships for early career conservationists. In 2018, the conservation charity received a staggering **299 applications**, from which they offered **7 interviews** and hired **1 intern**. Here's a behind-the-scenes peak at their process:

- **66 (22%!) of applications** were excluded immediately. 14 had errors such as misspelling 'Save the Rhino' or sending a job application for the wrong organisation, while 52 failed to follow the application instructions properly.
- For the remaining **233 applications**, five staff marked each as 'yes', 'no' or 'maybe' using the person specification criteria, resulting in **41 applications** with five 'yes's'.
- The final **7 applications** stood out because they had strong CVs and cover letters **tailored to the job and organisation**, addressing the charity's requirements and showing they had done their research.

2. Don't leave it to the last minute

Preparing your application early gives you time to review and polish the final product. Plus, the earlier you make contact with the employer, the better your chances of having your application reviewed and being offered an interview ahead of other candidates.

3. If you're not sure about something, ask

Not only is it important to have all the details before applying, reaching out to the employer early can help you start to stand out in a crowd of applications. It puts you in direct contact with the person who has the power to hire you and shows that you're serious about the role, organised and not about to waste anyone's time. Important: only do this for **REAL** questions that can't be easily answered via the job description, employer website or online.

4. Craft your career success stories

Research shows that you've got 20 seconds to impress a potential employer. You need to stand out from the crowd from the word go and stories are your key to doing it.

Rather than telling the employer what you can do using empty words ("I'm a great team player and work well to deadlines"), stories show them by proving what you can do deliver with facts and evidence. They highlight how you can meet an employer's needs, solve their problems, relieve their pains and bring unique value. Sell yourself using storytelling and you'll quickly stand out as the best - or only - candidate for the role.

The stories you identify in the next two exercises will form the core content of your cover letter, your CV/resume and - if successful - your interview. This is the most crucial step in your application so do it when you're feeling fresh, inspired and have a couple hours to spare.

Exercise 1. Identify your best evidence

Step 1. Start a spreadsheet called Evidence Matrix.

Step 2. List the criteria asked for by the employer down the first column.

Step 3. Create a column for each of your professional, educational and volunteer experiences to date. You may be surprised by how an unrelated experience can provide great evidence against the employer's criteria.

Step 4. For each of the criteria listed, work through your experiences to date to identify any evidence that matches the skill.

Step 5. When you're done, for each criterion, scan across the row to identify relevant, impressive evidence using a bold font.

Step 6. From your relevant, impressive examples, identify your single best example per row by highlighting it. Try to find examples from across your career to date, to showcase the breadth of your experience to an employer.

See the following example of a completed Evidence Matrix.

Example evidence matrix

Birdlife	Director	Pacific Programme Development Manager	Consultant Ecologist	PhD Student	Life
Media and Communications Officer, Brussels	Career Changers	BirdWorld	NPA Ecology	York University	
Good English writing skills, with a clear and engaging style	Written and edited over 400 interviews on the website.	Led the promotion of Pacific projects, and developed 47 donor proposals.	20 reports produced for clients detailed EclAs.	Thesis, Papers and Essay competition.	
Strategic mind to develop national or EU-wide communications campaigns	Developed communications campaigns for key jobs, and an online course.	Developed Pacific Wide Communications Campaigns - e.g. Suwarrow	None	Barn Owl nest box scheme.	
Good social media and marketing skills	Built online communities on FB (17k), Twitter (17k) and email (30k).	Worked with ROVIO and Angry Birds team to promote Pacific work.	None	None	
Experience in traditional media	Had interview published in the Guardian online.	Press releases for SOWB.	None	Published my work in local and national newspapers and local radio.	
Ability to make complex policy and scientific issue easy to understand to a variety of audiences	Covered a variety of career types on website, to make more accessible to job starters and switchers.	Donor proposals explaining conservation practices to audience of non-specialists.	Report for Isle of Grain EIA.	Runner up in Essay Competition.	
Good project management and organizational skills to coordinate multiple projects efficiently	Designed, built, tested and grown the business from scratch.	Co-ordinated 47 proposals over three years.	Co-ordinated a team of ecologists running multiple projects at the same time.	None	
Ability to work under pressure and tight deadlines	Launching version 2 of the website.	Darwin proposal.	Refuse projects - 50 sites in two weeks including reports.	Thesis submission	
Good communication and interpersonal skills	Remotely built a network of over 100 bloggers.	Held weekly meetings with key partners across eight countries - e.g. NZAID proposal.	Chairing meetings with external consultant groups.	Winner of Mammal Society student talk.	
Fluency in European languages other than English	None	Some french for French Polynesia and New Caledonian Partners.	None	None	Rudimentary German & French
Advanced graphic design skills, with a focus on the Adobe CC suite	Designed all graphics on the website.	None	None	Designed my PowerPoints (!)	

Exercise 2. Transform your evidence into success stories

In this exercise you'll create compelling career success stories to showcase your evidence.

Step 1. Create a Career Success Story Sheet like the one on the next page.

Step 2. Turn each of the criteria into a competency-based question. For example, Tell me about a time when you...?

Step 3. Choose an example from your best evidence that you're proud of to start.

Step 4. In point form or narrative, answer the questions to form the beginning, middle and end of your story.

Step 5. If you get stuck, ask yourself if you have:

- Achieved something with limited resources?
- Created or improved something?
- Saved money, reduced costs, increased sales, saved time or improved efficiency?
- Developed or implemented something new?
- Designed or improved a process, product or programme?
- Completed something ahead of schedule?
- Demonstrated a competency (e.g. leadership)?
- Improved teamwork?

Remember that great feedback, awards, etc. count as outcomes!

Step 6. Make your story specific. Read it over to identify any vague words (for example 'successful' or 'results') and replace them with specifics.

Step 7. Make your story measurable. If you're stuck, ask yourself: How many? How much? How big? How often? How long?

Step 8. Ask yourself, So what? After every outcome, ask, 'Why is that important / So what?!' This quickly makes your outcomes more impressive. For example:

- I raised 2 million dollars. *So what?!*
- It enabled 23 projects to work on priority conservation actions across the Pacific. *So what?!*
- 21 globally threatened species started to recover, and 348 hectares of habitat was restored. *So what?!*
- This helped achieve Aichi Biodiversity Target 12: 'By 2020 the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained.' *So what?! Etc.*

Step 9. Repeat for the rest of your relevant, impressive evidence and best evidence.

Blank career success story sheet

QUESTION	
Criteria	
Question (Competency-based)	
Best Evidence	
ANSWER	
<p>Beginning</p> <p>Background - Where were you, and what were you doing?</p> <p>Problem/Opportunity - What was the problem you were facing or opportunity you identified? What constraints did you come up against?</p> <p>Symptoms - What issues did it cause?</p> <p>Task - What was the task you identified?</p>	
<p>Middle</p> <p>Steps - What steps did you take to resolve the problem or use the opportunity?</p> <p>Relevance - Try to reference what the interviewer really wants to see</p>	
<p>End</p> <p>Outcome - What was the outcome of the situation?</p> <p>Quantifiable - Try to make your success quantifiable if you can.</p> <p>Bigger Picture - Link to a bigger picture if you can</p>	

Example career success story sheet

QUESTION	
Criteria	<i>Good English writing skills, with a clear and engaging style.</i>
Question (Competency-based)	<i>Demonstrate how you have good English writing skills, with a clear and engaging style.</i>
Best Evidence	<i>Written and edited over 400 interviews on the 'Career Changers' website.</i>
ANSWER	
<p>Beginning</p> <p>Background - Where were you, and what were you doing?</p> <p>Problem/Opportunity - What was the problem you were facing or opportunity you identified? What constraints did you come up against?</p> <p>Symptoms - What issues did it cause?</p> <p>Task - What was the task you identified?</p>	<p><i>As Director of Career Changers, it was my job to provide honest, accurate and useful careers advice to budding sustainable development professionals.</i></p> <p><i>The problem I faced was getting careers advice from outside of my own experience and knowledge, to be as comprehensive and useful to as many different people as possible.</i></p> <p><i>There was a huge lack of careers advice for the large numbers of job seekers in the sector.</i></p> <p><i>The task I identified was to collate careers advice from a wide and diverse network of sustainable development professionals.</i></p>
<p>Middle</p> <p>Steps - What steps did you take to resolve the problem or use the opportunity?</p> <p>Relevance - Try to reference what the interviewer really wants to see</p>	<p><i>To solve this I interviewed - via Skype and face-to-face - sustainable development professionals in two years from across the globe to understand their career paths and collate their careers advice.</i></p> <p><i>This meant writing up their interviews in a clear and engaging style for an audience of career starters and career switchers.</i></p>
<p>End</p> <p>Outcome - What was the outcome of the situation?</p> <p>Quantifiable - Try to make your success quantifiable if you can.</p> <p>Bigger Picture - Link to a bigger picture if you can</p>	<p><i>The outcome was I wrote, edited and published over 400 careers advice stories and interviews on the Career Changers website, which to date have been read by over 2 million budding sustainable development professionals in 197 countries.</i></p> <p><i>The advice has helped hundreds of people to secure work in a tough sector.</i></p>

Congratulations! **You now have 80% of the content you'll need for your application.** All your relevant, impressive stories will build your CV/resume, while you'll highlight your best stories in your cover letter.

Tip. As you apply for jobs, keep a master matrix of evidence and career stories to save you time. If you're further into your career and have many best examples, pay particular attention to stories that evidence more than one transferrable skill.

5. Build your CV/resume using your relevant, impressive evidence

We've broken this down into a series of short steps. Before diving in, let's clear up any confusion about CVs vs resumes.

Mythbusters: CVs vs resumes

If you're applying for a job, chances are that 'CV' and 'resume' refer to the same thing.

In Britain, Ireland, Australia, New Zealand, Europe, the Middle East, Africa and Asia, the term 'CV' or 'curriculum vitae' usually refers to the document you use to apply for a job. In North America, this document was traditionally called a resume.

These documents are concise summaries of your education, experiences and competencies and are used to apply for a job, internship, work experience or networking.

In North America, CV traditionally referred to a comprehensive document that covers your whole career and includes ALL of your education, experiences and competencies, including a complete history of awards, grants, presentations, certifications, professional affiliations, etc. It's used when applying for academic positions, post-secondary teaching positions and post-secondary study.

Today, the terms CV and resume tend to be used interchangeably. When applying for a job, you can safely assume that you should send a concise document (2-3 pages of your most relevant evidence) unless an "academic resume/CV" is specifically requested.

5.1 Choose the building blocks for your CV/resume

Goal: Decide which elements you will include in your CV/resume.

Each job is unique and so is each CV. Your goal is to strategically craft your CV to showcase your best evidence in the most impressive and easy to find way. You should always include the essential sections and you can then add optional elements from the list below to showcase additional evidence.

Essential

- **Name and contact:** Your full name, current address, email address and telephone number, plus optional LinkedIn profile URL, website, blog and/or relevant social media handles.
- **The 'hook':** A concise, catchy summary that conveys why you're the ideal candidate and showcases your personal brand.
- **Education:** A summary of your tertiary (and occasionally secondary), education.
- **Work experience:** A summary of relevant professional work experience, including position title, employer title, location, date range and success stories.

Optional

- **Volunteer/Intern experience:** A summary of relevant volunteer or intern experiences, including your position title, employer title, location, date range and success stories.
- **Training / Professional development / Qualifications / Certifications:** Courses, workshops or certifications that demonstrate your skills (e.g. project management, proposal writing, first aid, etc.). Bonus: these show your commitment to ongoing learning and development.
- **Skills:** Relevant skills to the role applied for, which might include technical, computer/IT, social media and other industry-specific skills.
- **Awards:** Relevant awards received for tertiary education or other accomplishments.



Optional

- **Languages:** Languages you speak at a basic level or above. Try to indicate your skill level in speaking, reading and writing.
- **Publications:** A list of (select) publications relevant to the role you're applying for. You can include a live link if they are available online.
- **Presentations:** Presentations given in professional, academic or other contexts. It's a good idea to include who you presented to, audience size, location, etc.
- **Professional membership:** Relevant professional organisations that you belong to.
- **Interests:** This is a great opportunity to show your personality and provide an interview ice-breaker. You can use it to show that you're well-rounded, physically healthy and include any other skills missing elsewhere in your CV.
- **Referees:** Include this only if specifically requested and if approved by your referees.

Tip. You can combine small sections under single headings, e.g. 'Selected skills and accomplishments' or 'Publications and presentations'. This is especially useful if you have important details that don't merit a section on their own.

5.2 Structure your CV/resume story

Goal: Order sections and information by prioritising your most relevant, impressive evidence.

Decide how best to tell your story by thinking like the employer. You want to put the most relevant, impressive evidence in the most prominent 'real estate' on your CV/resume. For example, you might:

- Leave 'Education' to the end of your CV if it is not part of the employer's criteria.
- Include voluntary roles in your professional experience if they are relevant to the role.
- Place voluntary roles in a section called 'Community involvement' at the end of your CV if you just want to show that you're engaged in your community.
- List an award together with a university course/degree or in a separate awards section.

Tip. Avoid duplication. With the exception of your 'hook', each piece of information should only appear once on your CV. Space is of a premium – don't waste it.

Three CV/resume formats

There are three broad CV/resume formats that are useful when planning your structure, each of which suits different applicants.

	Chronological	Functional	Hybrid
How it's structured	Lists your work history in reverse chronological order, starting with your most recent position.	Highlights skills and abilities up front (often as examples within themes), either followed by a brief list of jobs held (e.g. job title, company, dates) or without a chronological work history.	Combines the best of the chronological and functional formats: highlights relevant skills and accomplishments up front, followed by a chronology at the end to provide context.
Who it suits	Applicants with a consistent work history that is relevant to the job desired.	Recent graduates, career changers, applicants re-entering the workforce, applicants with large employment gaps, frequent job switchers.	Recent graduates, career changers, applicants re-entering the workforce, applicants with large employment gaps, frequent job switchers.
Pros	The most common format: straightforward, organised, easy to follow.	Downplays negatives in your work history such as employment gaps, lack of relevant experience or job hopping, while highlighting your skills, strengths and value.	Offers the best of both worlds by putting the focus on relevant skills and achievements while still including your work history information.
Cons	Can call attention to negatives or red flags in your work history.	Less common format can be harder to follow; may still raise red flags.	If not structured in a clear way, it might turn off employers.

Tip. To create a functional or hybrid resume, break your experiences down into relevant transferrable skills that match the employer's essential criteria (e.g. project management, communications, marketing) and showcase evidence examples from across your employment in each section.

5.3 Name & contact

Goal: Nail the first section on every CV/resume.

This section sits at the top of your CV and should include:

- Your full name.
- Your current address. If you're concerned about privacy, you can skip your street address and give your city and zip/post/postal code.
- Your (professional) email address (not your current work email address).
- Your phone number.
- Optional: Your Skype name.
- Optional: Your LinkedIn profile (as a live link).
- Optional: Your website and blog URLs.
- Optional: Your photo. This is great personal touch, but be aware that some employers may eliminate applications that include photos. Research the country, company and employer culture before deciding to use one. If you're not sure, skip it.

5.4 The hook

Goal: Hook the recruiter from the start of your CV/resume.

The top of page 1 is the most important 'real estate' on your CV/resume. The 'hook' pulls the best evidence from the rest of your document and puts it right below your contact info, quickly demonstrating your fit for the role and convincing the recruiter to keep reading.

Title: You can choose a title such as Highlights, Professional profile, Summary of skills, Key experience, Personal statement, or skip the title altogether.

Format: The most common formats are:

- 3 to 5 short, easily-scannable bullet points. Less is more!
- A personal statement. Don't waffle! Limit this to 3 lines and 2 sentences max. This works well in third person (Passionate conservationist seeking...) or first person for a more personal CV/resume (I am a passionate conservationist...)

Tip: Including your LinkedIn profile, website or blog.

LinkedIn allows you to expand on your career story and personal brand, while providing verifiable proof of your skills, experiences and attributes. This is a great way to showcase work samples, articles you've written or even a portfolio.

Make sure you give yourself a short, professional URL on LinkedIn and include it as a live link on your CV. If your LinkedIn profile needs some work, check out 'Ten tips to help you create the perfect LinkedIn profile' [part one](#) and [part two](#).

Exercise 3. Crafting your hook

Your hook should be specific to the role you're applying for. Start with your best stories and follow these tips:

- Put your achievements front and centre, focussing on what you offer. Highlight top skills and strengths relevant to the job, making them specific and measurable.
- Include keywords from the key criteria, job description and your industry.
- Optional: Include the names of any prominent, relevant organisations or people you've worked with/for.
- Optional: Say who you are (e.g. recent graduate, experienced conservation scientist).
- Optional: State your career goals - IF they are well-tailored to the role and still focus on how you will add value to the employer (e.g. *...seeking a challenging, fast-paced position where I can apply my 10 years of fundraising experience to launch projects that conserve threatened wildlife.*)
- Edit to keep it short and sweet. Include just enough evidence to hook the recruiter.
- Check that you've used adjectives sparingly and that they show the unique value you can bring. Avoid empty, vague words like 'self-starter' and 'results-oriented'.

Example hook (you can see more examples of hooks on pages 22-24):

Dr. Stefanie Marcella Rog

Organised | Positive | Inclusive

Highlights

- Executed nine NGO, research and government projects in time and budget
- Collaborated with culturally diverse teams and stakeholders in six countries
- Over ten years' experience working in conservation, with two+ years in Latin America |

Tip. Be passionate and purposeful, never arrogant.

Don't hesitate to display your passion for conservation. You want to show that you know what you're talking about, without sounding too arrogant and risking putting the recruiter off.

Customise your application with your personal brand

Goal: Identify and communicate your unique value in a memorable way.

If you've already defined your personal brand - congratulations, you're off to a great start. And if you're thinking to yourself, "But I don't have a personal brand...", don't panic! Everyone has a personal brand - you may just not know it yet.

Your brand is the combination of your personal values, drivers, vision, mission, purpose, passions, strengths and attributes, which differentiate you and showcase your unique value to an employer. **Put simply, it's who you are.**

Just like organisations have unique visions, missions and values, so do their employees. Your brand might just be the key to showing how you fit with a company and role. Whether you have five minutes or five hours, the next exercise will help you define yours.



Exercise 4. Defining your personal brand

Grab a piece of paper, whiteboard or blank document and note down everything that comes up during this brainstorm.

If you only have a few minutes to spare, ask yourself:

- What three or four words would I use to describe myself to a new acquaintance?
- What three or four words would others use to describe me? Better yet, ask them!

If you have more time, reflect on these extra questions to help bring your brand to life:

- **Vision.** What problem do you most want to help solve in the world? Hint: sometimes the things that drive you nuts help show what you really care about.
- **Mission.** How do you see yourself helping solve this problem?
- **Values.** What values are most important to you? Hint: it can help to ask yourself what kind of people and teams you've enjoyed working with.
- **Passions.** What do you love doing – at or outside work?
- **Strengths.** What do you excel at? What do others go to you for? What problems or pains do you help alleviate for others?
- **Added value.** What makes you stand out from peers with similar qualifications and backgrounds competing for similar roles? What would be missing without you?

Tip: Feedback from friends, family and your network can give great insight into your brand. You can request free, optional, anonymous feedback from www.reachcc.com/reach/survey.nsf.

Once you're done brainstorming and recording your ideas, start looking for themes and connections. Are there any themes that run throughout your answers? Are there any connections between different areas? Circle, highlight or underline these.

If you want more on personal branding, these online resources can help:

- www.mindtools.com/pages/article/newTED_85.htm
- brandyourself.com/blog/guide/how-to-write-a-personal-mission-statement
- <https://richardstep.com/richardstep-strengths-weaknesses-aptitude-test/free-aptitude-test-find-your-strengths-weaknesses-online-version>
- www.mindtools.com/pages/article/newTMC_05_1.htm

Tip: Branding for your target audience. Each job application is an opportunity to (re)brand yourself for the job you want, using your unique voice. You may wish to focus on different aspects of your brand or highlight keywords relevant to your target audience - the employer - but your brand should always be a genuine, authentic reflection of you.

Applying personal branding to your CV/resume

The ideal place to showcase your personal brand is right after your contact information, as part of your hook. Here are a few different approaches:

	Headline	Key skills (what you do)	Attributes (how you do it)	Branding statement
What it looks like	A position title in larger/bold font, usually followed by a statement, bullet points or adjectives.	3 specific skills that highlight what you can do, below your contact info.	3 specific attributes that highlight how you work, below your contact info.	A brief 1-3 line sentence that communicates how and what you do, and why.
Pros	Highlights a very close fit for a role or similar past experience.	Highlights skills that are a close match for the role.	Compliments your skills and experience in the hook.	A chance to define exactly who you are.
Examples	Communications specialist; Wildlife ecopreneur	Strategic planning, relationship building, project management.	Driven, adaptable, engaging.	Helping conservationists find careers that benefit wildlife.

Tip: Once you've defined your brand, aim to communicate it clearly and consistently across all channels, including your application, LinkedIn profile, website(s), social media platforms and communications. You might even choose to create an email signature or logo that reflects your brand.

Tip: Use the brand adjectives (next page) to avoid overused, empty statements like 'team player' or 'motivated self-starter'. Choose specific, unique adjectives that describe you.

Adjectives that describe your personal brand

Use these adjectives as inspiration to describe the unique attributes that communicate your personal brand. Note: if you choose to use vague or overused words like 'results-oriented', you should find a unique way to describe them and your value.

Accomplished	Curious	Inquisitive	Reflective
Adaptable	Decisive	Intelligent	Relaxed
Adept	Dependable	Insightful	Reliable
Adventurous	Detailed	Intuitive	Resolute
Ambitious	Determined	Inventive	Resourceful
Amiable	Devoted	Knowledgeable	Respectful
Analytical	Diligent	Level	Responsible
Approachable	Diplomatic	Lively	Responsive
Articulate	Direct	Logical	Results-driven
Artistic	Driven	Loyal	Results-oriented
Assertive	Dynamic	Methodical	Self-disciplined
Attentive	Easygoing	Meticulous	Self-reliant
Autonomous	Efficient	Modern	Sensible
Boundless	Eloquent	Motivated	Skilled
Brave	Empathetic	Objective	Skillful
Bright	Energetic	Observant	Sociable
Broad-minded	Engaged	Open-minded	Socially conscious
Calm	Engaging	Organised	Sophisticated
Charismatic	Entertaining	Outgoing	Stimulating
Charming	Enthusiastic	Participatory	Successful
Cheerful	Entrepreneurial	Passionate	Technological
Clever	Facilitating	Patient	Tenacious
Client-oriented	Flexible	Perceptive	Thorough
Committed	Focussed	Persistent	Thoughtful
Communicative	Friendly	Personable	Thrifty
Competitive	Generous	Persuasive	Tolerant
Confident	Genuine	Practical	Trustworthy
Conscientious	Hand-working	Precise	Unconventional
Constructive	Harmonious	Proactive	Upbeat
Cooperative	Helpful	Productive	Versatile
Courageous	Honest	Punctual	Vibrant
Courteous	Imaginative	Rational	Visionary
Creative	Independent	Realistic	Warm
Credible	Industrious	Receptive	

The following examples show how you can effectively combine your contact information, personal branding and hook.

Use of colour as personal branding



Nathalie Faye

A simplified contact section can work if applying to an organisation that often hires international employees – otherwise it's best to give your phone number and full address.

Email: natalie.faye@gmail.com | **Skype:** Natalie Faye | **Temporary address:** Hanoi, Vietnam

Environmental Educator

Engaging youth with nature through hands-on discovery



A branding headline with additional strapline

Highlights of skills

- Led 100 youth on remote conservation volunteering expeditions in Southeast Asia
- Designed and delivered a 12-week conservation internship programme
- 5 years coordinating one of the “top global environmental volunteering programmes”

This summary highlights evidence of key criteria right up front



ARTHUR MOURA



Skills highlighted as personal branding

Population monitoring | Project management | Climate change modelling

CONTACT

1-250-634-7044

arthurmoura@gmail.com

São Paulo, Brazil

[linkedin.com/in/arthurmoura](https://www.linkedin.com/in/arthurmoura)



Brief contact info works well for international roles

SUMMARY

- 3 years' experience coordinating scientific research programmes in South America and Europe
- Amphibian physiology and population monitoring across elevational gradients in Brazil and Spain
- Published recommendations for management of protected areas in the face of climate change

Summary focusses on key experience that matches the employer's criteria

Full contact info is the most common format. Including a website provides access to a full portfolio of work online.

Olivia Tomlinson

+44 9999 999999
oliviatomlinson@gmail.com
22 Tower Rd, Ely, Cambridgeshire, UK
www.designportfolio.com



Imaginative visual artist with a passion for showcasing nature through art. Specialise in telling conservation stories via mixed media (photos, videos, words, design, art). Making nature accessible to all and inspiring conservation one story at a time.

A personal branding statement showcases what you do, how you do it and why you do it, defining exactly what makes you unique. This could easily be followed by a summary.




Using an image is a personal choice but can be a great touch if the image is professional and you know that it won't land your application in the bin.

Personal attributes as branding


Icons add visual interest and help save space.

Live links allow the recruiter to learn more about you with

Kristianne Foster

 kristianne.l.foster@gmail.com  [kristianne49](#)  [linkedin.com/in/kristianne.foster](https://www.linkedin.com/in/kristianne.foster)

Nationality: Canadian (Victoria, BC) | Current location: Brazil, flexible to relocate

 **Driven | Adaptable | Engaging**

Highlights

- 6 years' experience in conservation and sustainable development communications
- 2.5 years' successfully coordinating communications for non-profits
- Created >80 compelling [news stories](#), [media releases](#), [blog posts](#), [policy briefs](#) and [project briefs](#)

The focus on skills/experience compliments the personal attributes

Live links can take the recruiter to examples of your work

This example takes the concept of personal branding a step further with simple, unique touches – colour, icons, font – that help communicate the applicant's brand.



A resume for Pooja Gupta, Multimedia Artist | Wildlife & Conservation. The resume features a textured, light-colored background. At the top right, there are social media icons for YouTube, Instagram, LinkedIn, and Facebook, along with contact information: pooja.gpt.24@gmail.com and +91-7416646599. The name 'POOJA GUPTA' is in large, bold, dark letters, followed by 'MULTIMEDIA ARTIST | WILDLIFE & CONSERVATION' in teal. A paragraph of text describes her passion for the natural world and her work in video, illustration, and graphics. A link is provided for her journey into the natural world.

Combines a branding headline with a branding statement, links to examples of work and social media handles.



Here the applicant has created their own unique logo based on their name, with links to their portfolio online.



A resume for Jone Troconis Aldaz, Wildlife & Conservation Filmmaker. The resume features a colorful, geometric logo for 'JONE TROCONIS ALDAZ' with a blue and orange gradient. To the right, contact information is provided: jone.troconis.aldaz@gmail.com and +34.618.498.315. Social media icons for LinkedIn, Facebook, and IMDb are also present. The title 'WILDLIFE & CONSERVATION FILMMAKER' is centered below the logo.

I am a female filmmaker with a wide range of experience in media productions including commercials, television and feature films. By sharing stories of our natural world my goal is to communicate current environmental issues affecting biodiversity and communities worldwide.

Tip: Don't be afraid to adapt! You can adapt ideas from these examples or mix and match parts of them to create your own. Your application is personal to you and the finished product should be something that fits your unique personality and style.

5.6 Education

Goal: Showcase your education in the most effective way for the job.

- Keep it simple and accurate.
- It's okay to omit negative grades and focus on the positives.
- Prioritise results. You can include reference to relevant modules (courses), but you should focus on proof of what you can do, such as your thesis or significant projects.
- Include qualifications you're currently working towards.
- Leave out secondary school education if you're at university, or keep it very brief.

Tip: If you haven't finished and don't plan to, you can still include your education by e.g. listing where you studied, dates attended, credit hours/courses/modules completed. Just be careful not to mislead the employer by suggesting that you received a degree.

Examples:



Clear layout with lots of white space

Qualifications

- Mar 2014 - Jan 2018 **PhD Applied Conservation Biology - Monash University, Australia**
Successfully led a field expedition along ~2500km, filling knowledge gaps on terrestrial vertebrates in mangroves. Engaged with reserve managers to understand knowledge of biodiversity in their reserves, feeding back results to inform future management. Influenced the Coastal Act with recommendations on governance to improve intertidal zone protection.
- 2008 **MSc Ecology - Vrije Universiteit Amsterdam, Netherlands**
Designed and led large-scale fieldwork (nine islands) investigating frog evolution. In partnership with the Smithsonian Tropical Research Institute, Panama.
- 2005 **BSc Wildlife Management - University of Applied Sciences, Netherlands**
Investigated land use effects on amphibian diversity in the Atlantic Forest, Brazil.

Leading with the date helps the recent PhD competition stand out. Emphasis is on the degree title first, and institution second.

Information is focussed on achievements and impact. Highlights partnerships with well-known organisations.

Highlighting community involvement shows the applicant's engagement and initiative above and beyond degrees completed.

Education

-   **The University of British Columbia, Vancouver, Canada** 2010 - 2012
M.Sc., Resource Management and Environmental Studies (RMES)
- Activities and Societies: Founding and Steering Committee Member International Development Research Network (IDRN); RMES Student Society Treasurer; Bridge Program Executive Committee First and Second Year Fellow's Rep
 - Thesis: Maximizing Climate and Health Benefits in Household Energy Carbon Credit Projects
 - Thesis compared climate and health benefits for different models of cookstoves specially looking at differences in carbon credits calculated for each scenario using two different methods.
-  **The University of British Columbia, Vancouver, Canada** 2005 - 2009
B.Sc. Honours, Natural Resource Conservation
- Resource Management, Forest Ecology, Conservation and International Development
-  **Norwegian University of Life Sciences (UMB)** 2008 - 2008
Student Exchange, Development Studies
- 2-month field course in Uganda in Rural Development and Project Management.
 - 2-month independent field research in Southeast Uganda looking at the socio-economic impacts on local communities living around Mt. Elgon National Park

This example highlights the institution before the degree name – adding emphasis and visual interest with logos. This can be useful if the university is well-recognised or more relevant than the degree name. It also helps to highlight global experience.

Giving a date range shows expected or fast completion of degrees.

Highlighting location can help show global experience or study in relevant countries.

Only including the completion date gives the necessary information but avoids disclosing any degrees that took extra time to complete.

Education

Master of Conservation Biology - *University of Queensland* Brisbane, Australia (2016)

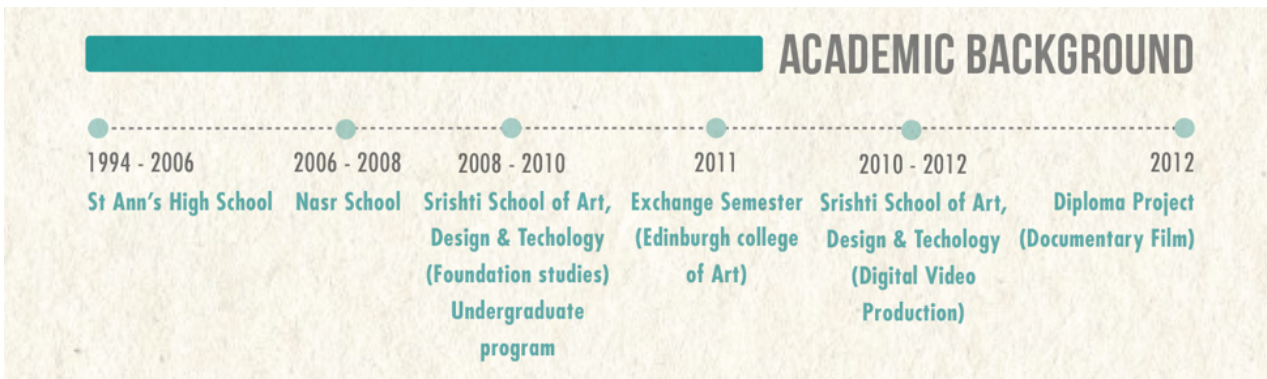
- Rotary International Global Grant Scholar 2015/16 - Economic & Community Development
- Relevant coursework: National & International Conservation Policy, Conservation Decision Making
- 6.9/7 GPA

BSc. Earth Science - *University of Victoria* Victoria, Canada (2010)

- Specialisation in Biodiversity Conservation and Wildlife Management
- Specialisation in Spanish

Here the word 'specialisation' helps to indicate a focus that wasn't an official minor.

Brief highlights of coursework can be useful especially if the degree did not involve a thesis. Including a GPA can be useful for recent graduates looking to stand out if the GPA was high.



If education is not a requirement or only part of the employer's desirable criteria, you might choose to include it in a more concise form. This also serves to show progression. Remember that high school experience may not be relevant for most roles.

5.5 Work experience

Goal: Showcase your work experience using success stories.

Unless you're using a functional format, your work experience is the bread and butter of your CV/resume. It's important to get this section right. You'll want to:

- Give enough context to the role including name, job title, location and dates. If the organisation is not well-known, describe what it does briefly in brackets.
- Choose 2-3 (maximum 5) success stories per job and include them as brief bullet points.
- Be selective. Older roles only require a brief summary and you don't need to include every job you've ever done.
- Include some key buzzwords listed in the job advert in bold.
- Be strategic in how you showcase your information. Are the organisations you worked for well-known and relevant? Put them ahead of your position title or include their logo as a graphic. Is international experience key? Put your job location in bold to help it stand out.

Exercise 5. Crafting accomplishment statements - your bite-sized career success stories

Many applicants describe their work experience in the form of duties, responsibilities or tasks performed (think: Responsible for carrying out a portfolio of research projects focussed on informing invasive species management) and fail to evidence their skills.

In this exercise you'll replace responsibilities and duties with short success stories that prove what you've achieved, show what makes you unique and demonstrate the value you can bring to your next role.

- Go back to your list of career success stories.
- For each position held, choose 1 to 3 stories you'd like to showcase. Aim to include all of your best and good examples.
- Focussing on Problem, Solution and Outcome, convert your stories into 1 or 2-line statements. Sometimes it helps to reverse the order to begin with the outcome.
- Make sure you've included metrics wherever possible.
- Check for and remove any vague, empty words or phrases such as 'acted as a team player' and replace them with concrete, measurable facts.
- Keep a list of action verbs handy for inspiration/reference (see next page).
- Don't be afraid to showcase your personality, soft skills and personal attributes in your stories.

Action verbs for killer applications

Choose from these action verbs to make your application more specific, dynamic and compelling. They are grouped into broad categories of interpersonal, business and self-management competencies but can be used flexibly to describe different competencies.

Interpersonal competencies (e.g. communication, teamwork, leadership, etc.)

Address	Coordinate	Forge	Participate
Advise	Correspond	Gather	Partner
Advocate	Counsel	Guide	Perceive
Aid	Critique	Handle	Persuade
Appraise	Debate	Head	Present
Appreciate	Delegate	Help	Promote
Articulate	Demonstrate	Hire	Reconcile
Assist	Develop	Inform	Recruit
Bestow	Direct	Inspire	Refer
Brief	Disclose	Interact	Represent
Chair	Discuss	Involve	Resolve
Champion	Educate	Interview	Respond
Clarify	Empathise	Join	Seek
Coach	Employ	Lead	Share
Collaborate	Empower	Lecture	Speak
Command	Enable	Listen	Stimulate
Communicate	Encourage	Manage	Strengthen
Compel	Endorse	Mediate	Supervise
Consult	Engage	Mentor	Support
Contact	Enforce	Moderate	Treat
Contribute	Entertain	Motivate	Tutor
Convey	Explain	Navigate	Unite
Convince	Express	Negotiate	
Cooperate	Field	Network	

Business competencies (e.g. strategic thinking, initiative, decision-making, etc.)

Accelerate	Authorise	Contract	Edit
Accentuate	Balance	Control	Elevate
Accommodate	Boost	Convert	Elicit
Accomplish	Brainstorm	Coordinate	Eliminate
Achieve	Brand	Correct	Engineer
Acquire	Budget	Corroborate	Enhance
Act	Build	Craft	Enlarge
Activate	Calculate	Create	Enrich
Address	Catalogue	Critique	Enumerate
Adjudicate	Capitalise	Crystallise	Envision
Administer	Capture	Curtail	Establish
Admit	Catalog	Customise	Estimate
Advance	Catalyse	Cut	Evaluate
Advertise	Catapult	Decide	Examine
Advocate	Centralise	Decipher	Execute
Alleviate	Certify	Decrease	Exercise
Allocate	Chance	Deduct	Exhibit
Allow	Chart	Define	Expand
Align	Check	Deliver	Expedite
Alter	Classify	Demonstrate	Experiment
Amend	Close	Deploy	Extract
Analyse	Collect	Derive	Facilitate
Anchor	Commercialise	Design	Familiarise
Anticipate	Commission	Detail	File
Apply	Commoditise	Detect	Finalise
Appoint	Compare	Determine	Finance
Approve	Compile	Detect	Fix
Approximate	Complete	Develop	Follow
Arbitrate	Compose	Devise	Forecast
Architect	Compute	Diagnose	Form
Arrange	Conceive	Disburse	Formulate
Ascertain	Conceptualise	Dispatch	Formalise
Assemble	Conclude	Display	Found
Assess	Conduct	Dissect	Give
Attain	Conserve	Distribute	Generate
Audit	Consolidate	Double	Grow
Augment	Construct	Draft	Group
Authenticate	Contemporise	Drive	Identify
Author	Continue	Earn	Illustrate

Business competencies (e.g. strategic thinking, initiative, decision-making, etc.)

Implement	Multiply	Rate	Scrutinise
Improve	Observe	Read	Secure
Improvise	Obtain	Realise	Select
Incorporate	Offer	Receive	Sell
Increase	Officiate	Recommend	Set
Index	Operate	Reconcile	Settle
Initiate	Orchestrate	Record	Set up
Innovate	Order	Rectify	Shape
Inspect	Organise	Reduce	Simplify
Install	Originate	Research	Sketch
Institute	Overhaul	Refine	Solicit
Integrate	Oversee	Reform	Solve
Intercede	Perform	Regulate	Spearhead
Introduce	Photograph	Rehabilitate	Specify
Invent	Pilot	Reinforce	Streamline
Inventory	Pioneer	Relate	Study
Investigate	Plan	Relieve	Submit
Introduce	Play	Remedy	Succeed
Issue	Polish	Remember	Summarise
Judge	Predict	Remodel	Supplement
Keep	Prepare	Render	Supply
Launch	Prescribe	Reorganise	Survey
Lessen	Print	Repair	Synthesise
License	Prioritise	Report	Test
Link	Process	Reserve	Trace
Log	Procure	Reshape	Transcribe
Make	Produce	Restore	Transform
Maintain	Programme	Retrieve	Translate
Market	Project	Revamp	Transmit
Measure	Proofread	Reverse	Update
Memorise	Protect	Review	Upgrade
Meet	Provide	Revise	Use
Minimise	Publicise	Revitalise	Validate
Modernise	Purchase	Sanction	Verify
Modify	Query	Satisfy	Write
Monitor	Question	Schedule	Yield
Move	Raise	Screen	

Self-management competencies (e.g. adaptability, self-reflection)

Adapt
Adjust
Believe
Cope
Learn
Reflect
Value
Volunteer



Here's an example of how powerful it can be to turn a responsibility into a success story:

Responsibility: Responsible for a large team and fundraising for international projects.

Success story: Built and led a collaborative team of partner, government and community members across eight countries, developing donor proposals and securing over 2.5m from 47 submissions.

Responsibility: Managed email and social media platforms (Facebook, Twitter).

Success story: Built online communities from scratch on Facebook (17k), Twitter (18k) and email (10k), increasing sales by 50% in just two years.

Examples:

Briefly explains a lesser-known organisation.

Feb 2009 - **Project Leader and Advisor – Biological monitoring programmes**
Feb 2014 *Rijkswaterstaat (Ministry of Infrastructure and the Environment),
Netherlands*

Headed 30 expert elicitation workshops with government, ecological consultancies and independent advisors, gathering knowledge of 200 biodiversity monitoring experts, and integrated the results into a national monitoring strategy document to meet European policy.

Coordinated the national monitoring of seven programmes (including birds and fish), supervising and supporting three sub-project leaders.

Effectively administered an annual budget of €300k, adapting projects under budget cuts while maintaining high-quality data collection.

Uses no more words than necessary, making good use of white space so the chosen information stands out.



Great use of strong, compelling and relevant success stories.

Emphasises role title before organisation
– this works well if past experience is highly relevant to the role applied for.

Emphasises location – this can be useful to showcase global experience.



Communications Officer (Business & Biodiversity)

Cambridge, England

Fauna & Flora International

Sept 2013 - Oct 2014

- Authored 20+ [news stories](#), [project briefs](#), [blog posts](#) and media releases to raise the profile of biodiversity within industry, government and the public.
- Researched and wrote 10 specialist [information briefs](#) on sustainable development topics.
- Managed a revitalisation of website content to showcase FFI's work with business and environmental markets, collating information from >25 staff.

Strong but concise success stories with live link examples.



This example puts the organisation first and uses logos to emphasis well-known organisations. The use of white space really draws attention to the key information.



BBC

Field Staff, Nov 2018 - Dec 2018



Peruvian Amazon

- Supported a month-long expedition to the Peruvian Amazon to film scenes for One Planet: Seven Worlds, a new landmark series, narrated by Sir David Attenborough, about the wildlife of each continent.

British Exploring Society

Chief Scientist, Jul 2017 - Aug 2017



UK and Canadian Yukon

- Coordinated the scientific research programme for an expedition to the Canadian Yukon

British Exploring Society

Science Leader – Amazon Expedition 2017, Jul 2017 - Aug 2017



Peru

- Conducted biodiversity research and acted as supervisor and as a personal development leader for 50+ young people (16-24 years old) in remote areas of the Peruvian Amazon

This example would work well for a hybrid CV/resume in which work experience is presented very briefly, while relevant skills across the work history are pulled out and emphasised.



5.7 Design

Goal: Create a clean, professional CV/resume that showcases key information.

CV/resume design is very personal, but it's a good idea to follow these tips:

- **Embrace white space.** Instead of filling every square inch with information, allow the information to breathe.
- **Be consistent with clean formatting.** Whether it's text size, heading size, colours, fonts or use of borders, make sure it's consistent and clean across your CV/resume.
- **Choose a clear, legible font** such as Avenir, Calibri, Cambria, Constantia, Didot, Helvetica, Lato, Verdana, Garamond, Gill Sans, Book Antiqua or Trebuchet MS. Skip Arial and Times New Roman for a more original look. If you must submit a Word document, choose a font that will work on all PCs and Macs.
- **Use simple formatting to direct attention.** Bolding, shading, borders, lines and/or italics can direct attention to specific information.
- **Make your font size at least 11 or 12.**
- **Aim for 2 pages** (1 minimum, 3 maximum).
- **Include and highlight job-specific keywords.** Bolding keywords is a powerful way of focussing a recruiter's attention on the information they're looking for.
- **Use graphics/visuals effectively and sparingly.** Graphs, testimonials, pie charts and text boxes are optional ways to add interest.
- **Only use high-quality photos.**
- **Format your branding section to stand out** – using bold, larger font, etc.
- **Consider using colour strategically** to grab attention or emphasise your brand.

Need inspiration? Head to Section 3, type 'CV template' into Pinterest or choose a template in Canva (www.canva.com).



6. Create your cover letter to showcase your best evidence

Goal: show case your **best evidence** to motivate the employer to learn more about you from your CV/resume.

Your cover letter is the first step to quickly capture an employer's interest. It should:

- Highlight how you **fit the specific position** – how your skills, experience and attributes match the employer's needs.
- Compliment, rather than reiterate, your CV/resume, expanding on key evidence.
- Demonstrate genuine interest in the position and knowledge of the organisation.

6.1 Have fun!

Goal: Commit to enjoying the process.

For many people, writing a cover letter is more daunting than writing a CV. Relax and follow these steps: you know you're a great match for an organisation and role and this is your chance to show it!

Trick: get the first few words down on paper, don't worry about aiming for perfect at the beginning and the rest will flow more smoothly.

6.2 Prepare for success: know your audience

Goal: Tailor your cover letter to the organisation and role.

There is no one-size-fits-all cover letter and you must tailor your cover letter for each position and employer. Before you start:

- Research the position, employer and latest industry issues so you can clearly show you understand their needs and can bring unique value.
- Check: you should be able to describe the ideal person they're looking for.
- Be able to articulate: why you want the position, why you're the best candidate and what the employer should know about you. Review your matrix and identify your most impressive evidence that you can expand on to prove fit.

Tip: Start your research with the employer’s website and social media but consider meeting with someone who is familiar with the organisation. This research also helps give you an idea of the company’s culture and so you can match your language in your letter. To really stand out, rather than ‘parroting’ an organisation’s own words back at them, try finding a recent, relevant piece of news (e.g. a campaign, achievement, project, etc.) linked to the job and mention how it interested or excited you.

6.3 Include the key elements

Goal: Ensure your cover letter ticks all the necessary boxes.

Cover letters are personal documents that reflect our unique differences. While you have lots of flexibility, you should always include these elements:

1. Your name and contact details.

- Your full name, current address, email address, phone number, (LinkedIn profile).
- This section should match your CV to be cohesive and present your ‘brand’.

2. Date the cover letter was submitted

(note the date format of the country you’re applying to).

3. Organisation’s name and contact details.

- Recipient’s full name (see below).
- His/her title and/or department.
- Organisation’s name and address.

4. Subject/reference line to indicate the position you’re applying for.

- “Re: Position name/number”,
“Subject: Position name/number” or simply the name of the role.

5. Dear Mr/Ms/Mrs/Dr First name + Last Name.

Mr Bob Harris
13 East Road
Oundle
PE8 4PS

Dr Nick Askew
88 Glaphorn Road
Oundle
PE8 4BX
nickaskew@gmail.com
01832270396
22nd November 2017

Programme Development Manager

Dear Mr Harris,

6. Content

This section is very flexible, but successful cover letters should include:

- An introductory paragraph – to hook the reader.
- Body – your key evidence.
- Concluding paragraph – your call to action.

7. Signature

- If you're applying to a UK organisation, use "Yours sincerely" if you started with their name or "Yours faithfully" if you started with "Dear Sir/Madam".
- If you're applying to a non-UK organisation, use "Sincerely", "Sincerely yours", "With best regards", "Best regards", "Respectfully yours" or similar.
- Leave 3 lines of space (press Enter 4 times) and type your name.
- Insert your digital signature above your typed name.

6.4 Write your introductory paragraph - the Hook

Goal: Hook the reader so they read the rest of your cover letter.

This is your (only) chance to grab the recruiter's attention instantly through evidence, originality, personality and motivation – while keeping it professional. Put your punchlines at the start!

You should include:

- **Who** you are, **why** you're writing and **what** position you're applying for (and how you heard about it).
- Your motivation.
- A brief summary of why you're a good fit - a preview of what's to come.
- A unique and memorable touch.
- A link to the organisation's mission/vision or similar.
- Mentions of any connections with the organisation (e.g. experience or someone who referred you to the role).

Optional: consider using something unusual to grab attention – a specific accomplishment or point of interest (understanding company culture helps judge what is appropriate).

Tip: Always try to address your cover letter to a specific person. If you weren't given this information in the job posting, contact the HR department or receptionist to ask if they can provide you with the name of the appropriate person. Only as a last resort, use "Dear [Name of organisation/department/team]", "Dear Sir or Madam", "Dear Hiring Committee" or similar.

6.5 Write your body paragraphs

Goal: Demonstrate how you fit the role and what value you will bring.

- Go back to your best stories demonstrating the key experiences, skills and attributes that make you a great fit.
- Choose the top 3-4 stories that showcase your strongest, most relevant evidence against the employer's criteria.
- Ensure these stories show specific problems you've solved. Even better, if you know a problem that needs solving, use your top stories to show how you can help solve it!
- Connect your past experience to what the employer does and needs. Show that you understand the industry, organisation and relevant issues.

Tip: At least 90% of your cover letter should focus on the employer's needs and how you can benefit them. You can say what you hope to gain from the position (this shows you've thought about how the role fits your career goals), but what you can do for the employer is key.

Structure and style. You have flexibility here. You might:

- Focus the first paragraph on your suitability for the role and the second on what you can do for the employer.
- Pull out bullet points to highlight key achievements or skills you can bring.
- Identify three key themes within the job/criteria and structure a paragraph around each one (e.g. Communications, Project management, Research).
- Used bolded keywords/short phrases to highlight key skills/attributes from their criteria.
- Include hyperlink(s) to examples of work, like a portfolio (e.g. articles you've written).

6.6 Write your conclusion

Goal: Motivate the reader to read your CV/resume and request an interview. This is your call to action!

You should:

- Restate your interest in the position and your motivation.
- Cover any 'extras' required (e.g. driver's license, citizenship, residency).
- Thank the organisation for their time.
- Politely ask for an interview.

6.7 Finalise formatting

Goal: Make it clean, sharp and professional.

- Aim for one page.
- Align text left (justified text can look messy or outdated).
- Use multiple, short paragraphs.
- Use the same style and font (at least size 11) as your CV to keep it cohesive.
- Keep it simple, elegant and clean, rather than cramming too much onto the page.
- Embolden keywords to make them stand out.

6.8 Write and edit like a communications pro

Goal: Show that you're a skilled communicator.

Communications skills are valuable in every role so make sure your cover letter demonstrates that you can communicate effectively.

- You have limited real estate! Every single word should serve a purpose. If a word/phrase doesn't contribute anything and can be removed without changing the meaning, remove it!
- Keep it professional. Present the 'facts' and skip phrase like 'I feel'.
- Write confidently! Be honest and highlight - never downplay - your skills.
- Be excited, enthusiastic and genuine, never way over the top.
- Let your personality shine through your motivation and stories.
- Vary sentence structure and read out loud to check flow.
- Be the opposite of boring - help the reader to enjoy it.

7. Edit everything brutally

Edit everything in your application to make it super simple, elegant and clean. Lose the fat.

Be especially careful to:

- Avoid any duplication of evidence (with the exception of your hook).
- Check for any spelling and grammar mistakes. Read it backwards!
- Ensure you say as little as possible to get your point across.

Exercise 6. Writing punchline sentences that get right to the point

You have limited space and time with your application to impress the recruiter so make sure every word of every sentence counts. Take a look at the following example, addressing the criteria 'Highly collaborative team player':

As Programme Development Manager for BirdLife Pacific, my task was to raise funds for conservation work across 8 Pacific countries. In order to achieve this, I led the development of priority projects in need of funding in line with our regional strategy. This meant building collaborations between disparate conservation staff from partner organisations, local communities and Governments, to create attractive and effective proposals for donor support. Over 3 years I developed and submitted 47 funding proposals of which 32% were successfully funded and worth a value of £2,567,001. (88 words!)

While this might work for an interview, it forces a reader to wade through lots of words to find the key messages. By keeping the key evidence but editing heavily, this paragraph becomes:

As BirdLife Pacific Programme Development Manager, I built and led a collaborative team of partner, government and community members, across 8 countries, developing donor proposals. We secured over £2.5m from 47 submissions. (32 words!)

The second example gets rid of the fluff and better communicates your evidence and value. Here's how to do this yourself:

1. Pick a long sentence in your application (two or more lines) and type/write it out.
2. Circle all the words that would change its meaning if taken out. Then underline all the words that don't change its meaning.
3. Edit and rearrange ruthlessly to have as few underlined words as possible.
4. Go through the same exercise for every sentence in your application.

A great way to improve your sentences is to swap passive for active voice. In active voice, the subject proceeds the action, focussing on the message and removing unnecessary words. For example:

- **Passive.** I received recognition from my supervisor for my initiative by being given the opportunity to...
- **Active:** My supervisor recognised my initiative by giving me the opportunity to...

Tip: Tailor your application by country

Show how well you understand the employer and job by tailoring your application to the country your employer is based in. Here are a couple tips to start:

- For applications in English, use British, American, Australian or Canadian English as appropriate. You can set the language in Word.
- Be aware that personal information (such as date of birth, marital status and photo) is commonly included in some countries but may be considered inappropriate in others.

8. Get your friends and family to check it

Don't be shy! If you're serious about your application, share it with as many people as you can to get feedback and improve it. You should aim for at least three. Make sure you provide them with the job posting and key criteria so they can check your application against them.

Once you incorporate the feedback you like, re-check spelling, grammar and formatting; remove all comments and tracked changes; name your files sensibly and convert them to PDFs. Then check them again!

9. Submit it exactly according to their guidance

Always send your application in PDF format unless otherwise stated. This ensures that it can be opened and read - without being distorted - on any computer. If you've used live links, double check that they're working before submitting your PDF.

10. Get feedback

After a reasonable time-frame (e.g. 2 weeks), it's okay to reach out to the recruiter to check on the status of your application. Be polite and organised, but not pushy. This gives them a gentle nudge that you're still there and shows that you're really interested in the job.

Part 2: Examples of well-tailored job applications

To illustrate the power of tailoring each job application to the employer's key criteria, in this section we'll walk through two example application reviews, showing how they went from average to stand-out. Both are real applications that were reviewed by Conservation Careers against the employer's criteria using an Evidence Matrix.

In the first example you'll find the original job posting, original CV/resume and final, well-tailored CV/resume. In the second example you'll find the original job posting, original CV/resume and cover letter, Evidence Matrix showing gaps and final, tailored application.

Want your application checked by the experts at Conservation Careers? No problem! [Check out the details here.](#)

Example 1

Job application pack

JOB DESCRIPTION

1. IDENTIFICATION OF JOB

JOB TITLE: Land Management Team (LMT) Officer

JOB NUMBER:

RESPONSIBLE TO: Living Landscapes Manager

RESPONSIBLE FOR: Bursary, volunteers, trainees, interns, work experience placements and LMT casual site supervisors.

2. OVERALL PURPOSE OF JOB

To lead a team of volunteers and trainees to implement land management and maintenance work on Shef and Rotherham Wildlife Trust (SRWT) nature reserves and other sites across the operational area.

3. MAIN RESPONSIBILITIES:

- (i) To lead a team of volunteer and trainees to implement high quality land management and maintenance work on SRWT nature reserves and other sites as necessary.
- (ii) To work with the Living Don programme managers in planning and delivering management and maintenance works across the network for nature.
- (iii) To keep records and take photos of site works and enter these on the IT system.
- (iv) With the support of the HR Officer to recruit and manage the work programmes of all volunteers and trainees with the LMT.
- (v) Contribute to the effective running of the SRWT tool store on a daily basis to ensure tools, equipment, materials and waste are stored & managed appropriately.
- (vi) To undertake & document regular safety checks of SRWT vehicles, tools, equipment and machinery and maintain as necessary.
- (vii) To line manage up to three bursary/volunteers/trainee placements.
- (viii) To organise casual site supervisor cover to maintain LMT delivery during holiday & training days.
- (ix) To liaise with the general public at monthly Volunteer Work Days (VWD's) across a variety of nature reserves and with occasional corporate volunteering groups.
- (x) To deal with on site public enquiries and/or complaints in an appropriate manner.
- (xi) Manage land management budget lines.
- (xii) Alongside the HR Officer, support the personal and career development of SRWT volunteers and trainees etc.

- (i) To ensure that all work undertaken is delivered according to the policies and procedures of SRWT – including those concerning Health & Safety, Equality and Diversity, Safeguarding Children and Vulnerable Adults, Procurement and Environment.
- (ii) To carry out any other duties appropriate to the grade of the post and the objectives of SRWT, as requested by the department's programme managers or Head of Conservation and Land Management.
- (iii) Undertake any other duties, as requested by senior managers and commensurate with the aims of Sheffield and Rotherham Wildlife Trust.
- (iv) Work to and promote the Trust's charitable objectives, strategy, policies and procedures, including the Trust's culture statement at all times.
- (v) Present a professional image of the Trust at all times.

In addition we're looking for the post holder to take a lead role on at least **four** of the following areas:

- a) Health and safety rep including COSHH / DSEAR / Sharps / HAVS/ PUWER / PPE / Risk Assessments / FISA Assessments – including attendance at the SRWT H&S consultative meetings.
- b) Building & Fire Rep for tool store – ensuring fire alarm tests are done and security lighting in working order. Access routes to fire doors are maintained and fire extinguisher inspections are carried out etc. Maintenance of tool store including the shutter door, fire doors, security alarm, plumbing, lighting, skip management, PAT testing etc.
- c) Volunteer management including recruitment, support & development.
- d) Casual site supervisor management including recruitment, support & development.
- e) Tree safety inspection and/or works.
- f) Principal firewood sales person – processing, deliveries and customer service.
- g) Tool and equipment inspection, repair, maintenance and procurement.
- h) Overall responsibility for managing the LMT budget (with the other post holder covering when necessary).

JOB SPECIFICATION

This section deals with the scope, nature and type of work associated with this post, including the level of decision-making required, the scale of budgets and number of staff managed, and the level of knowledge and experience expected.

The Land Management Team Officer works to deliver a programme of practical tasks on SRWT nature reserves and other sites across the city, supervising a small team of trainees and volunteers.

The post holder has both the day to day responsibility for incurring expenditure (up to £200) against budgets held by a number of other SRWT staff, and for ensuring that appropriate financial policies and procedures are followed and have direct delegated responsibility for management of their own expenditure budget lines up to £10,000 per annum. In addition to this the post holder is required to project manage, with support, projects with expenditure and income up to the value of £25,000.

During the course of their work, the LMT Officer is expected to deal with a variety of mainly complex and non-routine work activities in differing situations, and often with considerable responsibility and autonomy –

particularly in relation to ensuring the quality of work delivered and training given, across a wide range of tasks and skills, including ensuring compliance with health & safety, equal opportunities, environmental and other policies and procedures.

Much of the work of the LMT Officer is expected to be carried out with little supervision from their line manager – particularly the day-to-day management of the Land Management Team, when preparing for, carrying out and finishing off practical days out on site. This will require them to manage and support the members of their team for a significant part of the working week.

They are expected to deal with a range of external contacts, including suppliers, contractors, clients and the general public, to take part in a range of collective team activities, and occasionally to communicate with other outside audiences (such as members, funders, etc).

Overall, it is expected that the post holder will have at least 2 years of appropriate relevant experience, and a vocational qualification equivalent to NVQ 3, or above.

JOB SPECIFICATION

PERSON SPECIFICATION

This section deals with the knowledge, skills and expertise required for the post. **Please note it is not expected that candidates will necessarily have skills and experience in all of the areas detailed, but this list will be used as a guide to assess suitability for the post.**

Area A EXPERIENCE

Essential

- Overall it is expected that the post holder will have **at least two years of appropriate relevant experience.**
- **Of three of the following:**
 - post and rail fencing
 - post and wire fencing;
 - tree / hedge planting;
 - scrub clearance;
 - felling of small - medium trees
 - footpath clearance and maintenance;
 - pond clearance and pond creation.
- **Managing, motivating and supervising trainees and volunteers.**
- **Habitat creation and management.**

Area B KNOWLEDGE/QUALIFICATIONS

Essential

- **A vocational qualification equivalent to NVQ 3, or above.**
- **Full driving license.**
- **A good understanding of health and safety principles and procedures.**
- **At least two of the following certificates:**
 - **chainsaws;**

- wood-chipper
- trailer towing licence.

Desirable

- First Aid at Work certificate or willingness to undertake training in this.
- A good understanding of nature conservation and ecology.
- An understanding of practical site management issues.

Area C	SKILLS
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Essential

- Practical conservation skills in at least **three** of the following:
 - construction and maintenance of fences;
 - footpaths;
 - ponds;
 - tree planting;
 - tree felling
 - Spraying
- Strong leadership and organisational skills.
- Good communication and interpersonal skills

Desirable

- Ability to recruit, support and mentor trainees and volunteers.
- Tool and equipment repair and maintenance skills.
- Ability to work co-operatively as part of a team.
- Budget management.
- Good verbal and written communication – including tact and diplomacy.

Area D	PERSONAL QUALITIES
---------------	---------------------------

Essential

- Ability to motivate and enthuse people.
- Ability to work supportively with a wide range of people on different levels.
- A careful and safe approach.
- Positive and friendly approach.
- Willingness to recruit members.
- A sense of initiative to solve practical problems.
- Ability to be tactful & diplomatic when dealing with public enquiries & complaints.
- Ability to work under own initiative and meet deadlines.
- Good level of physical fitness and the ability to work safely on semi-remote sites.
- Acts with integrity and professionalism at all times.
- Enthusiastic and personal commitment to the work of Sheffield and Rotherham Wildlife Trust.

Original CV/resume

Amy Griffin

Telephone Number: (+44) 9999 999999

Email: amy.griffin@email.com

Summary: Strong ecological background with ample experience in volunteer and trainee roles with reputable conservation organisations. Reliable, sociable, organised self-starter looking for a strong start to professional conservation career.

Work Experience

- *September 2015 –Present:* Living Landscapes Trainee with the Yorkshire Wildlife Trust. Nature reserve management including planning and practical tasks to ensure habitats continue to be enhanced and maintained.
- *Spring 2015:* Master's degree research trip to the Amani Nature Reserve, Tanzania. Exploring the sustainability of livelihoods and wildlife within the reserve to improve coexistence.
- *March – September 2014:* Work experience with the North Yorkshire Moors National Park Ranger Service. Assisting Senior Rangers complete practical tasks, stock checking and machine maintenance to enhance team productivity.
- *2012 -2014:* Co-Project Manager of The Green Ladder Project, a voluntary scheme run by the University of Central Lancashire. Listening to and understanding the needs and wants of the team so as to create a project that met their varying expectations.
- *Summer 2012:* Outdoor Camp Counsellor; Camp Winacka, California, USA. Working as a team with other counsellors to teach and assist outdoor camp programmes and encourage camper participation.
- *Miscellaneous Jobs:* Tomato Picker; Cleaner; GCSE Maths Tutor; Bar Maid.

Education, Training and Qualifications

- Events Leader Training (Planning, Organising and Delivering), Specialist In-house Training, Yorkshire Wildlife Trust - 12/05/2016
- Habitat Restoration and Creation, Specialist In-house Training, Yorkshire Wildlife Trust - 25/04/2016
- City & Guilds Level 2 Principles of Safe Handling and Application of Pesticides, PA1 Safe Use of Pesticides Course, Morton Training - 11/04/2016
- First Aid at Work (3-Day Course), Health and Safety Training Services Ltd - 16/03/2016
- Task Day Leader Training, Specialist In-house Training, Yorkshire Wildlife Trust - 26/02/2016
- CMSi Training and Management Plans, Specialist In-house Training, Yorkshire Wildlife Trust - 17/02/2016

- CMSi Training and Management Plans, Specialist In-house Training, Yorkshire Wildlife Trust - 17/02/2016
- LANTRA ITA Brush Cutters / Trimmers Training and Assessment, Morton Training - 04/12/2015
- Finance and Budgeting Training, Specialist In-house Training, Yorkshire Wildlife Trust - 16/11/2015
- Planning and Writing Funding Bids and Grant Applications, Specialist In-house Training, Yorkshire Wildlife Trust - 10/10/2015
- Risk Assessment Writing, Specialist In-house Training, Yorkshire Wildlife Trust - 7/09/2015
- MSc Sustainability (Environment and Development), Master's Degree Merit, University of Leeds - September 2014 to September 2015
- First Class Honours, BA (Hons) Outdoor Leadership, University of Central Lancashire - September 2011 to September 2014

Interests/Achievements

- Member of the Countryside Management Association.
- Gained (one of four) full University Academic Scholarships to study MSc Sustainability at the University of Leeds.
- Involved in the Steering Group for the NUS Green Ladder Project; organised task days such as Hedge planting at local schools and city parks and Working with disabled groups, such as PIP, at Hothersall Lodge Outdoor Centre.
- Travelled extensively across the USA, Asia (including Vietnam, Cambodia, Thailand, Nepal, the Philippines and Indonesia), Eastern Europe and Tanzania. Independently planned and carried out two-week expedition to Everest Base Camp in the Nepalese Himalayas.
- Organised and undertaken group walking and canoeing expeditions in Wales and Scotland.

Final CV/resume

Replaced vague words and highlighted applicant's unique experience and attributes.

Highlighted applicant's master's from the start.

Amy Griffin MSc

Included the logos of organisations worked for to highlight experience with well-known, reputable organisations and add visual interest.



Reliable | Sociable | Organised

Strong ecological background with demonstrated experience and initiative in professional, volunteer and trainee roles with reputable conservation organisations.

Contact Details

Tel: (+44) 9999 999999

Email: amy.griffin@gmail.com

Home: 54 Pearce Crescent, Little Downham, CB6 2EA

Used stories wherever possible to showcase evidence of achievements and highlight unique projects and responsibilities that set this applicant apart from other applicants, focussing on metrics, active verbs and specific details wherever possible.

Work Experience

Assistant Trail Maintenance Ranger on the Hadrian's Wall Path National Trail with the Northumberland National Park (May 2017 – Present)



Northumberland
National Park

- Assist rangers in achieving conservation, access and education and engagement objectives and targets.
- Implement and deliver practical maintenance and improvement works on the Hadrian's Wall Path National Trail including: sensitive work requiring scheduled monument consent, grassland and vegetation management, signage and way marking, and path surfacing and basic dry stone walling.
- Successfully liaise with >30 farmers, >50 landowners and five communities monthly regarding works to public rights of way and access to land.

Living Landscapes Trainee with the Yorkshire Wildlife Trust (Sept 2015 – Sept 2016)



Yorkshire

- Enhanced and maintained internationally important habitats - including chalk grassland, heathland, floodplain meadow, lowland marshland and ancient woodlands - at 16 national nature reserves across Yorkshire.
- Prioritised and completed practical reserve management - including brushcutting, scrub removal, monitoring access routes, repairing fences and botanical surveys.
- Regularly led practical conservation sessions with volunteer groups - ranging from weekly meetings in Hull's urban wildlife garden with 10 volunteers, to monthly outdoor sessions with children and vulnerable adults, and physically demanding weekly work parties with up to 30 volunteers.
- Successfully co-managed a BIFFA funded project to reintroduce wildflowers along the River Ouse, working closely and negotiating with local landowners, multi-national companies, and internal-organisation liaisons to conduct habitat restoration across multiple sites and properties.

Assistant Ranger Work Experience with the North York Moors National Park (Mar 2014 – Sept 2014)



- Assisted Senior Rangers to complete essential tasks - including Public Rights of Way maintenance; stock checking; repairs to gates, stiles and fences; maintaining machinery and tools; and responding to queries and complaints from landowners.
- Enhanced public awareness by sharing information with the public in the Park, working within the visitor centre, presenting at agricultural shows and delivering activity sessions with school groups.

Created a visually attractive layout that helps the recruiter navigate - clean and professional, but not boring.

Reformatted and expanded on the work experience section, allowing each employment experience to stand alone and using easy-to-read bullet points to showcase evidence that matches the employer's key criteria.

Co-Project Manager of The Green Ladder Project, University of Central Lancashire (2012 -2014)



- Organised and delivered practical tasks days with student volunteer groups on campus and at other locations, including Preston Council sites and local schools.
- Presented ideas to the Project Steering Group and created a project that met participants' varying expectations, based on listening to the needs and wants of the team.
- Successfully created a project to transform forgotten and unattractive areas of the university campus into urban wildlife havens that informed students about the importance of conserving our environment. The sites included wildflower meadows, bee hives, information boards, insect hotels made by students from local schools, small wooded areas and ponds.

Outdoor Camp Counsellor, Camp Winacka, California, USA (Summer 2012)



- Worked as a team with six other counsellors to teach and assist outdoor camp programmes and encourage camper participation.
- Led, managed and engaged groups of nine to 12 campers for five days at a time over three months.
- Organised, wrote risk assessments for and delivered activity sessions in basic ecology identification and wildlife and outdoor sports, including canoeing and kayaking and archery.

Education



Showcased education in a separate section to ensure it stands out.

MSc Sustainability (Environment and Development), Master's Degree Merit, University of Leeds - September 2014 to September 2015.

First Class Honours, BA (Hons) Outdoor Leadership, University of Central Lancashire - September 2011 to September 2014.

GCSEs: Including Mathematics, English and Science: 1 A*, 11 As and 1 B.

A Levels: Mathematics, Physics, and French: B, C, C respectively.

Qualifications and Training

Risk Assessment Writing, Yorkshire Wildlife Trust - 7/09/2015



Reordered qualifications to highlight the most impressive information first. Reformatted using bolding and bullets to make the information easier to follow.

- How to undertake and prepare site and task risk assessments and method statement for practical task days when alone or managing volunteers.

Planning and Writing Funding Bids and Grant Applications, Yorkshire Wildlife Trust - 10/10/2015

- Developed practical funding application and bid writing techniques in order to produce focussed proposals

Finance and Budgeting Training, Yorkshire Wildlife Trust - 16/11/2015

Provided understanding of financial statements, planning, assembling and managing budgets, forecasting techniques, and purchasing decisions in relation to conservation charities.

LANTRA ITA Brush Cutters / Trimmers Training and Assessment, Morton Training - 04/12/2015

- Training and assessment in safety and risk, HSE legislation, practical maintenance of the brushcutter, fuelling and starting the machine and safe operation.

CMSi Training and Management Plans, Yorkshire Wildlife Trust - 17/02/2016

- Determining, prioritising and organising future practical tasks on nature reserves.
- How to enter management plans into CMSi software, work recording and mapping the data.

Task Day Leader Training, Yorkshire Wildlife Trust - 26/02/2016

- Planning, organising and leading practical task days with groups of volunteers.

First Aid at Work (3-Day Course), Health and Safety Training Services Ltd - 16/03/2016

- Training and assessment in giving effective life support, diagnosing and treating injuries or illness and maintaining care and comfort of a casualty.

City & Guilds Level 2 Principles of Safe Handling and Application of Pesticides, PA1 Safe Use of Pesticides Course, Morton Training - 11/04/2016

- Training and assessment in becoming a safe and competent pesticide user; storing, transporting, and disposing of pesticides safely and recording relevant information.

Habitat Restoration and Creation, Yorkshire Wildlife Trust - 25/04/2016

- Discussed methods of creating, restoring and maintaining grassland, woodland, ponds and linear habitats.
- Included mitigation methods, repair of eroded ground, specialist measures to accommodate protected species.

Events Leader Training (Planning, Organising and Delivering), Yorkshire Wildlife Trust - 12/05/2016

- How to create, organise and deliver inspiring events and activities in an outdoor environment, including with public and school groups.

Interests and Achievements



Used a simple colour scheme to help define different sections.

Scholarships - Gained (one of four) full University Academic Scholarships to study MSc Sustainability at the University of Leeds.

Travel - Travelled extensively across the USA, Asia (including Vietnam, Cambodia, Thailand, Nepal, the Philippines and Indonesia), Eastern Europe and Tanzania. Independently planned and carried out a two-week expedition to Everest Base Camp in the Nepalese Himalayas.

Expeditions - Organised and undertook group walking and canoeing expeditions in Wales and Scotland.

Memberships - Member of the Countryside Management Association.

Example 2

Job application pack



Selamatkan Yaki – Research Position Description Programmes Coordinator (PC) 2018

Summary

Selamatkan Yaki (SY) is a research, education and conservation programme operating under the Whitley Wildlife Conservation Trust, UK and Yayasan Selamatkan Yaki Indonesia (YSYI) whose goal is to reduce the threats to the Sulawesi crested black macaque (*Macaca nigra*) and its habitat. SY is seeking a highly motivated and qualified individual to help lead the team and coordinate research and conservation projects. The Programmes Coordinator (PC) will lead on an established research project which monitors the status and threats of wild macaques, and spearhead the development of a new research project on the wildlife trade. The PC will analyse and distribute the results internally and externally to ensure its usefulness in informing the conservation approach of SY and stakeholders. The role will be based in North Sulawesi, Indonesia.

The ideal candidate will have experience working abroad, possess strong communication skills and proven competencies in designing, implementing and coordinating research projects.

Details

Reporting to: Selamatkan Yaki Programme Director

Working with: SY project team; Whitley Wildlife Conservation Trust; researchers and students, as well as collaborators (e.g. Sam Ratulangi University, other NGOs etc.) and stakeholders (e.g. local villagers, government officials etc.)

Role

The Programmes Coordinator (PC) will work directly with the Programme Director (PD) and Project Leaders (PLs) to support the monitoring and evaluation of all research and conservation activities. Their main responsibilities will include supporting the general management of all ongoing projects, strategic conservation planning for the programme and co-production of scientific output in the form of publications in international peer reviewed journals.

Core Responsibilities as PC:

- Oversee continuation of the regional-scale biodiversity monitoring project for *M. nigra* and its threats;
- Design and implement a long-term wildlife trade research and mitigation plan for *M. nigra*;
- Develop a research project to update population estimates of *M. nigra* in its non-native range of Bacan Island, South Halmahera, and inform conservation approaches for this area;
- Enhance a Socio-Ecological Systems approach by collating ongoing social research results with biodiversity monitoring data;
- Oversee budgeting of funds under relevant project deliverables with the PD and Financial Coordinator (FC);
- Oversee and coordinate project activities and core operations with the PD;
- Support the procurement of funds for project operations;
- Budgeting funds and maintaining detailed and accurate records of expenditures;
- Communicate and liaise with wide range of stakeholders both day to day and in meetings, seminars and events.

Required skills and characteristics

- Possess undergraduate degree in Wildlife Conservation, Zoology or related subject;
- Motivated and independent worker;
- Willingness to learn Bahasa Indonesia;
- Ability to communicate effectively with people from a variety of cultures and backgrounds;
- Fluency in written and spoken English;
- Ability to lead and motivate others;
- Initiative and attention to detail;
- Flexible and able to work in a dynamic environment;
- Proficiency in Microsoft Excel and Word.

Desirable skills and characteristics

- Possess a Masters, or higher, in Wildlife Conservation, Zoology or related subject;
- One or more publications in peer-reviewed journals;
- Possess a full, clean driver's license;
- Experience working abroad, preferably in research station or with a small NGO and/or in Indonesia;
- Ability to write grant proposals;
- Experience working with a broad range of stakeholders;
- Experience of using spatial and statistical software i.e. ArcGIS, R, SPSS.

Original application

Selematkan Yaki,
Manado, North Sulawesi
Indonesia

Nathan Hall

Street address, City, Country
Personal contact numbers
nathanhall@gmail.com



15/03/18

Subject: 'Research – Programmes Coordinator' Application

Dear Harry Hilser,

I wish to apply for the position of 'Research – Programmes Coordinator' with Selematkan Yaki, in North Sulawesi, and to grow and continually improve the scope of the programmes your organisation participates in and leads. I have spent over 5 years working towards gaining a research role within a renowned conservation organisation, and I believe this position with Selematkan Yaki could not better suite my skills and interests. I am a member of the International Primatological Society and the Primate Society of Great Britain, showing my commitment to primates within this field. Furthermore, I have a lot to thank the crested black macaque for, as if I had not completed my undergraduate study on them and become fascinated with their lives I would not be working in this field today. As a result, I have a deep, underlying enthusiasm for this charismatic and truly wonderful species.

I am currently the Education and Research Officer at Blackpool Zoo, I hold an **MSc in Primate Conservation and a BSc (Hons) in biological sciences**, giving me a broad knowledge base on wildlife conservation and a specialism in primates. From my time on these courses I have developed strong research skills and planned out, implemented and completed many high-level research projects. A specific project completed on my MSc is currently under review by a renowned journal, and another is in the process of being prepared for publication, demonstrating my academic abilities within the field of primatology. Furthermore, I wrote a paper on the course that directly investigated the illegal wildlife trade on three macaque species, including crested black macaques, using CITES data. I feel this background provides me with a distinct advantage and background knowledge as to how and why these macaques can end up in the illegal wildlife trade, all of which would come into use in this role.

In my current role as the Education and Research Officer I am solely responsible for coordinating, overseeing, reviewing and implementing all research projects that are conducted within the zoo. I am very proud to say that before I started in 2016 the zoo had never hosted over **30 research projects in a year, yet in the last year we have hosted over 45**. These projects are all high-level, with the largest increase coming from more MSc projects being completed. I feel this demonstrates my ability to be efficient, to coordinate multiple quality studies at any one time, and to attract and encourage researchers to complete research in the organisation.

Additionally, my **ability to liaise with other organisations** has resulted in an MOU being set up between the zoo and a local university, allowing research agreements and partnerships to be formalised. In line with this, my work involving universities, other zoos and a working group committee has enabled pioneering research to be conducted on a group of elephants, where we will monitor behaviours both before and after an inter-zoo transfer. This also demonstrates how **adaptable my research skill set is and how I can apply appropriate techniques to new situations**. Another duty of my role is to **supervise and lead a team of up to 5 volunteer research assistants** and student placement workers. This involves supervising research projects and training the researchers to be able to contribute to on-going zoo research projects that I have implemented. One of these projects that has been implemented at the zoo has now been taken all the way to be submitted for publication, showing that I am capable of leading teams all the way through each phase of a project. Subsequently, I am a competent user of SPSS, and have received advanced training in ArcGIS.

Previous experience of working in Indonesia comes from over 6 months of working with the Orangutan Tropical Peatland Project (OuTrop) in Borneo. Here I was actively involved with local people to aid and lead in the use of a range of field research techniques for monitoring both primates and forest biodiversity. As a result, I am familiar with techniques used to monitor primate and other animal populations within dense forest environments. My role here was to oversee and coordinate volunteer groups of up to 16 individuals during field research, as well as keep accurate expenses records for the volunteers, myself and the project. This would involve budgeting and coordinating any expeditions to remote field sites. **Whilst working with OuTrop my Bahasa Indonesian was good enough to explain what was needed to carry out work**, however, I would relish the opportunity to improve on this and have a strong desire to be able to hold long conversations.

of mixed methods approaches as I believe these projects can have the conservation impact that is so often not present in many scenarios. Further to this, I have worked in Uganda's Budongo Forest, where I successfully worked with another set of local field assistants to use techniques that were new to me, in an unfamiliar environment. For this research I had to organise all of the required research permits, **applied for grants** and obtained commercial sponsorship. As a result, I feel I am **very competent at communicating with people and requests across all backgrounds and cultures**, in both informal and professional manners and circumstances.

I possess an innate enthusiasm for the crested black macaque and the Selamatkan Yaki programme and am able to combine this with the relevant experience and skill set required for this role. I am certain that this is exactly the next step I wish to take in my career and I would gain a huge amount from working in this stimulating environment, and would equally have a lot to contribute to it. This role will give me the chance to implement my skill set and all of my previous experience in a fantastic environment, with incredible wildlife, and in an organisation with a strong reputation; it is an opportunity that extremely excites me, and I hope you will consider my application.

Yours sincerely,

Nathan Hall

Nathan Hall

Street Address, City, Country
Personal contact details
nathanhall@gmail.com



Profile

A dedicated, gregarious, and intuitive individual, possessing excellent social and communication skills, a proven track record of being able to work well in a team, and of managing and organising people; has doubled the research output in current role with only the help of volunteers, whilst creating strong links with learning institutions. Dedicated to conservation biology, which is shown via over five years of extensive education and experience in the discipline.

Education

MSc Primate Conservation – (High 2:1) Oxford Brookes University *September 2015- September 2016*

Course Media Liaison Officer: Managing any external communications with the media as well as the course Facebook page

Key Modules: Conservation Education, Research Methods, Captive Management, Human-primate Interactions

Dissertation 1:1: "Identifying factors affecting faecal glucocorticoid metabolite (FGCM) concentrations in chimpanzees (*Pan troglodytes*) in undisturbed habitat in Budongo Forest, Uganda, with a comparison to those inhabiting a nearby agricultural-forest-mosaic at Bulindi"

BSc (Hons) Biological Sciences (High 2:1) - Bournemouth University *September 2011- June 2014*

Key Modules: Wildlife Behaviour & Habitat Management, Primate Behavioural Ecology, Ecological Conservation

Dissertation 1:1: "Identifying the influence of husbandry routines with reference to increased public viewing on captive Sulawesi crested black macaque (*Macaca nigra*) behaviour"

A-Levels: Biology (B), English Lang. (B), Geography (C), **NCFE** (coaching qualification): Level 2 *2009-2011*

Publications

Howell, C. P. & Cheyne, S. C. (under final review), Complexities of using wild versus captive activity budget comparisons for assessing captive primate welfare, *Journal of Applied Animal Welfare Science*

Howell, C. P. & Childs, S. (under review), Zoo Animal Management: Using a 'Creep' to increase reproductive success in captive Bornean orangutans (*Pongo pygmaeus*), *Journal of Zoo and Aquarium Research*

Howell, C. P., Massi, B., Heistermann, M. & McLennan, M., (in preparation), The influence of differing habitat degradation on FGCM concentrations in two populations of eastern chimpanzees (*Pan troglodytes schweinfurthii*), for submission to *International Journal of Primatology*

Presentations

Howell, C. P., (2017, November), *Zoo Research: Bridging the gap between academics and zoo scientists*, Presented at the Myerscough College Research Conference, University of Central Lancashire

Experience

Sainte Luce Reserve & Ampassy Research Station, South East Madagascar *October 2017 – October 2017*
Research Assistant

- Assisting with PhD research data collection for entoprimate projects involving various lemur species and local people

Blackpool Zoo, Blackpool, Lancashire
Education & Research Officer

October 2016- Present

- Supervising, training and leading a team of up to 5 volunteer assistants, including two full-time research assistants
- Designing, implementing, developing, evaluating and promoting research projects, educational programmes, courses and events. Using results to enhance programme performance and integrate new procedures
- Developing a strategic 5-year development plan for the zoo's research department
- Dealing with all research enquiries and administration as well as coordinating over 40 student projects per year
- Leading and coordinating collaborative research projects involving multiple organisations
- Successfully set up an MOU between the zoo and a higher education learning institution

Budongo Conservation Field Station, Masindi, Uganda
Chimpanzee Researcher

May 2016- August 2016

- Successfully planning, coordinating, and carrying out research with field assistants and the veterinary team
- Problem solving with the use of scientific knowledge to ensure effective use of time and resources
- Acquisition of sponsorship through contacting local businesses and the writing of successful sponsorship requests

Paignton Zoo Environmental Park, Paignton, Devon
Mammal Keeper Work Experience Placement

January 2015 – February 2015

- Assisting keepers with daily animal husbandry routines; including experience with the cleaning, feeding, enrichment, catching, and training of animals in all departments of the large mammal, carnivore, and primate sections

Orangutan Tropical Peatland Project (OuTrop), Central Kalimantan (Affiliated with Oxford, Cambridge, Exeter, Leicester, and Palangkaraya Universities, as well as The Centre for the International Cooperation in Sustainable Management of Tropical Peatlands)

June 2014 – November 2014

Volunteer Assistant

- In charge of daily volunteer project and chore schedule
- Organised and co-led a 5-day field expedition to a remote site for 16 people
- Resolving any problems or issues with and between people, being approachable and able to answer questions
- Managed volunteer tabs and kept accurate expenses sheets
- Leading project teams in the forest, ensuring volunteers were organised and prepared for work –this included the supervision and demonstration of data collection methods for phenology plots, gibbon triangulation population estimates, sun bear and large mammal density estimates, and frugivorous butterfly surveys
- Experience in conducting and planning primate and mammal population surveys for species such as Bornean orangutans, Southern Bornean gibbons, red langur monkeys and sun bears.
- Overcoming role related obstacles within a short time frame and with little or no prior notice
- Communicating and working with Indonesian colleagues in Bahasa Indonesian

Paignton Zoo Environmental Park, Paignton, Devon
Visiting Researcher

August 2013 – September 2013

- Production of a report which identified, investigated, and suggested solutions for potential animal welfare issues caused by zoo husbandry routines and zoo visitors
- Planning, conducting, and synchronising research focussing on *Macaca nigra*

The Orangutan Tropical Peatland Project (OuTrop), Central Kalimantan
Volunteer

July 2013 – August 2013

- Developed knowledge and skills within the field of biodiversity conservation
- Tropical peat-swamp forest ecology; looking at important characteristics and value for biodiversity conservation using methods such as tree measurements, plot maintenance, and reproductive phenology surveys

Additional Information

Languages: English – Native, Bahasa Indonesian – Basic

Driving license: Full clean UK license

Software: Proficient in Microsoft Excel and Word, ArcGIS, R and SPSS

Evidence matrix - Essential criteria

Employer	Where to reference clearly?	Sainte Luce Reserve & Ampassy Research Station, South East Madagascar	Blackpool Zoo	Budongo Conservation Field Station, Uganda	Paignton Zoo Environmental Park, UK
Title		Research Assistant	Education & Research Officer	Chimpanzee Researcher	Mammal Keeper Work Experience Placement & Visiting Researcher
ESSENTIAL					
1. Possess undergraduate degree in Wildlife Conservation, Zoology or related subject	CV and Letter				
2. Motivated and independent worker	CV and Letter				
3. Willingness to learn Bahasa Indonesia	CV and Letter				
4. Ability to communicate effectively with people from a variety of cultures and backgrounds	CV and Letter	Projects involving various lemur species and local people - there must be something you can draw out here?		???	
5. Fluency in written and spoken English	CV only				
6. Ability to lead and motivate others	CV and Letter		Supervising, training and leading a team of up to 5 volunteer assistants, including two full-time research assistants		
7. Initiative and attention to detail	CV and Letter				
8. Flexible and able to work in a dynamic environment	CV and Letter		My work involving universities, other zoos and a working group committee has enabled pioneering research to be conducted on a group of elephant?		
9. Proficiency in Microsoft Excel and Word	CV only				

Evidence matrix - Essential criteria

Employer	Where to reference clearly?	The Orangutan Tropical Peatland Project, Indonesia	Oxford Brookes University	Bournemouth University	
Title		Volunteer Assistant & Volunteer	MSc Primate Conservation	BSc (Hons) Biological Sciences	Misc
ESSENTIAL					
1. Possess undergraduate degree in Wildlife Conservation, Zoology or related subject	CV and Letter				
2. Motivated and independent worker	CV and Letter				
3. Willingness to learn Bahasa Indonesia	CV and Letter	Whilst working with OuTrop my Bahasa Indonesian was good enough to explain what was needed to carry out work			
4. Ability to communicate effectively with people from a variety of cultures and backgrounds	CV and Letter	Communicating and working with Indonesian colleagues in Bahasa Indonesian?			
5. Fluency in written and spoken English	CV only				English - Native Speaker
6. Ability to lead and motivate others	CV and Letter				
7. Initiative and attention to detail	CV and Letter				
8. Flexible and able to work in a dynamic environment	CV and Letter				
9. Proficiency in Microsoft Excel and Word	CV only				

Evidence matrix - Desirable criteria

Employer	Where to reference clearly?	Sainte Luce Reserve & Ampassy Research Station, South East Madagascar	Blackpool Zoo	Budongo Conservation Field Station, Uganda	Paignton Zoo Environmental Park, UK
Title		Research Assistant	Education & Research Officer	Chimpanzee Researcher	Mammal Keeper Work Experience Placement & Visiting Researcher
DESIRABLE					
1. Possess a Masters, or higher, in Wildlife Conservation, Zoology or related subject	CV and Letter				
2. One or more publications in peer-reviewed journals	CV only				
3. Possess a full, clean driver's license	CV only				
4. Experience working abroad, preferably in research station or with a small NGO and/or in Indonesia	CV and Letter	This role		This role	
5. Ability to write grant proposals	CV and Letter			You mention you have 'applied for grants' Can you elaborate? How many, any success? How much raised?	
6. Experience working with a broad range of stakeholders	CV and Letter		MOU being set up between the zoo and a local university, allowing research agreements and partnerships to be formalised?		
7. Experience of using spatial and statistical software i.e. ArcGIS, R, SPSS	CV only		I am a competent user of SPSS, and have received advanced training in ArcGIS.		
ADDITIONAL					
Passion for subject	Letter				

Evidence matrix - Desirable criteria

Employer	Where to reference clearly?	The Orangutan Tropical Peatland Project, Indonesia	Oxford Brookes University	Bournemouth University	
Title		Volunteer Assistant & Volunteer	MSc Primate Conservation	BSc (Hons) Biological Sciences	Misc
DESIRABLE					
1. Possess a Masters, or higher, in Wildlife Conservation, Zoology or related subject	CV and Letter		MSc Primate Conservation		
2. One or more publications in peer-reviewed journals	CV only				3 publications in CV
3. Possess a full, clean driver's license	CV only				Driving license: Full clean UK license in CV
4. Experience working abroad, preferably in research station or with a small NGO and/or in Indonesia	CV and Letter	Organised and co-led a 5-day field expedition to a remote site for 16 people?			
5. Ability to write grant proposals	CV and letter				
6. Experience working with a broad range of stakeholders	CV and Letter				
7. Experience of using spatial and statistical software i.e. ArcGIS, R, SPSS	CV only				
ADDITIONAL					
Passion for subject	Letter			Completed my undergraduate study on crested black macaque	Member of the International Primatological Society and the Primate Society of Great Britain

Final application

See the next page for the final application, tailored to the employer's key criteria.

Ensured that evidence presented speaks directly and clearly the employer's key criteria (see green arrows for examples).

Selematkan Yaki,
Manado, North Sulawesi
Indonesia

Nathan Hall

Street address, City, Country
+44 1234 567891
nathanhall@gmail.com
15th March 2018



'Research – Programmes Coordinator' Application

Dear Mr Hilsler,

I wish to apply for the position of 'Research – Programmes Coordinator' with Selematkan Yaki, in North Sulawesi, and to grow and continually improve the scope of the programmes your organisation leads and supports. As a member of the International Primatological Society and the Primate Society of Great Britain, I have a deep, underlying enthusiasm for primates and completed my undergraduate study on crested black macaque. I now have five years' experience working in conservation research, and I believe this position could not better suite my skills and interests.

Academically, I hold an **MSc in Primate Conservation** and a **BSc (Hons) in Biological Sciences**. This has given me broad knowledge of wildlife conservation - particularly primates. Through my studies I have independently planned, implemented and completed many high-level research projects. My MSc study is currently under review by the *Journal of Applied Animal Welfare Science*, and another is in the process of being prepared for publication - demonstrating my academic abilities within the field of primatology. Furthermore, I have used CITES data to investigate how three macaque species, including crested black macaque, can end up in the illegal wildlife trade.

In my current role as the **Education and Research Officer at Blackpool Zoo** I am solely responsible for independently coordinating, overseeing, reviewing and implementing all research projects within the zoo. This role requires a high level of attention to detail, from reviewing draft project chapters of research assistants and student research applications, to writing zoo activity protocols and risk assessments. Before I started the zoo had never hosted over **30 research projects in a year; I'm proud to say in 2017 we hosted over 45**. These are all quality research projects, with the largest increase coming from MSc studies. I feel this demonstrates my ability to be efficient, to coordinate multiple quality studies at any one time, and to motivate and encourage researchers to complete research. I regularly use my **initiative to develop new opportunities, and recently created a new, hands-on zoo activity for British Science Week**, allowing awareness to be raised as to how much information zoo scientists can obtain from zoo animal faeces.

My ability to work with and lead a range of **stakeholders has resulted in an MOU being set up between the zoo and a local university**, allowing research agreements and partnerships to be formalised. In line with this I have initiated work involving universities, other zoos and a working group committee to enable pioneering research to be conducted on a group of elephants, where we will monitor behaviours both before and after an inter-zoo transfer. This further demonstrates how I can work in a dynamic and flexible environment.

Replaced vague words and/or phrases with specifics (e.g. see yellow arrows).

Another duty of my role is to **supervise, motivate and lead a team** of up to five volunteer research assistants and student placement workers. This involves independently supervising research projects and training the researchers to contribute to on-going zoo research projects. One of these projects that I have implemented at the zoo has been submitted for publication, showing that I am capable of leading teams all the way through each phase of a project. As a result, **I am regularly commended for my motivation to excel within this field by both my Manager and Zoo Director.**

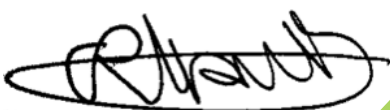
Previous experience of working in Indonesia comes from over 6 months of working with the Orangutan Tropical Peatland Project (OuTrop) in Borneo. I worked alongside local people to use of a range of field research techniques to monitor primates and other species within dense forest environments. My role involved motivating and coordinating diverse volunteer groups of up to 16 individuals - of varying ages, abilities and nationalities - during field research, as well as keeping accurate financial records for the project. This would involve budgeting and coordinating any expeditions to remote field sites within the dynamic, ever-changing environments. **Whilst working with OuTrop my Bahasa Indonesian was good enough to explain what was needed to carry out the work,** and I'd love to develop it further.

Additional experience working overseas comes from my time in Madagascar, where I assisted with ethnoprimate research that used a mixed-methods approach. **I used my annual leave to gain experience in this field, showing my motivation for this career path.** Working in Madagascar required that I practice my French language skills in order to fully access the country, as well as pick up a few key Malagasy phrases. I have since prepared social science projects to be integrated into the zoo's research output and am an avid reader of mixed-methods approaches, as I believe these projects can have the biggest conservation impact.

In Uganda's Budongo Forest I undertook chimpanzee research and worked closely with **multiple stakeholders such as the Ugandan National Council for Science & Technology, the Ugandan Wildlife Authority, and the German Primate Centre** to ensure appropriate research permits were granted. During this time, I gained experience of writing **research and conservation grant applications to the Muhammed bin Zayed Species Conservation Fund, the International Primatological Society, the Primate Society of Great Britain, and the Whitley Wildlife Conservation Trust.** The research involved a great deal of motivation for 4am starts and days with up 16km of walking through tough, forest terrain following the chimpanzees. Furthermore, the research had to be organised with the local field assistants and veterinary team, where **being flexible and positive was crucial** to achieving successful data collection. As a result of my international research experience I am **very competent at communicating with people across all backgrounds and cultures.**

I possess an innate enthusiasm for the crested black macaque and the Selamatkan Yaki programme, and am able to combine this with the relevant experience and skill-set required for this role. I am certain that this is exactly the next step I wish to take in my career. This role will give me the chance to implement my skill-set and all of my previous experience in a fantastic environment, with incredible wildlife, and in an organisation with a strong reputation. It is an opportunity that extremely excites me, and I hope you will consider my application.

Yours sincerely,



Nathan Hall

Allowed the cover letter to flow onto a second page rather than trying to squeeze too much information onto a single side. Another option would have been to edit brutally to get the key points onto a single page with room to breathe.

Added a signature to make it more personal.

To make the CV/resume more readable: 1) used a colour to make section headings and organisations stand out; 2) increased font size; 3) simplified formatting, using a single font size and colour for body text; 4) left justified text to avoid distortion and for a more current look.

Nathan Hall

Street Address, City, Country
(44) 1234 567891
nathanhall@gmail.com



Profile

A dedicated, gregarious and intuitive individual, possessing excellent social and communication skills and a proven track record of working well in a team, as well as managing, organising and leading people. Dramatically increased the research output in current role with only the help of volunteers, whilst creating strong links with learning institutions. **Dedicated to primate conservation biology**, with over five years of extensive education and practical experience.

Education

MSc Primate Conservation - (High 2:1) Oxford Brookes University Sept. 2015 - Sept. 2016

Course Media Liaison Officer: Managed communications with media and course Facebook page.

Key Modules: Conservation Education, Research Methods, **Human-primate Interactions.**

Dissertation 1:1: Identifying factors affecting faecal glucocorticoid metabolite (FGCM) concentrations in **chimpanzees** *Pan troglodytes* in undisturbed habitat in Budongo Forest, Uganda, with a comparison to those inhabiting a nearby agricultural-forest-mosaic at Bulindi.

BSc (Hons) Biological Sciences - (High 2:1) Bournemouth University Sept. 2011 - June 2014

Key Modules: Wildlife Behaviour & Habitat Management, **Primate Behavioural Ecology.**

Dissertation 1:1: Identifying the influence of husbandry routines with reference to increased public viewing on captive **Sulawesi crested black macaque** *Macaca nigra* behaviour.

Publications & Presentations

- **Howell, C. P.** & Cheyne, S. C. (In Rev.), Complexities of using wild versus captive activity budget comparisons for assessing captive primate welfare, *Journal of Applied Animal Welfare Science*.
- **Howell, C. P.** & Childs, S. (In Rev.), Zoo Animal Management: Using a 'Creep' to increase reproductive success in captive **Bornean orangutans** *Pongo pygmaeus*, *Journal of Zoo and Aquarium Research*.
- **Howell, C. P.**, Massi, B., Heistermann, M. & McLennan, M., (In prep.), The influence of differing habitat degradation on FGCM concentrations in two populations of **eastern chimpanzees** *Pan troglodytes schweinfurthii*, for submission to *International Journal of Primatology*.
- **Howell, C. P.**, (2017, November), *Zoo Research: Bridging the gap between academics and zoo scientists*, Presented at the Myerscough College Research Conference, University of Central Lancashire.



Combined publications and presentations in one section to conserve space and make it visually cleaner.

Experience

Sainte Luce Reserve & Ampassy Research Station, South East Madagascar Oct. 2017 - Oct. 2017

Research Assistant

- Worked flexibly to carry out 12-hour night and day follows of lemurs as required.
- **Motivated and independent worker** - slept in a tent and washed in the river at the Ampassy research station.
- **Improved French language skills and learnt Malagasy vocabulary to communicate effectively with local people.**
- Actively involved in ethnoprimate research, combining social and biological data to inform conservation strategies.



Used bullet point accomplishment statements to provide evidence against the employer's key criteria.

Blackpool Zoo, Blackpool, Lancashire
Education & Research Officer

Oct. 2016 - Present

- **Independently supervise, train, lead and motivate a team of up to five volunteer assistants, including two full-time research assistants.**
- Design, implement, develop, evaluate and promote research projects, educational programmes, courses and events, using results to enhance performance and integrate new procedures.
- Developed a strategic five-year development plan for the zoo's research department.
- **Lead and coordinate collaborative research projects including the set-up of an MOU.**
- Solved issues of access to research project results by setting up an online library for all staff.
- **Use a high level of attention to detail when reviewing research applications.**

Budongo Conservation Field Station, Masindi, Uganda
Chimpanzee Researcher

May 2016 - Aug. 2016

- **Coordinated research with multiple stakeholders including the Ugandan Wildlife Authority, Ugandan National Council for Science & Technology, German Primate Centre, international couriers, university and field station.**
- Maximised scientific accuracy by ensuring attention to detail was a priority when following faecal sample collection and processing protocols at all stages.
- **Wrote and submitted grant proposals for Muhammed bin Zayed Conservation Fund, International Primatological Society, Primate Society of Great Britain and Whitley Wildlife Conservation Trust research and conservation grants.**

Orangutan Tropical Peatland Project (OuTrop), Central Kalimantan
Volunteer Assistant

June 2014 - Nov. 2014

- Organised and co-led a 5-day field expedition to a remote site for 16 people of **varying ages, abilities and nationalities** in a dynamic, changing forest environment.
- Managed volunteer tabs and kept close attention to detail with regards to expenses sheets.
- **Led and motivated volunteers** for 14-hour fieldwork days, including supervising data collection methods for phenology plots, large mammal density estimates, and frugivorous butterfly surveys.
- **Independently conducted primate and mammal population surveys** for species such as Bornean orangutans, Southern Bornean gibbons, red langur monkeys and sun bears.
- **Communicated with Indonesian colleagues in Bahasa Indonesian, as well as other project staff and directors of multiple nationalities.**

Paignton Zoo Environmental Park, Paignton, Devon
Visiting Researcher

Aug. 2013 - Sept. 2013

- Independently initiated data collection and liaised with keepers to achieve data collection.
- Planned and conducted research focussing on **Sulawesi crested black macaque** *Macaca nigra*.

The Orangutan Tropical Peatland Project (OuTrop), Central Kalimantan
Volunteer

July 2013 - Aug. 2013

- **Independently organised work in a dynamic environment to develop conservation skills.**
- Researched key characteristics and value for biodiversity conservation using methods such as vegetation surveying consisting of tree measurements, plot maintenance, and phenology surveys.

Additional Information

Languages: English - Native, **Bahasa Indonesian** - Basic.

Driving license: Full clean UK license.

Software: Proficient in **Microsoft Office** packages, **ArcGIS, SOCPROG and SPSS.**

Bolded highly relevant, impressive information and evidence of key criteria to ensure they stand out.

Selectively edited to minimise the amount of information per position. For example, the section marked with an arrow went from 8 to 5 bullet points and could even be cut further. Less is often more!

Part 3: Example CV/resume and cover letter layouts

Goal: Find ideas and inspiration to design your unique application.

This section is devoted to a series of example CV/resume and cover letter layouts to help you find ideas and inspiration for your own. It begins with an example of chronological, functional and hybrid CVs/resumes, shows an example of a strong cover letter and CV/resume, and finishes with additional examples of different cover letter styles.


These are only a handful of samples; don't be afraid to adapt and combine different ideas to build your own.


One CV/resume three ways: chronological, functional and hybrid

We've adapted a CV/resume into chronological, functional and hybrid formats to illustrate the key difference between them and the advantages/disadvantages of each.

Chronological CV/resume

Kristianne Foster

 kristianne.l.foster@gmail.com

 kristiannefoster

 [linkedin.com/in/kristianne.l.foster](https://www.linkedin.com/in/kristianne.l.foster)

4724 Faithwood Road, Victoria, BC, Canada, V8X 5E6

Driven | Adaptable | Engaging

It is still a great idea to include a brief hook and branding in any CV/resume format.

Highlights

- 6 years' experience in conservation and sustainable development communications
- 2.5 years' experience successfully coordinating communications for non-profits
- Created >80 compelling [news stories](#), [media releases](#), [blog posts](#), [policy briefs](#) and [project briefs](#).

Education

Master of Conservation Biology - University of Queensland **Brisbane, Australia (2016)**

- Rotary International Global Grant Scholar 2015/16 - Economic & Community Development

BSc. Earth Science - University of Victoria

Victoria, Canada (2010)

Professional Experience

Co-Founder

Terra Incognita (Social enterprise promoting sustainable travel)

Global

May 2018 - Present

- Built a community of 100 international bloggers to help promote ethical ecotourism.
- Grew a global audience from 0 to 10K in 5 months using creative digital marketing.
- Edited and published a 300-page eBook in 1 month, collaborating with 70 international authors.

Experiential Learning Manager

Crees (NGO supporting a sustainable Amazon)

Cusco, Peru

May 2018 - Dec 2018

- Managed a portfolio of 2-week to 6-month experiential learning programs, strategically hiring 6 staff.
- Evaluated the programs' communications, feedback and reporting, leading to 2019 plans.

Project Coordinator

Crees

Manu Biosphere Reserve/Cusco, Peru

Aug 2017 - May 2018

- Successfully coordinated the finalization of the 3-year Darwin Initiative project, 'Sustainable Manu', demonstrating how rainforest regeneration can conserve biodiversity and enhance local livelihoods.
- Worked across 5 teams and 4 locations, including consultants, NGOs, Indigenous communities, government bodies and park rangers.
- Evaluated an Indigenous community's current ecotourism operation and provided recommendations on how to further develop and market tourism.

Education Field Coordinator

Crees

Manu Biosphere Reserve, Peru

Oct 2016 - Jul 2017

- Coordinated conservation-focussed experiential learning programs for >80 volunteers, interns and students, motivating a team of up to 7 Peruvian/International staff at a remote research station.

Include education after your hook and branding if it's very relevant to the role, otherwise move it to the second page.

List professional experience in reverse chronological order (starting with the most recent experience) and include one or more success stories for each role.

Program Assistant

Ecotourism Australia (non-profit of 4 staff working nationally)

Brisbane, Australia

Mar - Oct 2016

- Used creative communications ([blog posts](#), newsletters, [annual report](#), social media), to promote environmentally sustainable and culturally responsible certified tourism to businesses and the public.

Writer (Volunteer)

Conservation Careers, a platform that serves 15,000 professionals in 175 countries

Global

2014 - 2017

- Interviewed scientists and conservationists and wrote 18 engaging [career profiles](#).

Communications Officer (Business & Biodiversity)

Fauna & Flora International

Cambridge, England

Sept 2013 - Oct 2014

- Authored 20+ [news stories](#), [project briefs](#), [blog posts](#) and media releases, plus 10 specialist [information briefs](#) on sustainable development topics to raise the profile of biodiversity within industry, government and the public.
- Managed a revitalisation of website content to showcase FFI's work with business and environmental markets, collating information from >25 staff.

Research Assistant / Communications Consultant

World Agroforestry Centre (ICRAF)

Nairobi, Kenya

Oct 2012 - Jul 2013; Feb - Jan 2015

- Increased the Climate Change Science Domain's online presence through >20 [news articles](#), [media releases](#), [blog posts](#), [policy briefs](#) and social media updates.
- Reported live on presentations and discussions at the 18th session of the Conference of the Parties to the UNFCCC in Doha, Qatar, communicating diplomatically as an international delegate.

Selected Publications & Presentations

Foster K, Neufeldt H. 2014. [Biocarbon Projects in Agroforestry: Lessons from the Past for Future Development](#). *Current Opinion in Environmental Sustainability* 6: 148-154.

Foster K, Neufeldt H, Franks P, Diro R, Munden L, Anand M, Wollenberg E. 2013. [Climate Finance for Agriculture and Livelihoods](#). *ICRAF Policy Brief 15*. ICRAF: Nairobi, Kenya.

Bernier Q, Franks P, Kristjanson P, Neufeldt H, Otzelberger A, Foster K. 2013. [Addressing Gender in Climate-Smart Smallholder Agriculture](#). *ICRAF Policy Brief 14*. ICRAF: Nairobi, Kenya.

Presented 'Communication for Conservation' to >50 students and academics (in Spanish). Expobio 2017. National University of St Anthony the Abbot. Cusco, Peru.

Selected Skills, Courses & Accomplishments

- Languages: Spanish (Full Professional Proficiency), Brazilian Portuguese (Beginner).
- MS Office (Word, PowerPoint, Excel, Outlook).
- Professional work with WordPress, MailChimp and Facebook, Twitter, LinkedIn and Instagram.
- Foundations in Project Management - Open Standards for the Practice of Conservation (2016).
- Facilitation Skills - Fauna & Flora International (2014).
- International Institute for Sustainable Development Young Leader (2012/13).


Interests


- Sustainable travel and cultural exchange (visited 20+ sustainability projects on 4 continents).
- Hiking, camping, cycling, calisthenics.
- Dance (jazz, salsa, bachata and Brazilian zouk, teaching more than 700 students).

Include optional sections (such as skills, accomplishments and publications) after your education and work experience – usually on the second page.

Functional CV/resume

Kristianne Foster

 kristianne.l.foster@gmail.com

 kristiannefoster

 [linkedin.com/in/kristianne.l.foster](https://www.linkedin.com/in/kristianne.l.foster)

4724 Faithwood Road, Victoria, BC, Canada, V8X 5E6

Driven | Adaptable | Engaging

It is still a great idea to include a brief hook and branding in any CV/resume format.

Highlights

- 6 years' experience in conservation and sustainable development communications
- 2.5 years' experience successfully coordinating communications for non-profits
- Created >80 compelling [news stories](#), [media releases](#), [blog posts](#), [policy briefs](#) and [project briefs](#).

Education

Master of Conservation Biology - *University of Queensland, 2016*

Brisbane, Australia

- Rotary International Global Grant Scholar 2015/16 - Economic & Community Development

BSc. Earth Science - *University of Victoria, Victoria, Canada, 2010*

Victoria, Canada

Relevant Skills

Include education after your hook and branding if very relevant to the role.

Communicating for environment and sustainability

- Authored 20+ [news stories](#), [project briefs](#), [blog posts](#) and media releases, plus 10 specialist [information briefs](#) to raise the profile of biodiversity within industry, government and the public for Fauna & Flora International (FFI).
- Managed a revitalisation of website content to showcase FFI's work with business and environmental markets, collating information from >25 staff.
- With the World Agroforestry Centre (ICRAF), increased the Climate Change Science Domain's online presence through >20 [news articles](#), [media releases](#), [blog posts](#), [policy briefs](#) and social media updates.
- Used creative communications ([blog posts](#), newsletters, [annual report](#), social media), to promote environmentally sustainable and culturally responsible certified tourism to businesses and the public.
- Edited and published a 300-page Terra Incognita eBook in 1 month, collaborating with 70 international authors

Collaborating with diverse stakeholders

- Developed and implemented a communications program for 70 ICRAF researchers in 10 months, building relationships across global teams and partners.
- Directed presentations and debates to increase knowledge sharing across 5 conservation organisations in Cambridge with FFI.
- Successfully coordinated the finalisation of the 3-year Darwin Initiative project, 'Sustainable Manu', demonstrating how rainforest regeneration can conserve biodiversity and enhance local livelihoods. Worked across 5 Crees teams and 4 locations, including consultants, NGOs, local communities, government bodies and park rangers.
- Coordinated conservation-focussed experiential learning programs for >80 volunteers, interns and students, motivating a team of up to 7 Peruvian/International staff at a remote research station.

Planning strategically and adapting resourcefully

- Led a communications strategy launching a new ICRAF research initiative at the Bonn Climate Change Conference, resulting in over 2,000 page views in 1 month.
- Used creative marketing to engage an audience of 10K and 100 bloggers in 5 months with Terra Incognita.
- Managed Crees' portfolio of 2-week to 6-month experiential learning programs, strategically hiring 6 staff.

The skills section is the core of a functional resume and should sit on the first page. It works well to break up skills into 3 to 4 categories, each with relevant success stories (taken from across your professional, education and volunteer experience). Make sure it's clear which experience each success story relates to, to showcase the breadth of your experience across different roles.

List your professional experience in reverse chronological order after your skills section, including only job title, organisation, location and dates (without success stories). While this section is technically optional, it's recommended to help orient the reader.



Professional Experience

- Co-Founder**, *Terra Incognita (Social enterprise promoting sustainable travel)*, May 2018 - Present Global
- Experiential Learning Manager**, *Crees (NGO supporting a sustainable Amazon)*, May – Dec. 2018 Cusco, Peru
- Project Coordinator**, *Crees*, Aug. 2017 – May 2018 Manu Biosphere Reserve/Cusco, Peru
- Education Field Coordinator**, *Crees*, Oct. 2016 – Jul. 2017 Manu Biosphere Reserve, Peru
- Program Assistant**, *Ecotourism Australia (small non-profit working nationally)*, Mar. - Oct. 2016 Brisbane, Australia
- Writer (Volunteer)**, *Conservation Careers (platform that serves conservationists in 175 countries)*, 2014 - 2017 Global
- Communications Officer**, *Fauna & Flora International*, Sept. 2013 - Oct. 2014 Cambridge, England
- Communications Consultant**, *World Agroforestry Centre (ICRAF)*, Feb - Jan 2015 Home-based
- Research Assistant**, *World Agroforestry Centre (ICRAF)*, Oct. 2012 – Jul. 2013 Nairobi, Kenya



Selected Publications & Presentations

Foster K, Neufeldt H. 2014. [Biocarbon Projects in Agroforestry: Lessons for Development](#). *Current Opinion in Environmental Sustainability* 6: 148-154.

Foster K, Neufeldt H, Franks P, Diro R, Munden L, Anand M, Wollenberg I. [Agriculture and Livelihoods](#). *ICRAF Policy Brief 15*. ICRAF: Nairobi, Kenya.

Bernier Q, Franks P, Kristjanson P, Neufeldt H, Otzelberger A, **Foster K**. 2013. [Addressing Gender in Climate-Smart Smallholder Agriculture](#). *ICRAF Policy Brief 14*. ICRAF: Nairobi, Kenya.

Presented 'Communication for Conservation' to >50 students and academics (in Spanish). Expobio 2017. National University of St Anthony the Abbot. Cusco, Peru.

You can choose how much you want to emphasise or de-emphasise employment date ranges vs. other information.

Selected Skills, Courses & Accomplishments

- Languages: Spanish (Full Professional Proficiency), Brazilian Portuguese (Beginner).
- MS Office (Word, PowerPoint, Excel, Outlook).
- Professional work with WordPress, MailChimp and Facebook, Twitter, LinkedIn and Instagram.
- Foundations in Project Management - Open Standards for the Practice of Conservation (2016).
- Facilitation Skills - Fauna & Flora International (2014).
- International Institute for Sustainable Development Young Leader (2012/13).

Interests

- Sustainable travel and cultural exchange (visited 20+ sustainability projects on 4 continents).
- Hiking, camping, cycling, calisthenics.
- Dance (jazz, salsa, bachata and Brazilian zouk, teaching more than 700 students).

Optional sections (such as skills that don't fit into the main categories, other accomplishments and publications) come after your main skills, education and work experience – usually on the second page.

Hybrid CV/resume

Kristianne Foster

✉ kristianne.l.foster@gmail.com

📧 kristiannefoster

🌐 [linkedin.com/in/kristianne.l.foster](https://www.linkedin.com/in/kristianne.l.foster)

4724 Faithwood Road, Victoria, BC, Canada, V8X 5E6

Driven | Adaptable | Engaging

It is still a great idea to include a brief hook and branding in any CV/resume format.

Highlights

- 6 years' experience in conservation and sustainable development communications
- 2.5 years' experience successfully coordinating communications for non-profits
- Created >80 compelling [news stories](#), [media releases](#), [blog posts](#), [policy briefs](#) and [project briefs](#).

Education

Master of Conservation Biology - *University of Queensland, 2016* **Brisbane, Australia**

- Rotary International Global Grant Scholar 2015/16 - Economic & Community Development

BSc. Earth Science - *University of Victoria, Victoria, Canada, 2010* **Victoria, Canada**

Relevant Skills

Include education after your hook and branding if very relevant to the role.

Communicating for environment and sustainability

- Authored 20+ [news stories](#), [project briefs](#), [blog posts](#) and media releases, plus 10 specialist [information briefs](#) to raise the profile of biodiversity within industry, government and the public for Fauna & Flora International (FFI).
- With the World Agroforestry Centre (ICRAF), increased the Climate Change Science Domain's online presence through >20 [news articles](#), [media releases](#), [blog posts](#), [policy briefs](#) and social media updates.

Collaborating with diverse stakeholders

- Developed and implemented a communications program for 70 ICRAF researchers in 10 months, building relationships across global teams and partners.
- Worked across 5 Crees teams and 4 locations, including consultants, NGOs, local communities, government bodies and park rangers.

Planning strategically and adapting resourcefully

- Led a communications strategy launching a new ICRAF research initiative at the Bonn Climate Change Conference, resulting in over 2,000 page views in 1 month.
- Used creative marketing to engage an audience of 10K and 100 bloggers in 5 months with Terra Incognita.

Professional Experience

Co-Founder

Terra Incognita (Social enterprise promoting sustaina

- Edited and published a 300-page eBook

Experiential Learning Manager

Crees (NGO supporting a sustainable Amazon)

- Managed a portfolio of 2-week to 6-month projects
- Evaluated the programs' communications, feedback and reporting, leading to 2019 plans.

The skills (or competencies) section is the core of a hybrid resume and should sit on the first page. It works well to break up skills into 3 to 4 categories, each with relevant success stories (these can be taken from across your professional, education and volunteer experience). Make sure it's clear which experience each success story relates to showcase the breadth of your experience across different roles.

List professional experience in reverse chronological order (starting with the most recent experience) and include one or more success stories for each role. Important: ensure you don't repeat stories from your skills section!



- Project Coordinator** **Manu Biosphere Reserve/Cusco, Peru**
Crees Aug 2017 - May 2018
- Successfully coordinated the finalisation of the 3-year Darwin Initiative project, 'Sustainable Manu', demonstrating how rainforest regeneration can conserve biodiversity and enhance local livelihoods.
- Education Field Coordinator** **Manu Biosphere Reserve, Peru**
Crees Oct 2016 - Jul 2017
- Coordinated conservation-focussed experiential learning programs for >80 volunteers, interns and students, motivating a team of up to 7 Peruvian/International staff at a remote research station.
- Program Assistant** **Brisbane, Australia**
Ecotourism Australia (non-profit of 4 staff working nationally) Mar - Oct 2016
- Used creative communications ([blog posts](#), newsletters, [annual report](#), social media), to promote certified tourism.
- Writer (Volunteer)** **Global**
Conservation Careers, a platform that serves 15,000 professionals in 175 countries 2014 - 2017
- Interviewed scientists and conservationists and wrote 18 engaging [career profiles](#).
- Communications Officer (Business & Biodiversity)** **Cambridge, England**
Fauna & Flora International Sept 2013 - Oct 2014
- Managed a revitalisation of website content to showcase FFI's work with business and environmental markets.
- Research Assistant / Communications Consultant** **Nairobi, Kenya**
World Agroforestry Centre (ICRAF) Oct 2012 - Jul 2013; Feb - Jan 2015
- Reported live on presentations at the 18th session of the Conference of the Parties to the UNFCCC in Doha.

Selected Publications & Presentations

- Foster K**, Neufeldt H. 2014. [Biocarbon Projects in Agroforestry: Lessons from the Past for Future Development](#). *Current Opinion in Environmental Sustainability* 6: 148-154.
- Foster K**, Neufeldt H, Franks P, Diro R, Munden L, Anand M, Wollenberg E. 2013. [Climate Finance for Agriculture and Livelihoods](#). *ICRAF Policy Brief 15*. ICRAF: Nairobi, Kenya.
- Presented 'Communication for Conservation' to >50 students and academics (in Spanish). Expobio 2017. National University of St Anthony the Abbot. Cusco, Peru.

Selected Skills, Courses & Accomplishments

- Languages: Spanish (Full Professional Proficiency), Brazilian Portuguese (Beginn
- MS Office (Word, PowerPoint, Excel, Outlook).
- Professional work with WordPress, MailChimp and Facebook, Twitter, LinkedIn and Instagram.
- Foundations in Project Management - Open Standard
- International Institute for Sustainable Development Yo

Interests

- Sustainable travel and cultural exchange (visited 20+
- Hiking, camping, cycling, calisthenics.
- Dance (jazz, salsa, bachata and Brazilian zouk, teach

Optional sections (such as skills that don't fit into the main categories, other accomplishments and publications) come after your main skills, education and work experience - usually on the second page. This CV/resume format uses more space for skills and employment history so you may need to prioritise information fiercely.

Example cover letter and CV/resume

Dr Antje Muellne
South America Programme Director
Frankfurt Zoological Society

Stefanie M. Rog
Amsterdam
The Netherlands

28 March 2019

Dear Dr Muellne,

Having seen the threat of gold mining at first hand during my work in the buffer zone of Manu National Park, I am thrilled by the Gold Mining & Conservation Coordinator opportunity. Hauke Hoops, who I met during my work in Manu, spoke highly of FZS's work, and I am particularly attracted to the coordinated regional approach; I believe the best solutions to a challenge come from combining a landscape view with a diversity of ideas.

Professional and personal experiences I will bring to this position


Through my work in six countries (including two in South America and two in Central America), it has been essential to develop collaborative skills; working with culturally diverse teams and building networks to strengthen projects. I facilitate stakeholder dialogue by engaging them around shared goals. For example, I harmonised the national monitoring efforts with neighbouring countries as Delegate for the International Commission for the Protection of the river Rhine. I have also managed difficult collaborative environments, requiring communication with colleagues in remote locations and across multiple countries (the Amazon, Cusco and the UK). These experiences have taught me both what works and does not work in building and maintaining cohesive teams. Together with my skills in collating information, I am positive that I can effectively coordinate information flow to benefit collaboration with the colleagues and partners of the alluvial gold mining project.

My most important personal characteristics that will lead me to succeed in this role

- **Organised.** A personal strength, and as a result I have regularly helped others to develop this skill (e.g., helping my fellow PhD students to create realistic timelines).
- **Positive.** I maintained the morale under difficult conditions (living at an isolated station, little privacy, high staff turnover and conflict) by focusing on possibilities for the team.
- **Inclusive.** I am an active member of the workgroup I am a part of, to which my referees will attest. I have an interest in learning what drives people and through my social nature, I proactively keep everyone involved in the project updated.
- **Problem solver.** I can quickly think of alternative ways to proceed – enabling me to adapt short and long-term plans to meet the organisation's needs in an unpredictable environment - essential at the field station in Peru.
- **Communicator.** I excel in providing tailored presentations by making complex information easy to understand, inspiring diverse groups (e.g., interns, (inter)national staff, NGOs, park services, tourists, local communities and ecotourism organisations).

Thank you for considering my potential for this exciting role. I would welcome the opportunity to discuss my qualifications with you in an interview. If successful, I can relocate to Lima or Bogota on a single status from the 1st of May.

Yours sincerely,



Stefanie M. Rog

This cover letter spells it out for the recruiter – leading them exactly to the information they're looking for. It pulls out key personal characteristics that are relevant to the role (and link to key criteria) - and includes examples to ensure these aren't just empty words. This was requested in the job application pack but can be a great approach even when not specifically asked for.

Dr. Stefanie Marcella Rog

Organised | Positive | Inclusive



Highlights

- Executed nine NGO-, research-, and government projects in time and budget
- Collaborated with culturally diverse teams and stakeholders in six countries
- Over ten years' experience working in conservation, two+ years in Latin America

Qualifications

- Mar 2014 - Jan 2018 **PhD Applied Conservation Biology - Monash University, Australia**
Successfully led a field expedition along ~2500km, filling knowledge gaps on terrestrial vertebrates in mangroves. Engaged with reserve managers to understand knowledge of biodiversity in their reserves, feeding back results to inform future management. Influenced the Coastal Act with recommendations on governance to improve intertidal zone protection.
- 2008 **MSc Ecology|- Vrije Universiteit Amsterdam, Netherlands**
Designed and led large-scale fieldwork (nine islands) investigating frog evolution. In partnership with the Smithsonian Tropical Research Institute, Panama.
- 2005 **BSc Wildlife Management - University of Applied Sciences, Netherlands**
Investigated land use effects on amphibian diversity in the Atlantic Forest, Brazil.

Professional Experience

- Feb 2018 - Dec 2018 **Research Coordinator – Regenerating rainforest monitoring programmes**
Crees Foundation (NGO working towards a sustainable Amazon), Peru
- Identified problems on, and introduced quality control steps for; field execution, database management, reporting and professional development of field staff, improving the quality of long-term monitoring as well as staff motivation.
- Contributed to the biodiversity research strategy for Crees' area of influence as an affiliate researcher for the Darwin Initiative project "Sustainable Manu" (with Glasgow University), aiming towards a viable conservation corridor.
- Strengthened the network and shared ideas on how to give substance to the overarching research strategy of Manu Reserve, as Member of the "Grupo de Interés Manu" (with NGO's including the Frankfurt Zoological Society).
- Feb 2009 - Feb 2014 **Project Leader and Advisor – Biological monitoring programmes**
Rijkswaterstaat (Ministry of Infrastructure and the Environment), Netherlands
- Headed 30 expert elicitation workshops with government, ecological consultancies and independent advisors, gathering knowledge of 200 biodiversity monitoring experts, and integrated the results into a national monitoring strategy document to meet European policy.

Nationality: Dutch **Location:** Amsterdam **Phone:** +31 6 8367 6174 **Email:** rog.stefanie@gmail.com

Coordinated the national monitoring of seven programmes (including birds and fish), supervising and supporting three sub-project leaders.

Effectively administered an annual budget of €300k, adapting projects under budget cuts while maintaining high-quality data collection.

Nov 2008 - **Advisor - Natura 2000 protected areas and private landowners**
Feb 2009 *Ministry of Economic Affairs, Agriculture and Innovation, Netherlands*

Developed support for the Natura 2000 implementation by clarifying inquiries of private landowners and the general public on the legal issues.

Feb 2008/
Sept 2008 **Volunteer Researcher - Factors affecting mangrove conservation**
Central América Spanish School and Útila Iguana Station, Honduras

Identified communication gaps and collaboration opportunities, by consultation with the local community, conservation NGOs and eco-tourism operators.

Selection of communications and media

2018 Represented Creees at two Peruvian conservation conferences (in Spanish).

2018 Featured researcher for the documentary "Voices on an Amazon Road", discussing sustainable solutions for conservation in the Manu Reserve.

2007- 2017 Presented at 7 (inter)national scientific conferences for PhD and MSc research - in Colombia, the Netherlands, the United States and Australia.

2016 Raised awareness on the importance of mangrove forest conservation through an invited public lecture at the Field Naturalist Club, Melbourne, Australia.

Selection of skills

Writing clear and engaging proposals - demonstrated by raising over €125k for research and conservation projects (including for Creees) from nine different donors.

Landscape Governance. Course, Wageningen University, 2019.

Microsoft Office Package, SAP financial software, SPSS statistics, GIS, WordPress.

Languages: Dutch - native, English - fluent, Spanish - advanced.

Selection of publications - Global and national reviews

[Rog S.M., Cook C.N, Clarke R.H \(2017\) More than marine: the critical importance of mangrove forests for terrestrial vertebrates. *Diversity and Distributions*, 23\(2\):221-230](#)

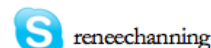
Included in the Oxford Publishing top 100 most influential papers in mangrove ecology.

[Rog S.M., Cook C.N \(2017\) Strengthening governance for intertidal ecosystems requires a consistent definition of boundaries between land and sea. *Journal of Environmental Management*, 196: 694-705](#)

Example cover letter styles

RENEE CHANNING

3/3 Deighton Road • Dutton Park QLD 4102, Australia



1 September 2016

Ms Laura Ellis
Education Manager
WCS Peru
Manu Biosphere Reserve, Peru

Dear Ms Ellis:

As a communications specialist and conservationist, I have worked on four continents to help advance environmental and socioeconomic goals. My passion is combining conservation, tourism and education, and I can think of no better opportunity than by inspiring ambassadors for Manu Biosphere Reserve's people and biodiversity. With experience managing communications for Fauna & Flora International and the World Agroforestry Centre, training groups of five to 50 people and conducting mammal biodiversity surveys in Chiapas, Mexico, I believe I can support the Education Programme's goals in three unique ways:

Communicating the Wildlife Conservation Society's work

My interest and expertise is engaging diverse groups in conservation, by thinking as both a scientist and a communications specialist. I have helped raise the profile of Fauna & Flora International and the World Agroforestry Centre's work through compelling communications and have conveyed sustainability to businesses, researchers, governments, students and tourists, including for Ecotourism Australia and Conservation Careers. To the Wildlife Conservation Society (WCS) I could bring experience delivering creative science presentations, working across teams and partners to raise the profile of research programmes, and creating more than 60 [project briefs](#), [blog posts](#) and [media releases](#).

Coordinating program logistics and delivery

Through experience with international NGOs, administration and running a business, I have built the organisational skills needed to manage long-term goals alongside immediate priorities. As a consultant with the World Agroforestry Centre, I developed and implemented a communications programme for 70 researchers in 10 months, including building relationships across global teams and partners, researching and writing scientific articles and planning conferences, while responding to urgent, daily requests. While completing a Master of Conservation Biology, I volunteered with lecturers to develop a student survival guide, promotional article and program feedback system to help the program grow.

Leading a staff team

Leading a team requires uniting people around shared goals and problem solving on the fly. During field research in Mexico and Australia I have resolved conflicts and built morale within diverse, remote field teams. As a dance business owner, I led four year-long groups of 10 to 25 students, fostering a strong team attitude and managing progress to achieve learning objectives. With more than 12 years' experience working professionally with diverse teams and partners - including leading groups of up to 50 students, training staff, tutoring university students and hosting events for tourists - I am confident in my ability to motivate teams, build strong relationships and communicate positively across cultures.

WCS's work lies exactly where I hope to contribute: at the intersection between conservation, tourism and education. The Education Field Coordinator position bridges leadership and communication, requiring not only strong organisation, but exceptional interpersonal skills, flexibility and creativity. I would be thrilled to contribute these skills to WCS's Education Programme and a sustainable Amazon.

I would welcome the opportunity to discuss my qualifications with you further in an interview. Thank you for considering my potential for this exciting position.

Sincerely,

Renee Channing

30 June 2017

Mr. Jaime Naranjo
Education Field Coordinator
WWF Ecuador
WWF Field Base, Ecuador

Re: Senior Field Staff

Dear Mr. Naranjo,

Opening paragraph mentions a recent article about the organisation showing that the applicant has a genuine interest in the organisation. It also summarises key relevant skills briefly, hooking the recruiter to read more.



Sasha Ponce
11 Burchett Place
Leeds, UK
LS6 2LB

I am writing to you as application for the job of Senior Field Staff with WWF Ecuador as currently advertised on your website. I learnt about WWF Ecuador's work by reading your inspiring article 'A neotropical conservation career companion' on the Conservation Careers website and had to find out more. I am currently studying for a Masters of Research degree in Biodiversity and Conservation by way of an academic scholarship, whilst working part time as an assistant ecologist for several environmental consultancies. My skills in fieldwork, data analysis and environmental education are well-suited to the Senior Field Staff role and I would be honoured to work for an organisation committed to finding solutions for people and wildlife to live sustainably in harmony.

I am dedicated to attaining a career in conservation and have spent my time gaining academic ecological knowledge and practical field experience geared towards achieving this goal. I first found myself enchanted by wilderness and wildlife while visiting my father's family in Ecuador's subtropical northern region while growing up, and knew I wanted to be part of the change to protect them. My grandparents in Ecuador make a living by farming and using the forest's natural resources, giving me first-hand insight into the conflicts that can arise between humans and wildlife. The success of WWF Ecuador's agroforestry and bio-garden schemes demonstrate that it is possible to protect and regenerate rainforest through research, while empowering local communities by giving them sustainable alternatives to make a living. I would be thrilled to input my skills to help pioneer the next success.

I have an extensive knowledge of a range of field techniques including small mammal trapping; bat, bird, insect and reptile surveys; mist netting; and plant and insect identification, and have collected field data in various countries and climates including Greece, Kenya, England and Scotland. While my favourite part of research is fieldwork, I know the importance of being able to analyse and interpret data in order for it to be useful. I have invested a lot of time into learning how to analyse data, and now have a thorough knowledge of advanced statistics and can use multiple statistical computer programs including R. I plan to use these field and data-analysis skills in carrying out WWF Ecuador's research objectives.



While studying abroad in Australia I met many international students and thoroughly enjoyed interacting with people from different cultural backgrounds. As a volunteer for organisations such as *The Wildlife Trusts*, I used organisation skills and creativity to educate groups about conservation. I am positive that these qualities will allow me to effectively train and mentor staff and interns and integrate smoothly in to the community of students, interns, staff, eco-tourists and local people at WWF Ecuador's base. After graduating with a First Class honours degree in Zoology, I joined a Spanish school and gained intermediate proficiency in Spanish which I continue to improve.

I am aware of the tough and often long days required for field research, but I would approach this with enthusiasm knowing that I am one of the few people able to contribute to conservation research. My postgraduate degree finishes at the end of September 2017 and I would be available to commence work immediately following its completion. Please see my CV and other documentation on the following pages for more information. Thank you for this opportunity and I look forward to hearing from you soon.

Yours sincerely,

Sasha Ponce

Connects hard skills directly to meeting the employer's needs. Connects interpersonal skills directly to the employer's context and needs.

This cover letter focusses strongly on personal motivation, passion and commitment to conservation, corresponding to a role that requires a high level of motivation despite challenging conditions, and the ability to communicate that passion to engage others.

How Conservation Careers can help you?

Do you want to spend your career helping wildlife to flourish, but are feeling a little lost, disillusioned or stuck? We have courses, membership packages and much more to suit your needs. Check out the following ways we can help get you hired more quickly, today...

ONE - Take our online training course 'The Kick-starter for Early Career Conservationists'

The Kick-starter for Early Career Conservationists is a proven step-by-step system to get clear, get ready, and get hired in the conservation sector. No confusion. No ambiguity. Telling you EXACTLY what to do. Walking you through the entire process.

You'll get a much clearer idea of the sector, the hot (and hidden) jobs, which ones are right for you, what experience and education you need, and how to apply for them, get interviews and get hired.

After going through the course, you'll have created a personal career plan which will finally give you confidence in your job hunt and will make everything quicker, simpler and more fun!

Find out more: www.conservation-careers.com/kickstarter

TWO - Enjoy a membership with Conservation Careers

By becoming a member of Conservation Careers, you also get access to the following benefits designed to help you in your job hunt or career development:

- Find your dream job - search 6,000 live jobs each year.
- Get noticed by employers - join our global talent pool.
- Get expert help - access our career bootcamp, eBook & forum.

Find out more: www.conservation-careers.com/join

THREE - Get your CV, Cover Letter or Application Forms checked by Conservation Careers

Let Conservation Careers help you with each step of the application and interview process. We know what employers want and can work with you to improve your chances. We also don't cost the earth.

Find out more: www.conservation-careers.com/applications

FOUR - Get your FREE guide for conservation job-hunters and career-switchers

Download your free your free guide jam-packed with honest, accurate and useful advice for those seeking to conserve the environment through their work. It includes top career tips based on interviews with 342 professional conservationists from around the world with over 1,734 combined years of experience. If you're hunting for a job, or looking to switch careers into conservation, it's a must read.

Download it. Enjoy it. And get hired quicker.

www.conservation-careers.com/ebook

FIVE - Check out the Conservation Careers Podcast

Dr Nick Askew from Conservation Careers uncovers what it's like to work in wildlife conservation. He explores how to get a conservation job, and discusses the latest industry news, by speaking to professional conservationists who share their career stories and advice.

So if you want the inside scoop on the life of a professional conservationist and their industry, are feeling lost in your conservation job hunt and need some direction, or want to switch careers into conservation but don't know where to start – this is the podcast for you!

www.conservation-careers.com/podcast

SIX - Get careers advice for free

Search through hundreds of conservation careers advice articles, interviews, tips, guides and more on our website. Read the career stories and advice from the CEOs of WWF, IUCN, BirdLife International, RSPB and many more. Find out what it's like to work in different roles, for different organisations, and how you can get that dream conservation job today.

www.conservation-careers.com/advice

SEVEN - Looking to hire new staff, volunteers, interns or students?

Conservation Careers is the biggest conservation job board on the internet, with a package to suit your budget and needs.

We list 6,000 jobs, courses and events each year, and represent a global talent pool of over 230,000 job-seekers. Our unique global focus on wildlife conservation roles means we can put vacancies in front of a large and targeted audience of conservation professionals. Hire them here today.

www.conservation-careers.com/advertise

EIGHT - Contact us

At Conservation Careers we're here to help – please contact us if you have any questions, or just want to say hi.

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Facebook - www.facebook.com/Conservationcareers

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