TIPS AND TRICKS FOR A WELL-WRITTEN JOB APPLICATION

Before you apply

1. Do a deep dive into the company

Give the official site a thorough scan, with emphasis on their "About Us" page. Take note of the company's strong suits. Are you able to articulate what makes the company unique compared to its competitors? This is also the time to consider if your values and motives align with their mission.

2. Look at their social media

Get to know their voice further by reading into and connecting with those platforms. Embrace who their audience is and how the company engages with its followers.

3. Get a feel for the industry

Once you type in the company's name or other related keywords in the search engine, we advise you to dive into the first 3 pages of results. Take this opportunity to become aware of how other companies in the field are managing current issues and efforts. Notice how the company you're interested in is responding to these special topics, and how those actions stand out compared to its competing establishments.

Your supporting statement - cover letter

Your supporting statement is your opportunity to state how your experience and background match the 'person specification'. Make sure that you read through the job description and ensure that you possess the skills required for the role.

- Make note of the 'desirable skills' listed and be sure to mention them in your application. Detail-oriented candidates are more likely to secure interviews. The articles here and here go into more depth on what to include in a supporting statement.
- Show how you would add value – what can you bring to the role that other candidates might not have?
- We want to hear about your motivations for applying – why have you chosen to apply for a job at XXX? What is it about our work that interests you?

Interviews

- We run all of our interviews in a panel format. If you have not taken part in a panel interview before, we recommend that you research how these work. You may find these articles on Monster, Total Jobs, Indeed and The Guardian useful.

- The panel will be asking you specific questions to explore how your qualifications, experience and/or skills match the 'person specification'. Make sure you revisit the job description ahead of the interview and prepare some examples that address the criteria in the person specification.

- We also recommend that you structure some sample answers using the STAR technique.