Job Hunting Advice

Application Form

Mastering the Art of Job Application Forms: Your Path to Landing Your Dream Career

Completing an application form, especially when you're already well-established in your marketing career, might feel unnecessary. However, these forms are more common than you might think, especially in sectors like Not-For-Profit and Education, where employers prioritise equal opportunity.

So, if you're feeling a bit exasperated by the thought of it, read on for some valuable tips that will help you conquer the application form with confidence.

Getting Started

1. Allow Plenty of Time
Application forms always take longer than expected. Give yourself the time to complete it with care. It's a good idea to step away for a while and return with fresh eyes before submitting. Trust us, it gets easier with practice.

2. Read and Follow Instructions
Pay close attention to the instructions and complete every section as directed. Remember that a computer may initially sift through applications, and missing information or errors can result in your application being discarded.

3. Use N/A for Inapplicable Questions
If a question doesn't apply to you, don't leave it blank; simply write "N/A" to indicate that it's not relevant.

4. Stick to Word Limits
If you're also submitting a CV or cover letter, don't worry about repeating information from those documents. Assume that the reader will only have the application form. Avoid phrases like "See attached CV."

5. Tense Matters
Use the present tense for your current role and past tense for previous positions.

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Employment History

1. Match Your CV and LinkedIn Profile:
Keep your dates and details consistent across your application form, CV, and LinkedIn profile. Cross-referencing is common.

2. Tailor to the Role:
Cover your entire employment history but be concise when describing jobs that are less relevant to the position. For relevant roles, start with an overview and use bullet points to highlight key duties that align with the job specification.

3. Make Matching Easy:
Make it as effortless as possible for the reader to match your experience with the required skills.

Supporting Statement

1. Focus on Relevance:
A supporting statement can also be called 'relevant experience' or a cover letter. Address the most important job and person specification requirements. Match your experiences and character traits to these requirements, using specific examples and measurable results.

2. Transferable Skills:
If you lack direct experience in an area, look for transferable skills that can fill the gap. Express your enthusiasm for learning new skills.

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3. Avoid Repetition:

Don't worry about repeating details from your employment history in your supporting statement. Readers may not review every section, so include pertinent information.

4. Show Your Personality:

Conclude with an overview of why you're the best candidate. Thank the reader for considering your application and express your enthusiasm. Inject some personality into this section; a little enthusiasm can make a lasting impression!

Final Application Checks

1. Review and Revise:

Re-read your application form, ensuring you haven't missed anything and that you've followed all instructions. Consider the 'overnight test' for a final review with fresh eyes.

2. Seek a Second Opinion:

Ask someone else to check for typos, grammar issues, and overall readability. Your friendly recruitment consultant can also assist you with this.

3. Keep a Copy:

Make sure to keep a copy of your completed application form. You'll need it as a reference when you're called for an interview.

By following these steps, you'll be well-prepared to tackle any job application form, presenting yourself in the best possible light to potential employers. Good luck with your job search!