



BLENDED LEARNING COURSE

JOB APPLICATION PROFILING



Your application dossier - professionally & effectively optimized

OBJECTIVES

- Create a complete, up-to-date, and online-compatible application dossier for the Swiss job market.
- Adapt the application dossier to international markets, considering country-specific requirements, where applicable.
- Develop variations of the Master CV for strategic positioning, including access to the hidden job market.
- Build a market-ready social media profile and use it actively. Develop a personalized networking plan tailored to your target job sector.

CONTENT

- Create and optimize a market-ready, ATS-compatible application dossier (Master CV with photo).
- Set up a professional social media presence – LinkedIn profile, keyword optimization, and digital visibility.
- Establish a systematic strategy to expand your network within your target job market.
- Identify CV gaps and other obstacles and develop effective solutions.
- Design alternative CVs for alternative job search directions.

TARGET GROUP & REQUIREMENTS

- Job-seeking executives, highly qualified professionals, and specialists.
- English language skills: CEFR level B2.
- Confident use of a PC and ability to work independently.
- PC or laptop with a stable internet connection required (tablet/smartphone not sufficient).

STRUCTURE & METHODOLOGY

- You will receive access to our learning platform in advance and complete the preparatory assignment online.
- On Day 1, the course begins on-site with the development of your personal application strategy – supported by job coaches and peer feedback.
- You will work interactively in groups, receive individual coaching, and use digital tools independently.
- Continuous application and refinement of the developed content is a key success factor.

Duration

9 sessions over 4 weeks
7 module days from 08:30 to 15:30
(4 days on-site, 3 days online via MS Teams)
2 individual online reflection sessions

Course Group

Maximum of 12 participants

Registration

Via your RAV career advisor

Getting There

Tram line 2 to Kappeli or
bus lines 83/89 to Letzipark-West
No parking available on site



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