

QUICK GUIDE TO PREPARING AN APPLICATION



RESEARCH THE ROLE



Find out what tasks you would be undertaking.

What personal skills and attributes would you need to fulfil these?

What does careers progression look like for this industry?

Give yourself three reasons why this type of work interests you.

Research the company using their website and social media. Find out information for example – what the employer does, how many employees, competitors, news, end users.

ANALYSE THE QUESTIONS



Competency questions – answer these using examples of your past experience which best showcase the skills or competencies they are asking for in the person specification such as teamwork and leadership. eg, 'Describe an example when you have showed initiative'.

Personal statements – employers are looking for evidence that you can write clearly and concisely choosing information most relevant to the role and your ability to do the job. Pay careful attention to the person specification and make sure you provide evidence for each point. Keep to the word limit and use headings if possible.

Motivation questions – eg, 'What motivates you?' 'Which tasks do you get the most satisfaction from?' 'How would your manager motivate you?'

Use positive/strong language in your responses.

IDENTIFY YOUR SKILLS



Identify the skills/qualities/experiences they are looking for.

Gather your examples and choose those which have the potential to add value to their organisation.

Examples could come from your education, training, work experience, voluntary experience, extra-curricular activities, awards, achievements, and interests.

Use your examples to demonstrate impact and achievement.

Use headings and bullet points where possible and double check your spelling and grammar!

FURTHER HELP



Book a careers appointment at:
www.intranet.birmingham.ac.uk/careers

Go to our Canvas pages for help with applying for vacancies, interviews, assessment centres and psychometric tests:
www.intranet.birmingham.ac.uk/careerscanvas

Ask a careers question, or send your CV, covering letter, application or personal statement and receive feedback from a careers adviser:
www.intranet.birmingham.ac.uk/careers/contact

Have an upcoming interview or assessment centre? Request a practice interview at:
www.intranet.birmingham.ac.uk/practiceinterview

PLAN YOUR APPLICATION – SKILLS AUDIT

Make a list of the required competencies or skills in the person specification or job description in the left hand column and fill in the right-hand column with evidence from your work experience, education and extra-curricular activity.

SKILLS	MY EVIDENCE
eg, Initiative	Student theatre group at societies fair negotiated with local takeaway and obtained vouchers. Gave away vouchers on stand which attracted more people, increased membership by 20%.