

New Quarter, New Chances.

Spring Forward.

PIVOT POINT April 2026



Sean McLoughlin - A Smart CV

New quarter, new chances. Spring forward.

Hello there,

Welcome to the April edition of Pivot Point. Spring is here, Q2 has officially begun, and if you've been quietly telling yourself "I'll sort my job search out soon", well, soon is now.

This month we're looking at what's actually happening in the UK jobs market right now (and it's more nuanced than the headlines suggest), sharing a couple of updates from us, and giving you something practical to take away.

Grab a cuppa. Let's get into it.



The UK Jobs Market Right Now: Honest, Not Scary

We won't dress it up. The market in early 2026 is tougher than it was two or three years ago.

Unemployment currently sits at around 5.2%, and employer hiring intentions have weakened, with rising National Insurance costs causing many businesses to hold back on new hires. Competition for roles has also intensified, there are now roughly 2.5 candidates for every available vacancy, the highest level of competition seen since 2015.

That's the honest picture.

The thing is though, context matters enormously right now. Because a tougher market doesn't mean a dead market. It means a selective one. And selectivity changes what you need to do, not whether opportunity exists.

“Hiring in 2026 is about quality over quantity. Employers are refining how they assess capability, and professionals who continue to upskill are finding themselves in genuine demand.”

Looking ahead, one in four SMEs plan to increase their hiring in the next six months, and a quarter of large businesses intend to increase investment in specialist roles. So if you're out there applying right now, the challenge isn't that jobs don't exist. The challenge is standing out in a much more crowded room.

Which is, frankly, exactly what we're here for.

What This Means for Your CV

We say this a lot, because it keeps being true: a generic CV in this market isn't just ineffective. It's actively working against you.

HR teams are currently inundated with high volumes of applications, making it harder to identify genuine talent. For job seekers, the risk is the "black hole" effect, where perfectly good applications get lost in the sheer volume of digital submissions.

The answer isn't sending more applications. It's sending better ones.

Between us, Sean and Tom have over 35 years of hiring experience. We've sat on both sides of this process. We know what a strong, tailored CV looks like, and more importantly, we know what a forgettable one looks like. The gap between them is smaller than most people think. But the difference in results is enormous.

Our platform stores your entire career history and generates properly tailored CVs and cover letters from the actual job description in front of you. No fabrication. No generic templates. Just your real experience, surfaced in the right way for the right role.

Read our Modern Job Search Strategies guide: www.asmartcv.com



A Note from Us: We've Removed the Free Trial

We want to be upfront about a change we've made. We've removed the 7-day free trial.

Not because we've cut anything back. But because we don't need it anymore. The platform has reached a point where we're confident enough in what it delivers to simply say: it works.

We're proud of that. And we think the people who've used it and come back, month after month, reflect it better than any trial period could.

If you've been sitting on the fence, the best thing you can do is give it a proper go. We think you'll know pretty quickly why our members stay.

New: US English Output

A small but significant update.

A Smart CV now offers a US English output option. So whether you're applying for roles across the pond, targeting international companies with US-based hiring teams, or simply want your CV to read naturally in American English, we've got you covered.

Same authentic approach. Same career-history-first philosophy. Just tailored to a different market.



April Focus: Don't Wait for the Perfect Moment

If there's a theme this month, it's this: the job market rewards people who act, not people who wait.

Waiting for conditions to improve, for the right role to appear, for your CV to feel “ready”, these are understandable instincts, but they rarely serve you. The people who tend to find roles in a tough market are the ones who are already in motion when the right opportunity comes up.

If you haven't reviewed your CV in the last three months, now is a good time. If you've been applying without much response, something in your approach probably needs adjusting. If you don't know where to start, that's precisely what we're here for.

Start with our free CV review tool: <https://chatgpt.com/g/g-69518a4456908191918d40ba3f3a1171-uk-cv-reality-check-hiring-manager-view>

Until next month,

Sean & Tom

Founders, A Smart CV

www.asmartcv.com

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In "PIVOT POINT April 2026," discover the realities of the UK job market, where competition is fierce and employers demand quality over quantity. With unemployment at 5.2% and 2.5 candidates vying for every vacancy, it's time to refine your approach and ensure your CV stands out. Join experts Sean and Tom as they offer practical insights and tools to help you navigate this challenging landscape and seize new opportunities.



YOUR CAREER | YOUR DATA | YOUR CV