Printing.Com Cardiff are currently recruiting

for graphic and web designers and, as usual, this is proving
to be a rather depressing task!

We are looking for some very special people to join us on our journey as we grow and develop. We know that finding the perfect person will be tough but really, is it too much to ask that candidates get the basics right?

So, if you're a graphic and/or web designer looking for a role with potential, here's some insight into how an employer sees your application:

1) CHECK, CHECK, CHECK YOUR SPELLING!

You wouldn't believe the number of applications received that are riddled with spelling errors – in the cover letter, in the CV and even in the portfolio. If you can't get your job application right, the same will be true when you're dealing with clients. Spelling errors are a sure-fire way of going straight into the bin.

2) WRITE A COMPELLING COVER LETTER

You will be one of many people applying for a position and so, as with any marketing, you need to grab our attention. If your cover letter is well-written, grammatically correct, relevant to the position and personable then we'll probably look at your CV. However, if you just write one line or (even worse) can't even be bothered to write in proper sentences, we can't really be bothered to look at your CV!

3) CREATE A BEAUTIFUL CV

You're applying for a design position so every part of your application will be assessed for your creative abilities, including your CV. It amazes us how many graphic designers produce their CV in Word, missing out on a vital opportunity to prove their flair for design.

One thing's for sure, you may have the credentials but if your CV does not impress visually, you're putting yourself at a disadvantage. Be prepared to WOW us with your creativity and design ability so that I can gauge what you'll do for our clients.

4) MAKE YOUR PORTFOLIO RELEVANT

Now, this is toughie. If you're straight out of college or University, you may not have had a chance to build up a commercial portfolio but the reality is that as an employer, we are not much interested in your New York cityscape made up from a photo collage.

What we want to know is: can you create a piece of commercial design that will impress clients' and keep them coming back for more? If you haven't been able to do commercial work through a previous job, work experience or freelancing, we suggest you set yourself 'pretend' projects and then demonstrate how you would creatively approach this type of work.

5) RESEARCH MY COMPANY

We know that we are not the only company you're approaching but at least try and make us feel special! There's nothing that winds us up more than a candidate not knowing anything about us and what we do. However, demonstrating that you've done a bit of research will, when combined with getting all of the above right, put you in a pretty good position against other candidates. Printing.Com Cardiff does a lot more then "just print"!

The media talks about the lack of jobs and how difficult it is for young people to get into work! We're not saying that there isn't a shortage or that it's easy, but boy, do candidates make their own hurdles when it comes to getting a job. It's not rocket science; it's just a case of going back to basics: attention to detail and blow our socks off!!!

Printing.Com Cardiff | Sceptre House | 4 bessemer Road | Cardiff | CF11 8BA
T: 029 2002 6409   **E:** ray.prusak@printing.com

Propel
A Propel Partners Business