

# Essex Application

Recognise. Celebrate. Succeed.



# Essex Application



The Essex Application has been produced by the Employability and Careers Centre and Learning and Development at the University of Essex. It was developed in consultation with students, staff, and employers, and is part of the University's Big e initiative – [www.essex.ac.uk/bige](http://www.essex.ac.uk/bige). Visit [www.essex.ac.uk/careers/essexapplication](http://www.essex.ac.uk/careers/essexapplication)

The Essex Application pack accompanies the Essex CV pack.

[www.essex.ac.uk/careers/essexcv](http://www.essex.ac.uk/careers/essexcv)

## Why use the Essex Application?

- "The Essex Application pack is a fantastic resource for students in an increasingly competitive graduate market. We'll now be able to spot the applications from Essex students when shortlisting for our Graduate Scheme!"  
Andy Williamson, Graduate Scheme Manager, National Skills Academy for Social Care – Employer
- "I wish I'd have had something like this to guide me when I graduated. It manages to cover the little things as well, such as e-mail, and this will help ensure that graduates take the time to present themselves at their best. Employers take a strong impression from small details."  
Guy Wilshaw, Test Manager, Dell – Employer
- "This application pack is a fantastic addition to the Essex CV pack. It explains exactly what to look for in the person specification and job description to tailor your application to a specific job, and is laid out in a really easy to follow structure. I would recommend this to anyone applying for a job."  
Holly Milla, Student
- "Exactly what I've been looking for! It has helped me to really sell my skills and given me an insight into what employers want to see."  
Chris Player, Student
- "The application pack is brilliant! It's great for giving useful tips to help you complete part-time job applications and perhaps more importantly for adding the sophisticated edge necessary for successfully completing graduate level job applications."  
Joy-Ann Van Arneman, Student

## The Essex Application pack contains the following...

- 1. A sample job description – p.4**  
This outlines the 'duties of the post' and the 'person specification' for a fictional but realistic job on which the example application forms are based – it is exactly like the kind of job description you can expect to see – consider reading the application forms in relation to this document so you can see how they have been tailored.
- 2. An application form checklist – p.5**  
This lists the really important things you need to check before, during, and after completing your application form.
- 3. An example “competency-based application form” – p.6**  
This is an example of a generic question-focused application form which is designed to ascertain your competence. It includes explanatory text to draw your attention to some important things to consider.
- 4. An example equal opportunities monitoring form – p.9**  
This is exactly the kind of form you will see that goes along with a competency-based application form.
- 5. An example “statement-based application form” – p.10**  
This is an alternative example of a generic application form that centres around a personal statement.
- 6. An example equal opportunities monitoring form – p.13**  
This is exactly the kind of form you will see that goes along with a statement-based application form.

[www.essex.ac.uk/careers/  
essexapplication](http://www.essex.ac.uk/careers/essexapplication)



## Using this pack

This pack has been designed to be quick and easy to read. It should not take long to get some major benefits from it.

The process of getting a job can involve many stages of interaction with your potential employer. You need to make the best possible impression when presenting yourself and your knowledge, skills, and experience. This pack will help you to do that.

### Making an application

Getting your application and CV right gives you the best chance of making it to the next stage of the recruitment process. Many employers, especially large organisations, design application forms to assess your suitability for a role, instead of asking for a CV, so you may find that in some cases all of your focus will be on the application.

### What do they want to know?

- Why you are interested in the company
- Why you are attracted to the role
- What makes you suitable for the role

Employers want to see that you are keen to work for them specifically, so do some research into who they are, what they do, who their customers or clients are, and who their competitors might be. Use this information when you describe your interest in the company.

### This pack will help you to...

- Recognise the full extent of your skills and experience (especially those you have gained during your time at Essex)
- Describe these in a way that is relevant to employers – and sell yourself in a way that does you justice
- Identify gaps in your employment profile for future planning
- Feel confident that you can create an excellent first impression with employers
- Appreciate that applications and CVs must be tailored – a bad application is a waste of your time and a waste of the employer's time
- Be proud of what you have achieved

Post Title: Graduate Trainee

Job Ref: GTS1012

### Duties of the post

- To meet all **targets and objectives** of the assigned graduate training scheme as set out by the Department Manager, Human Resources Manager, and Divisional Director.
- To learn specific **in-house systems** and processes, developing an ability to contribute to future **decision-making** and process improvement.
- To contribute to overall **team performance**, using both **individual effort** and working effectively in collaboration with others.
- To undertake **research** and offer suggestions for improvement to the main assigned project, as well as when working on **specific project tasks** and other **departmental projects**.
- To **manage** and drive own career path, attending all graduate and job specific **training**, demonstrating learning application as a result, and **completing assessments** where applicable.
- To participate fully in and **take the lead** when directed at departmental and company meetings, including **networking** with colleagues and **external partners** as required.
- To take a **proactive** role in assigned team, and fully engage with other functions in the Company to develop strong knowledge of the **organisational aims** and objectives and how the team contributes to these.
- Any other additional duties and responsibilities considered commensurate with the nature of the post.

### Person specification

Key competencies	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>■ Educated to Degree level</li> </ul>	
Knowledge and experience	<ul style="list-style-type: none"> <li>■ Strong <b>commercial awareness</b> and knowledge of the sector</li> <li>■ Familiar with using social and <b>digital media</b> for communication</li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Experience</b> in a similar or related role</li> </ul>
Skills and abilities	<ul style="list-style-type: none"> <li>■ Excellent <b>communication</b> and interpersonal skills, both verbal and written</li> <li>■ Highly developed <b>problem solving</b> skills</li> <li>■ Ability to work <b>flexibly</b>, on own initiative and as part of a team</li> <li>■ Excellent <b>time management</b> skills, including the ability to <b>prioritise</b> and meet targets and <b>deadlines</b></li> <li>■ Highly proficient in <b>MS Word and Excel</b></li> </ul>	<ul style="list-style-type: none"> <li>■ <b>Practical experience</b> in delivering presentations</li> <li>■ <b>Demonstrable leadership</b> skills</li> <li>■ Good knowledge of <b>MS Access</b></li> </ul>
Other	<ul style="list-style-type: none"> <li>■ Ability to manage own learning and development and willing to undertake training and development as required</li> <li>■ <b>The ability to meet the requirements of UK 'right to work' legislation</b></li> </ul>	

### Apply

Please follow the instructions to complete our online application at [www.xyzltd.com](http://www.xyzltd.com)

# Applications Checklist

When writing your application check the following...

2

## Before

- You have set up a professional-sounding email address to include in your personal details, such as namey.mcname@gmail.com – consider setting up an email account specifically for corresponding with employers if you don't already have one like this
- Your voice-message on your mobile phone is appropriate
- Your online presence (facebook, twitter, etc) presents you in an appropriate way and any professional presence (e.g. LinkedIn profile) matches what you have said about yourself in your application. Check your privacy settings and profile pictures – some companies systematically check these
- If you are required to fulfil certain academic criteria before applying, such as UCAS points and expected degree result, you have entered these accurately. (If you are an International student, UCAS has information for international students [www.ucas.com/international](http://www.ucas.com/international), and UK NARIC compare international qualifications (for a fee). However some larger organisations will accept you entering that you meet their minimum criteria and will do the comparison themselves. Check the guidelines provided by the employer or contact them for clarification)
- You have read all instructions so that you stick to any guidelines, including word limits
- If you are completing a paper application form, you have made copies to practice on
- If required to register online to complete the application, you have used a password you will remember to access it again later

## During

- You don't leave any fields of the application form blank. If there is something that doesn't apply to you, type n/a, which is widely understood to mean not applicable
- You have listed your education and experience in reverse chronological order (most recent first)
- You have fully answered all parts of all questions on the form
- If completing an online application, you are regularly saving your answers in case of any problems with the system
- You have tailored your answers to the role for which you are applying
- You have considered the job description and/or person specification, addressing all the essential criteria and providing specific examples as evidence that you meet them all. An application form will usually either have competency-based questions, designed to assess whether you meet all the criteria, or a space where you will be expected to outline how you meet all the criteria.
- All references to the name of the company and their products or services are correct
- You have avoided (or where appropriate explained) abbreviations and acronyms – use your discretion to decide whether the employer is likely to be familiar with the same acronyms and abbreviations as you
- You have used appropriate language – professional, no text speak
- You have considered the full range of your skills and experience, especially from University, identified which are the most relevant, and expressed these in a way that the employer will understand

## After

- Your spelling and grammar are accurate and correct. It's a good idea to type up your answers or statement in a word processor, check spelling (with English UK settings) and then copy and paste to the online form
- Someone you trust has proof-read it
- You have let your referees know what you're applying for so they can give an appropriate reference for you if asked
- You have saved or kept a copy of the application along with the job description/person specification to refer back to if you are invited to the next stage of selection by the employer
- If sending by email, you have named your application form and accompanying files logically before attaching them. See the checklists in the Essex CV pack for more advice on sending applications by email.

## Personal Details

Name: Namey  
 Address: 5 Streety Street, Towny Town  
 Mobile: 07012345678  
 Position applied for: Graduate Trainee

Family Name: McName  
 Postcode: TT1 2SS  
 email: nameymcname@email.com  
 Job Ref: GTS1012

## Education

**Institution:** University of Essex  
**Qualifications:** BSc Example Studies (2.1 expected)  
**Dates:** 2009-2012

Module 1A 66%	Module 2A 62%	Module 3A 69%
Module 1B 62%	Module 2B 65%	Module 3B 68%
Module 1C 65%	Module 2C 67%	Module 3C 65%
Module 1D 70%	Module 2D 69%	Module 3D 70%
Module 1E 65%	Module 2E 67%	Module 3E 69%

**Institution:** Sample Comprehensive  
**Qualifications:** A Levels  
**Dates:** 2007 - 2009

Subject: X Grade: A	Subject: Y Grade: B	Subject: Z Grade: C
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**Institution:** Sample Comprehensive  
**Qualifications:** GCSEs  
**Dates:** 2002 -2007

Subject: A Grade: A	Subject: E Grade: B	Subject: I Grade: C
Subject: B Grade: A	Subject: F Grade: B	Subject: J Grade: C
Subject: C Grade: A	Subject: G Grade: B	
Subject: D Grade: A	Subject: H Grade: B	

### Things to think about

You will normally have to complete a section outlining your education and qualifications in reverse chronological order.

Unlike a CV, you will usually be expected to list all your subjects and grades at all levels.

## Work History

**Employer:** Big Supermarket  
**Details:** Customer Service Assistant  
**Dates:** December 2009 - Present

- Further developed and consistently demonstrate excellent customer service skills.
- Identified inconsistencies in staff training procedures that were having an impact on dealing with customer feedback and complaints. Persuaded management to review staff training procedures, resulting in a more consistent and efficient approach. As a result, was given responsibility to contribute to the design of the induction process for new staff.

**Employer:** The Place Ltd  
**Details:** Intern, Development Department  
**Dates:** July 2011 – September 2011

- Actively participated in induction and managed my own training.
- Responsibility for meeting all the placement targets and objectives agreed with my manager.
- Participated in weekly review meetings, contributing to planning and decision making on projects.
- Communicated with people at all levels in the organisation, including meetings and via telephone, email and social networks.
- Participated in monthly team social events which included sporting challenges, team quiz tournaments and a community support day helping out at a local primary school where I helped a group of pupils interested in tennis to learn the basics of the game.
- Delivered a presentation on my project findings to management and colleagues at The Place Ltd at the end of my internship.

### Things to think about

You will usually be expected to complete a section outlining any experience you have in reverse chronological order.

When describing past experiences, in particular those that are not directly relevant, focus on your skills and achievements in the role, rather than your general duties.

# Example Competency-based Application Form

Employer: The Anonymous Foundation  
Details: Volunteer

Dates: October 2009 – July 2011

- Gained experience of general administrative duties including dealing effectively with telephone and email enquiries, maintaining records and organising the information area to ensure clients could find relevant resources more readily.
- Communicated and collaborated effectively with the Foundation staff and other volunteers to facilitate the efficient running of the office.
- Took the initiative of producing a monthly staff newsletter to celebrate our achievements and highlight key activities. This has been continued by other volunteers since I left to undertake my internship.
- Improved my IT skills using MS Office including Excel and Access in particular.

## Application Questions

### Why are you interested in working for XYZ Ltd?

I am particularly attracted to this Graduate Trainee role at XYZ Ltd., as I can see from your website that you have impressive business development objectives and I know from media coverage in recent years that you are an industry leader in the example sector, including winning the 123 Award for 2011. I share your organisation's values, in particular relating to sustainability and supporting the local community, and feel I could contribute effectively in this role given the chance. It's evident from your job description that training and development are a significant aspect of the role, which would help me to improve my effectiveness as an employee given the opportunity. I am also interested in the scope to really get involved in decision making, and find it encouraging that there would be potential to develop leadership. Overall, I feel that XYZ Ltd. could offer me the best possible opportunity to fulfil my current career goals while working for an excellent organisation where I can relate to the goals and values.

### Please outline your suitability for the role, including any relevant experience?

I am confident that I have the right experience, skills and qualities to fit in with your team. I get on well with others, having worked in teams previously, including leadership roles, completing both academic and professional projects. I am also very flexible and work effectively individually. As you can see from my Customer Service experience at the Big Supermarket, I took the initiative to suggest changes that led to improved procedures in the store, also demonstrating my aptitude for problem solving. In my current role as Secretary of the Cheese Appreciation Society, I am responsible for communicating with our members using social media. I have excellent interpersonal skills and can communicate professionally, including having experience in delivering presentations, the most significant being to management and colleagues on completion of my internship last summer. This internship gave me a great insight into the work of an organisation in the example sector, and the types of customers and clients an organisation in this sector works with. It also gave me confidence in my ability to work as part of a development team. If successful in securing the position of Graduate Trainee I assure you I could make an effective contribution to your team.

### Give an example of a time when you have demonstrated excellent verbal communication skills, including the situation you were in and the outcome.

I gained experience in communicating with people at all levels in an organisation while completing my internship at The Place Ltd., including meetings and via telephone, email and social networks. I had responsibility for a project that also involved some telephone and email communication with relevant clients, gaining confidence in my ability to communicate professionally and courteously. My internship also included delivering a presentation on my project findings to management and colleagues at the end of my internship, helping me to develop my communication skills in front of a group and preparing slides and a report summary to complement my delivery. As a result of my internship I have an understanding of the importance of effective communication in a professional working environment.

### Things to think about

Application forms vary depending on the employer. Always read the instructions and guidelines for completing the application as specified by the employer.

Competency based application forms like this one are designed to give you the opportunity to show that you meet the employers criteria for the role you are applying for.

Remember that even if you are also given the opportunity to submit your CV, it's likely the employer will assess your suitability mainly through the application form.

### Things to think about

This is your opportunity to demonstrate to the employer that you are genuinely interested in working for them and that you have done your research. Reflect what attracts you to working for the organisation and what makes you feel like you'd fit in well there.

Most organisations set out things like their achievements, strategic goals and values on their websites. You can also look up news stories about them and review their social media presence e.g. LinkedIn, Twitter, Facebook and YouTube. A simple Google search should help you find everything you need to know about any potential employer.

### Things to think about

You want the employer to see that you are interested in the opportunity they are offering, not just that you want a job. Tell them what makes you an ideal candidate in terms of the role they are offering and the knowledge, skills and experience they require.

# Example Competency-based Application Form

Tell us about a time when you have used outstanding problem solving skills to deal with a problem and what happened?

When I had completed 6 months in my Customer Service Assistant role at The Big Supermarket, my manager asked me to be involved in the induction and training of new staff. As part of my contribution, I identified inconsistencies in staff training procedures that were having an impact on dealing with customer feedback and complaints, as slightly different messages were being conveyed by different members of staff. I discussed this with management and suggested changes which resulted in a more consistent and efficient approach. As a result, a more efficient process is now followed, with positive feedback from both staff and customers on the changes.

Outline your working styles both individually and as part of a team, giving examples.

I am capable of working flexibly, comfortable both using my own initiative and working with others. When I completed my internship at The Place Ltd., I was part of a team in the Development Department, but was assigned an individual project as my main responsibility. This meant I managed my time to complete my research and analysis and put together a report, occasionally meeting with my manager and another colleague to review progress and talk through any improvements. I was confident in my ability to complete the report, but found real value in also adding a team working approach to discuss ideas and learn from more experienced colleagues.

Describe an occasion where you have used strong time management ability, in particular where you have had deadlines to meet.

Throughout my university studies, I have successfully organised my time to complete all assignments and research, meeting all deadlines, while volunteering, working part time and participating in a student society. A particular example is in my role of Team Leader for a second year project, where communicating closely with other team members, I was responsible for ensuring everyone was up to date with their workload and keeping check on our overall progress to ensure we met our deadline for submission. My leadership meant we remained well organised as a team and we completed one week early, achieving a mark of 68%.

Please outline any IT skills you have and programmes you are proficient with.

I am a confident user of Microsoft Office with advanced skills in Word and Excel and some experience using Access through my volunteering role with The Anonymous Foundation maintaining and running queries on their database. I am also comfortable using Outlook and the internet for work purposes, including the use of social and digital media for communication, as I designed and maintain the social media pages in my role of secretary of The Cheese Appreciation Society at university.

## References

Professor Knowy Knowitall  
Department of Example Studies  
University of Essex  
Wivenhoe Park  
Colchester  
CO4 3SQ

01206 123456  
kknowitall@essex.ac.uk

Ms Leady Leaderson  
The Place Ltd.  
Big Building  
Central Square  
London  
EC5 5EC

02012 345678  
leadersonl@theplace.com

### Things to think about

A good technique for communicating your skills and abilities to an employer to demonstrate that you tick all their boxes is **STAR**:

- **Situation:** set the scene or context for the example you're using as evidence;
- **Task:** briefly outline what you had to do;
- **Action:** give details of what you did specifically, focusing on your responsibilities, including any problems or challenges that you overcame; and
- **Result:** include the outcome, and anything you learned from the experience.

### Things to think about

Provide specific evidence when you are demonstrating how you have used or developed the relevant skills for the role. Try to vary the examples you use from different areas of your life, such as academic, work experience and extra-curricular, and try to keep evidence to the more recent things you've done.

### Things to think about

Meeting all the essential criteria specified by an employer is a requirement before they would be willing to interview you for the job. While not having all the desirable criteria won't necessarily go against you, always demonstrate if you do meet them. When there is strong competition for opportunities, the desirables may also be considered when selecting suitable candidates for interview.

### Things to think about

You will usually be asked to provide at least two contacts for references. As a student or recent graduate, one academic and one contact from employment/experience would be ideal. Only use referees you have had recent contact with.

Ask your referees permission before you include their contact details and let them know what you're applying for so they can give an appropriate reference if asked.

If you are an international student, use UK contacts where possible, but if providing a contact from outside the UK, ensure you make them aware they could be contacted and that they will be able to communicate with potential employers if required.

XYZ Ltd. operate a policy of equality of opportunity and fair treatment in employment. We aim to monitor our recruitment and employment practices to ensure that unfair discrimination does not occur. To help us achieve this aim, we ask you to complete this confidential monitoring form and return it with your application form.

It will be used for statistical monitoring purposes only and will not be seen by those who are responsible for selecting candidates.

### Things to think about

Many employers include an equal opportunities monitoring form as part of the application process.

Because of employment legislation, employers collect certain data on applicants for statistical purposes.

The information you provide in this form will not be taken into consideration when your application form is being considered and in most cases it will be separated and used by Human Resources only, therefore not seen by those considering applications and selecting suitable candidates.

## Gender

Male  Female

## Age

22

## Disability

Yes  No

## Marital Status

Single  Married  Cohabiting  Prefer not to say

## Sexual Orientation

Heterosexual  Gay/Lesbian  Bisexual

Prefer not to say

## Religion Or Belief

No Religion  Christian  Buddhist

Hindu  Jewish  Sikh  Muslim

Other religion  Prefer not to say

## ETHNICITY (please underline one option in one box only)

### White

White British  
White Irish  
White European  
White other

### Mixed

White and Asian  
White and Black African  
White and Black Caribbean  
Mixed other

### Asian

Indian  
Pakistani  
Bangladeshi  
Chinese  
Other Asian background

### Black

Black British  
Black African  
Black Caribbean  
Other Black background

### Other

Arab  
Other ethnic background  
Prefer not to say

## Personal Details

Name: Namey  
 Address: 5 Streety Street, Towny Town  
 Mobile: 07012345678  
 Position applied for: Graduate Trainee

Family Name: McName  
 Postcode: TT1 2SS  
 email: nameymcname@email.com  
 Job Ref: GTS1012

## Education

Institution: University of Essex  
 Qualifications: BSc Example Studies (2.1 expected)

Dates: 2009-2012

Module 1A 66%	Module 2A 62%	Module 3A 69%
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Module 1C 65%	Module 2C 67%	Module 3C 65%
Module 1D 70%	Module 2D 69%	Module 3D 70%
Module 1E 65%	Module 2E 67%	Module 3E 69%

Institution: Sample Comprehensive  
 Qualifications: A Levels

Dates: 2007 - 2009

Subject: X Grade: A      Subject: Y Grade: B      Subject: Z Grade: C

Institution: Sample Comprehensive  
 Qualifications: GCSEs

Dates: 2002 -2007

Subject: A Grade: A      Subject: E Grade: B      Subject: I Grade: C  
 Subject: B Grade: A      Subject: F Grade: B      Subject: J Grade: C  
 Subject: C Grade: A      Subject: G Grade: B  
 Subject: D Grade: A      Subject: H Grade: B

## Work History

Employer: Big Supermarket  
 Details: Customer Service Assistant

Dates: December 2009 - Present

- Further developed and consistently demonstrate excellent customer service skills.
- Identified inconsistencies in staff training procedures that were having an impact on dealing with customer feedback and complaints. Persuaded management to review staff training procedures, resulting in a more consistent and efficient approach. As a result, was given responsibility to contribute to the design of the induction process for new staff.

Employer: The Place Ltd  
 Details: Intern, Development Department

Dates: July 2011 – September 2011

- Actively participated in induction and managed my own training.
- Responsibility for meeting all the placement targets and objectives agreed with my manager.
- Participated in weekly review meetings, contributing to planning and decision making on projects.
- Communicated with people at all levels in the organisation, including meetings and via telephone, email and social networks.
- Participated in monthly team social events which included sporting challenges, team quiz tournaments and a community support day helping out at a local primary school where I helped a group of pupils interested in tennis to learn the basics of the game.
- Delivered a presentation on my project findings to management and colleagues at The Place Ltd at the end of my internship.

### Things to think about

You will normally have to complete a section outlining your education and qualifications in reverse chronological order.

Unlike a CV, you will usually be expected to list all your subjects and grades at all levels.

### Things to think about

You will usually be expected to complete a section outlining any experience you have in reverse chronological order.

When describing past experiences, in particular those that are not directly relevant, focus on your skills and achievements in the role, rather than your general duties.

# Example Statement-based Application Form

Employer: The Anonymous Foundation  
Details: Volunteer

Dates: October 2009 – July 2011

- Gained experience of general administrative duties including dealing effectively with telephone and email enquiries, maintaining records and organising the information area to ensure clients could find relevant resources more readily.
- Communicated and collaborated effectively with the Foundation staff and other volunteers to facilitate the efficient running of the office.
- Took the initiative of producing a monthly staff newsletter to celebrate our achievements and highlight key activities. This has been continued by other volunteers since I left to undertake my internship.
- Improved my IT skills using MS Office including Excel and Access in particular.

## Why are you interested in working for XYZ Ltd?

I am particularly attracted to this Graduate Trainee role at XYZ Ltd., as I can see from your website that you have impressive business development objectives and I know from media coverage in recent years that you are an industry leader in the example sector, including winning the 123 Award for 2011. I share your organisation's values, in particular relating to sustainability and supporting the local community, and feel I could contribute effectively in this role given the chance. It's evident from your job description that training and development are a significant aspect of the role, which would help me to improve my effectiveness as an employee given the opportunity. I am also interested in the scope to really get involved in decision making, and find it encouraging that there would be potential to develop leadership. Overall, I feel that XYZ Ltd. could offer me the best possible opportunity to fulfil my current career goals while working for an excellent organisation where I can relate to the goals and values.

## Supporting Statement

*Please outline below how you meet the criteria for the role applied for*

I have considered the job description and person specification for the Graduate Training Scheme with XYZ Ltd. and can demonstrate that I meet all of your criteria as follows:

I have developed good knowledge of the example sector through my studies and in particular in completing a summer internship at The Place Ltd., which gave me a great insight into the work of an organisation in this sector, and the types of customers and clients an organisation like XYZ Ltd. work with. It also gave me confidence in my ability to work as part of a development team. If successful in securing the position of Graduate Trainee I assure you I could make an effective contribution to your team.

I gained experience in communicating with people at all levels in an organisation while completing my internship at The Place Ltd., including meetings and via telephone, email and social networks. I had responsibility for a project that also involved some telephone and email communication with relevant clients, gaining confidence in my ability to communicate professionally and courteously. My internship also included delivering a presentation on my project findings to management and colleagues at the end of my internship, helping me to develop my communication skills in front of a group and preparing slides and a report summary to complement my delivery. As a result of my internship I have an understanding of the importance of effective communication in a professional working environment. In my current role as Secretary of the Cheese Appreciation Society, I am responsible for communicating with our members using social media.

### Things to think about

This is your opportunity to demonstrate to the employer that you are genuinely interested in working for them and that you have done your research. Reflect what attracts you to working for the organisation and what makes you feel like you'd fit in well there.

Most organisations set out things like their achievements, strategic goals and values on their websites. You can also look up news stories about them and review their social media presence e.g. LinkedIn, Twitter, Facebook and YouTube. A simple Google search should help you find everything you need to know about any potential employer.

### Things to think about

Application forms vary depending on the employer. Always read the instructions and guidelines for completing the application as specified by the employer.

Applications like this one are left open for you to describe in your own way how you meet the employers criteria for the role you are applying for.

Remember that even if you are also given the opportunity to submit your CV, it's likely the employer will assess your suitability mainly through the application form.

### Things to think about

It can be helpful to have an introductory statement to show that you have considered the criteria and aim to outline for the employer how you fulfil their requirements.

### Things to think about

It's a good idea to address each of the criteria individually in concise paragraphs, or you could use bullet points.

### Things to think about

A good technique for communicating your skills and abilities to an employer to demonstrate that you tick all their boxes is STAR:

- **Situation:** set the scene or context for the example you're using as evidence;
- **Task:** briefly outline what you had to do;
- **Action:** give details of what you did specifically, focusing on your responsibilities, including any problems or challenges that you overcame; and
- **Result:** include the outcome, and anything you learned from the experience.

# Example Statement-based Application Form

When I had completed 6 months in my Customer Service Assistant role at The Big Supermarket, my manager asked me to be involved in the induction and training of new staff. As part of my contribution, I identified inconsistencies in staff training procedures that were having an impact on dealing with customer feedback and complaints, as slightly different messages were being conveyed by different members of staff. I discussed this with management and suggested changes which resulted in a more consistent and efficient approach. As a result of my problem solving ability, a more efficient process is now followed, with positive feedback from both staff and customers on the changes.

I am capable of working flexibly, comfortable both using my own initiative and working with others. When I completed my internship at The Place Ltd., I was part of a team in the Development Department, but was assigned an individual project as my main responsibility. This meant I managed my time to complete my research and analysis and put together a report, occasionally meeting with my manager and another colleague to review progress and talk through any improvements. I was confident in my ability to complete the report, but found real value in also adding a team working approach to discuss ideas and learn from more experienced colleagues.

Throughout my university studies, I have successfully organised my time to complete all assignments and research, meeting all deadlines, while volunteering, working part time and participating in a student society. A particular example is in my role of Team Leader for a second year project, where communicating closely with other team members, I was responsible for ensuring everyone was up to date with their workload and keeping check on our overall progress to ensure we met our deadline for submission. My leadership meant we remained well organised as a team and we completed one week early, achieving a mark of 68%.

I am a confident user of Microsoft Office with advanced skills in Word and Excel and some experience using Access through my volunteering role with The Anonymous Foundation maintaining and running queries on their database. I am also comfortable using Outlook and the internet for work purposes, including the use of social and digital media for communication, as I designed and maintain the social media pages in my role of secretary of The Cheese Appreciation Society at university.

## References

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### Things to think about

Provide specific evidence when you are demonstrating how you have used or developed the relevant skills for the role. Try to vary the examples you use from different areas of your life, such as academic, work experience and extra-curricular, and try to keep evidence to the more recent things you've done.

### Things to think about

Meeting all the essential criteria specified by an employer is a requirement before they would be willing to interview you for the job. While not having all the desirable criteria won't necessarily go against you, always demonstrate if you do meet them. When there is strong competition for opportunities, the desirables may also be considered when selecting suitable candidates for interview.

### Things to think about

You will usually be asked to provide at least two contacts for references. As a student or recent graduate, one academic and one contact from employment/experience would be ideal. Only use referees you have had recent contact with.

Ask your referees permission before you include their contact details and let them know what you're applying for so they can give an appropriate reference if asked.

If you are an international student, use UK contacts where possible, but if providing a contact from outside the UK, ensure you make them aware they could be contacted and that they will be able to communicate with potential employers if required.

XYZ Ltd. operate a policy of equality of opportunity and fair treatment in employment. We aim to monitor our recruitment and employment practices to ensure that unfair discrimination does not occur. To help us achieve this aim, we ask you to complete this confidential monitoring form and return it with your application form.

It will be used for statistical monitoring purposes only and will not be seen by those who are responsible for selecting candidates.

## Gender

Male  Female

## Age

22

## Disability

Yes  No

## Marital Status

Single  Married  Cohabiting  Prefer not to say

## Sexual Orientation

Heterosexual  Gay/Lesbian  Bisexual

Prefer not to say

## Religion Or Belief

No Religion  Christian  Buddhist

Hindu  Jewish  Sikh  Muslim

Other religion  Prefer not to say

## ETHNICITY (please underline one option in one box only)

### White

White British  
White Irish  
White European  
White other

### Asian

Indian  
Pakistani  
Bangladeshi  
Chinese  
Other Asian background

### Other

Arab  
Other ethnic background  
Prefer not to say

### Mixed

White and Asian  
White and Black African  
White and Black Caribbean  
Mixed other

### Black

Black British  
Black African  
Black Caribbean  
Other Black background

### Things to think about

Many employers include an equal opportunities monitoring form as part of the application process.

Because of employment legislation, employers collect certain data on applicants for statistical purposes.

The information you provide in this form will not be taken into consideration when your application form is being considered and in most cases it will be separated and used by Human Resources only, therefore not seen by those considering applications and selecting suitable candidates.

## We can help

The Employability and Careers Centre staff provide practical advice on getting it right, from your CV or application, right through to interviews and how to approach any related tests. We aim to give you all the information you need to prepare for assessment centres and job interviews too.

## Contact the Employability and Careers Centre

Explore: [www.essex.ac.uk/careers](http://www.essex.ac.uk/careers)

Visit: Square 2

**E** [careers@essex.ac.uk](mailto:careers@essex.ac.uk)

**T** 01206 872494

## For more information

[www.essex.ac.uk/careers/essexcv](http://www.essex.ac.uk/careers/essexcv)

[www.essex.ac.uk/careers/essexapplication](http://www.essex.ac.uk/careers/essexapplication)



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