

Careers & Employability

# A Quick Guide To CVs & Applications



University  
of Worcester  
Student Services

# CVs & Applications A Quick Guide

This booklet gives you guidance on various aspects of the job application process. Some employers will ask you to submit a CV and covering letter, whilst others will ask you to complete an application form. You may also want to approach an employer yourself, before any vacancy has been advertised, to express your interest in working for that company: this is called a speculative approach.

In The Quick Guide to CVs & Applications we give you brief guidance on all these job application processes.

If you have a question that isn't covered in this booklet, or would like to talk through your ideas with a member of the Careers team, sign up for a careers appointment at [www.timecenter.com/worcester](http://www.timecenter.com/worcester), or via your SOLE page.

Any queries?  
[worchester.ac.uk/careers](http://worchester.ac.uk/careers)  
or call 01905 855 166  
email: [careers@worc.ac.uk](mailto:careers@worc.ac.uk)

# 1. Writing An Effective CV

There is no one format for a CV, but there are some ways in which you can make sure that your CV does a good job of selling you to a prospective employer.

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## What should I put in my CV?

Employers will only take a brief look at your CV so make sure it is short and punchy, and emphasises relevant information. You should INCLUDE:

- Your Name: first name and surname.
  - **Your Contact Details:** postal address; email address; telephone number.
  - **LinkedIn URL** (if you have a LinkedIn profile): make sure your LinkedIn profile contains a photograph and relevant information about your experience and education.
  - **Profile:** a short 'selling' statement that summarises what you can offer that is relevant to the job. We say more about 'profile statements' on page 4 of this booklet.
  - **Employment History:** include information on your employer; job title; your start/end dates. Then use bullet points (starting with a verb) stating what your role involved and what impact you had on the company and/or its customers.
  - **Education & Qualifications:** include names of relevant degree modules and, if you have completed/are completing a dissertation or relevant coursework, what this has focused upon.
  - **Training:** title of course; organisation that ran the training.
  - **Interests:** a brief description of up to three interests.
- 

**Do NOT include the following items in your CV** (unless relevant to the job):

- Age/date of birth.
- Marital status/children.
- Salary details for any jobs that you've held before.
- Driving licence details: only include this if the job involves a lot of driving.
- National Insurance Number.
- References.

**TOP TIPS**  
Make sure that you relate your experience to the person specification!

As some companies now use Applicant Tracking Software (ATS) to read CVs, you need to use the phrases/words that they use in the person specification within your CV. Don't just repeat what they say, but weave the words and phrases into your achievements and profile statement in particular.

Use action verbs to start each of your bullet points e.g. **achieved, managed, improved, developed, analysed...**

## Profile statement

If you have some work experience to talk about, or have been involved in voluntary work/student societies, you can add impact to your CV by adding a brief 'profile statement'.

This is a paragraph which summarises who you are and your relevant skills or experience to the role you want.

Although a profile statement is optional it's a great way to encourage an employer to read the rest of your CV.

### Here are some examples:

*"A skilled and enthusiastic graduate seeking a systems analysis position to utilise skills developed through a BSc (Hons) Computing degree and during a placement with Exton Logistics."*

*"Final year BA (Hons) Marketing, Advertising and Public Relations student with over ten years' experience in marketing-related roles. Proven track record of analysing and interpreting statistical data and focus group feedback to inform marketing and communication strategies for public and private sector clients."*

## Writing about your achievements

Achievements can be things that you are proud of and did well. They can be 'one off' or things you have done on a regular basis – they don't have to be major. One way to think about your achievements is to consider what aspects of your work/study/volunteering you have enjoyed (we tend to enjoy what we are good at!).

It's important to be aware of your achievements as you can use this information:

1. Within your CV: most people don't write in this way and you will have an advantage if you do.
2. In job interviews: you can provide examples of how you have had a positive impact on your previous companies/on situations you've been in.
3. In covering or speculative letters: they will help you to provide examples which show how your skills are relevant to the job you're applying for.

### Here's a list of things to start you thinking

- Managing a team
- Coming up with new ideas
- Reaching or beating targets
- Reducing costs
- Increasing sales
- Simplifying an activity or process
- Implementing a new system
- Learning a new skill
- Creating something
- Training others

## Mistakes to avoid

Here are some of the most frequent mistakes people make when preparing their CV:

- Not pitched at your target job: it mustn't look like a CV that you send out to every company you apply to.
- Disorganised and confused: make it easy for the reader to identify the key facts about you, your education and your experience.
- Too sparse/too long: you need to give the reader enough information so they can understand what you can offer. Two pages is ideal.
- Punctuation, spelling and/or grammatical errors.
- Using abbreviations/jargon.
- Including a photograph: not a good idea on a CV being used in the UK (but it is good to include one on your LinkedIn profile).
- Using unusual typefaces/visual effects: don't distract the reader.
- Not focused on results/not including achievements when talking about employment you've had: don't let it look like a job description – where possible, make sure the bullet points detailing what you achieved answer the question, what impact did you have on the company and/or your customers?

Here are some achievements that have been included within other people's CVs:

- Handled difficult customers face-to-face and on the telephone. Displayed a calm manner and excellent listening skills, which swiftly clarified the problem and enabled the situation to be resolved to the customer's and company's satisfaction.
- Entered data onto the company's in-house database – paid close attention to detail, maintained efficiency and adhered to data security legislation.
- Supported colleagues during times of intense pressure and change. Shared workloads, listened to others' concerns and maintained a positive attitude to all tasks, ensuring deadlines were met and morale was maintained.
- Led a team undertaking a Business Challenge at University. Allocated team roles based on individual strengths and preferences, led strategic and operational planning activities and communicated on a daily basis with team members to provide guidance and monitor progress.

## CV formats

The two most frequently used CV formats are:

- where you list your most relevant qualifications or employment (see example on pages 8-9 of this booklet).
- where you group your achievements/ activities under skills headings relevant to the role (such as Communication Skills; IT Skills; Sales Skills) rather than under each job that you've had (see example on pages 6-7 of this booklet).

Some people create a CV that is a mixture of the above styles.

On the following pages we have given you two examples of CVs written in response to a Marketing Assistant job advertisement: the first person has not worked in marketing before, the second person has. Take a look and see how these job applicants have tailored their CV to the job requirements.

## *Job Advert* **MARKETING ASSISTANT**

**Company: Crunchi LLP    Location: Worcester**

**We are a dynamic and fast-expanding marketing agency based in the heart of Worcester. We're now seeking a Marketing Assistant to help us to expand our client base and our use of social media.**

The successful applicant will:

- have excellent verbal and written communication skills
- demonstrate a good understanding of social media
- be qualified to degree level (or equivalent)
- have an aptitude for data analysis
- possess IT skills including use of Microsoft Excel, Word and PowerPoint
- be a proactive self-starter with strong attention to detail
- work well under pressure

In return we offer a starting salary of £18,000 per year, a pension scheme and 20 days holiday.

If you're the person we're looking for, please send us a CV and covering letter.

## DID YOU KNOW?

PhD students tend to use a different CV format.

Visit: [www.vitae.ac.uk/researchers/1373/Academic%20CVs.html](http://www.vitae.ac.uk/researchers/1373/Academic%20CVs.html)

**TOP TIPS**  
**Job Adverts or 'Person Specifications' tell you the skills, qualifications, experience & qualities required.**

**Tailor every CV or application to the above. If you are applying speculatively, use job profiles on careers sites such as Prospects or National Careers Service, to see what employers generally look for.**

# Brian Jones

37 Petunia Close, Worcester WR19 4FH

bmzjones@sky.com - 07555 545523 - uk.linkedin.com/joneszb29

You don't need to start by telling people this is a CV. The first words on your CV should be your name, displayed in a larger font size than the rest of the text.

Your profile statement should contain key information:  
1. Who you are  
2. Relevant skills/ experience  
3. Role you want

Mention any modules or coursework/project work that may be relevant to the role. It can be especially important to highlight subject knowledge, if you have not had much direct experience of this career sector/role at this stage.

This CV is written in the Skills/ Functional style i.e. achievements & experience are grouped under the criteria the employer identified in the job advert.

## PROFILE

A final year BA (Hons) Business, Marketing & Advertising student seeking an entry-level position in marketing to utilise the data analysis, IT and communication skills developed through previous employment and voluntary work. Successfully combines study with work and other commitments thereby demonstrating enthusiasm, energy and ability to work well under pressure.

## EDUCATION & QUALIFICATIONS

University of Worcester

2011 - 2014

BA (Hons) Business, Marketing & Advertising (expected to achieve a 2:1)

### Relevant modules include:

- Strategic Marketing - Achieving Competitive Advantage.
- Creative Communications – Ideas and Impacts.
- Contemporary Marketing Communications: Selling and Sales Management.
- Contemporary Advertising - Apps, Guerilla, Viral and More.

## SKILLS & ACHIEVEMENTS

### Communication Skills

- Liaised with customers, prospective customers and suppliers: face-to-face, by telephone and via email.
- Drafted promotional leaflets on Helmsley Barra's new products and created PowerPoint presentations for use during public tours of the manufacturing plant.
- Organised and attended promotional events to raise awareness of company products.
- Proof read public information materials whilst working for Rothermere Borough Council checking grammar, punctuation, spelling and attention to company style.

### Social Media & IT Skills

- Utilised social media - including Facebook; Twitter; LinkedIn; Pinterest – to raise awareness of Helmsley Barra's product lines. This helped to enhance public awareness of the company and increase their market share by 15%.
- Expanded the company's potential client database by undertaking research via social media: Facebook, Twitter and LinkedIn.
- Updated Helmsley Barra's website, and created websites for friends and voluntary groups using PHP programming.

These headings relate to relevant skills from the Marketing Assistant role – see page 5.

### Analytical & Organisational Skills

- Produced and analysed sales figures, reporting them to the manufacturing company's Marketing Manager to inform operational planning. Led to the identification of gaps in company marketing strategy and the targeting of advertisements for key groups.
- Monitored market trends, and gathered information on customer behaviour, to aid strategic planning – resulted in the development of two new products.
- Assisted with the development of pricing and sales strategies for product lines.
- Maintained and updated Helmsley Barra's databases covering clients, prospective clients, product lines and pricing.

### CAREER SUMMARY

#### Sales Administrator, Helmsley Barra LLP

May 2009 – August 2011

Developed and maintained sales databases, liaised with external and internal customers and communicated on the phone and by email to sell a range of products.

#### Office Assistant, Rothermere Borough Council

February 2007 – May 2009

Produced reports and documents using Microsoft Word and maintained accounts in Microsoft Excel. Arranged meetings and organised room bookings, and updated the web pages.

### INTERESTS & ACHIEVEMENTS

- Creating websites: for local voluntary groups and friends' companies.
- Reading contemporary novels.
- Producing plays and pantomimes for local Amateur Dramatics Group.

REFERENCES: Available on request

Even though you have grouped your skills and achievements earlier in your CV, the reader will still need to know where you have worked and what your job titles were.

It is up to you whether you include your referees' details on your CV or not – it also depends on whether you have the room. Remember, if you do include information on your referees, to seek their permission first.

It's good to include a link to your LinkedIn profile, via a URL, if it contains relevant information about you and a photograph. Make sure that you edit your URL as the one allocated by LinkedIn can look rather long and untidy.

A profile with impact should summarise:  
1. Who you are  
2. Your strengths for the role  
3. The role you are seeking

By using a verb to start each of your bullet points, your words will have more impact on the reader and you will sound more capable.

Including data shows what impact you have had. An employer will then be able to imagine the impact you could have on their company.

As we read English from left to right, make sure key information is on the left hand side of the page. Dates are less important and should be on the right hand side.

# Casey Mortimer

12 Hyacinth Avenue, Worcester WR16 2FH  
morcam21@gmail.com - 07623 444213 - [uk.linkedin.com/casey-m21](http://uk.linkedin.com/casey-m21)

## PROFILE

A final year BSc (Hons) Psychology undergraduate with 3 years experience working in a range of marketing-related roles. Adept at using social media to reach a wider audience, resulting in increased engagement and company revenue. Communicates well verbally, in writing and through electronic means. Now seeking a marketing role that will utilise and develop existing marketing skills and expertise.

## MARKETING EXPERIENCE

### Events Officer, Entrepreneurs' Society September 2015 - Present

- Organised events: invited external speakers; booked rooms and refreshments; designed and issued flyers; advertised events using print, online and social media.
- Devised copy for, and issued regular updates on, society events using Facebook, Twitter and Pinterest.
- Arranged and actively contributed to committee meetings, suggesting ways in which this new society could promote itself and widen its student membership.
- Increased membership by 50% in subsequent three months.
- Created and updated the society's website, using PHP.

### Marketing Assistant (Summer Placement), Market First July 2015 – September 2015

- Proof read marketing materials, both print and online.
- Drafted marketing emails and sent them to customers and sales prospects.
- Answered telephone calls from customers and prospective clients, taking messages and responding to queries where appropriate.
- Produced and analysed sales figures in spreadsheets and reports to inform the company's marketing campaigns.
- Presented findings at a management meeting, using PowerPoint and Excel, and answered questions.

### Student Ambassador, University of Worcester October 2014 - Present

- Represented the University at a variety of on and off-campus activities including taster days, open days and campus tours.
- Assisted prospective students and their families to find out more about higher education and student life at the University of Worcester.
- Produced and developed presentations using PowerPoint and Prezi to audiences of up to fifty people.

### Fundraiser, Macmillan Cancer Support October 2014 - Present

- Initiated various fundraising campaigns on campus, including tea parties and bake offs, raising £2,050 to date.

## EDUCATION & QUALIFICATIONS

### University of Worcester

2014 - 2017

BSc (Hons) Psychology (expected to achieve a 2:1)

#### Relevant modules include:

- Research Methods: analytical and research techniques, including data analysis.
- Business Psychology: behaviour at work; human resources.
- Work-Based: psychology in the working environment: motivation; leadership; conflict.
- Interpersonal Communication Processes and Skills: relationship formation.
- Applying Psychology to the Real World: how psychological theory and practice have infiltrated everyday life.

Achieved the 'Worcester Award' which recognises work experience and participation in employability and personal development activities. Assessed via written application and interview and presentation.

### Pleasant Hills Secondary School

2007 – 2014

3 'A' Levels: Psychology; Business Studies; Biology  
8 GCSEs (A\*-C): including English and Maths

## ADDITIONAL EXPERIENCE

### Sales Assistant, J & S Sales

September 2013 – December 2014

- Advised customers on company products, answering their queries and discussing benefits of items under consideration.
- Used electronic sales tills to log purchases and update stock system.
- Resolved customer complaints: utilised excellent listening and questioning skills.

### Volunteer Mentor, Caterpillar Youth Project

September 2013 – December 2015

- Provided 1-1 mentoring support for young people aged 11-19.

## INTERESTS & ACHIEVEMENTS

**Music:** singing in a choir; playing the trumpet.

**Writing:** blogging about overseas travel experiences at [www.mytravelblog.com](http://www.mytravelblog.com)

**Travel:** travelling within Europe and USA.

## REFERENCES

The Registrar  
University of Worcester  
Henwick Grove  
Worcester WR2 6AJ  
Email: [reference@worc.ac.uk](mailto:reference@worc.ac.uk)

Marjorie Whitley  
Market First  
Summer Row  
Worcester WR9 3QQ  
Email: [mjwmarket1st@mfirst.org.uk](mailto:mjwmarket1st@mfirst.org.uk)  
Tel: 01905 333102

Mention modules that are relevant to the job you are applying for. You can also include a brief note on any relevant assignments and/or projects you have undertaken.

You don't need to list all of your GCSEs and grades, unless the employer asks you to do so.

Voluntary and unpaid roles can give you valuable experience and skills to talk about in your CV.

If you are including information on your hobbies/interests, be as specific as possible. For example, if you enjoy reading, say what you like to read e.g. Contemporary Literature or Science Fiction.

If you are seeking a reference from a member of University staff, you need to direct the employer in the first instance to the University's Registrar.

# Writing An Effective Covering Letter

If you are emailing someone with your CV, then your covering letter will be in the text of your email. Make it easy for the recipient to read your email covering letter by:

- using plain text (no fancy formatting!)
- writing in short paragraphs
- putting spaces between your paragraphs

A covering letter is a tailored one-page letter that you send with your CV when applying for an advertised job. A good covering letter will increase your chances of getting an interview - it's worth sending a covering letter even if the employer does not request one.

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In a covering letter, you will cover the following topics (in this order):

**Paragraph 1:** State what role you are applying for and where you saw it advertised

**Paragraph 2:** Say why you are interested in the role and in the company

**Paragraph 3:** Provide some examples showing how your skills, strengths and experience match those required by the role

**Paragraph 4:** Say that you look forward to hearing from them and that you have attached your CV. Mention any dates when you are not available for interview.

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Send your covering letter to a named person if possible:

- If you know the person's name - for example, Dear Ms Jones – then end your letter with Yours sincerely.
  - If you don't know the person's name, and are saying Dear Sir or Madam, then you need to end the letter with Yours faithfully.
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Before sending your email, remember to attach your CV. Also make sure that:

1. Your CV and email covering letter appear as a package by using a similar style and font in each;
  2. Your CV title includes your name e.g. 'CV - Pia Jenkins'. It's surprising how many people attach a document simply called 'My CV' – this creates extra work for the person you're applying to as they will need to rename your document to incorporate your name.
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Now take a look at the example of a covering letter shown on page 11 of this booklet.

Brian Jones  
37 Petunia Close  
Worcester  
WR19 4FH

Ms P McBridge  
Crunchi LLP  
Petticoat Way  
Worcester  
WR1 11DF

2<sup>nd</sup> May 2017

Job Reference: XQ/4567/J

Dear Ms McBridge

I read with interest your advertisement for the role of Marketing Assistant published in the Worcester Evening News on 30<sup>th</sup> April 2014. As a final year BA (Hons) Business, Marketing & Advertising student - predicted to achieve a 2:1, and with a range of relevant experience – I believe my skills and experience to be highly relevant to your requirements for the above position.

I have researched your company, and am particularly interested in your marketing campaigns, particularly the 'Working for You' campaign that you undertook for Worcester City Council - it addressed the public awareness issues that I experienced whilst working for a Council in North East England. I am also inspired by your company values of innovation and distinction and, if invited to interview, can provide examples of how I demonstrate them in my work, University and personal life.

My interest in marketing developed through the two roles that I held prior to embarking upon my University degree course: I worked as an office assistant within a local council and as a sales administrator in a manufacturing company. This led to my choice of degree course which I have thoroughly enjoyed.

Whilst working in the public and private sector I gained first-hand insights into marketing processes which will help to inform my work, if appointed, at Crunchi. I learned how to develop positive and productive relationships with clients by answering customer queries, resolving their complaints, telephoning potential customers and utilising social media to expand the manufacturing company's client base and reach. In addition, I particularly enjoyed gathering and analysing data on sales and customers, and finding ways to increase customer awareness and sales through the use of social media.

I look forward to hearing from you and have attached a copy of my CV which provides further details on my career history and qualifications. I am available for interview at any time.

Yours sincerely

Brian Jones

Mention the job reference if the advertisement shows one.

Address the letter to the named person wherever possible, however 'Dear Sir or Madam' is acceptable

Give the title of the role.  
Say where you saw the role advertised.

Explains what led to his interest in marketing, and also demonstrates that he has researched the company.

Demonstrates how he meets the skill requirements shown within the job advertisement.

States when he is available for interview.

Remember to sign off the letter correctly - use 'Yours sincerely' where you have addressed the letter to a named contact, or 'Yours faithfully' where you have addressed the letter using a generic greeting such as 'Dear Sir or Madam'

**This approach is likely to be more effective when applying to small and medium-sized companies (SMEs), rather than for companies that recruit high numbers of people as part of a graduate scheme.**

Remember to keep your letter concise and brief – you want to make it easy and quick to read.

An increasing number of jobs are never widely advertised – these jobs are often filled through word of mouth or by people who have sent in a 'speculative application': they have contacted the firm, with

# Speculative Letters

An increasing number of jobs are never widely advertised – these jobs are often filled through word of mouth or by people who have sent in a 'speculative application' by contacting a firm, with a CV and speculative letter, to say that they would like to be considered for a future vacancy.

## Which companies should I contact?

You need to carry out your own research to identify companies that offer the type of work you are interested in. You can do this by:

- Reading newspapers and trade journals
- Carrying out research via social media e.g. company profiles on LinkedIn, Facebook and Twitter; and/or searching for people doing your ideal job: what are their qualifications? What career path did they follow to get to that role? What LinkedIn groups are they members of?
- Researching companies using online and hard copy company/trade directories, such as this one: <http://library.worc.ac.uk/subject-guides/wbs/business>

## Tips for making a speculative approach

For each company that you plan to approach, undertake some research and clarify:

- a) what interests you about that company
- b) how your skills match what they do/how they could use your skills
- c) whether you could travel there/move there if an opportunity becomes available
- d) the name of someone you could send your email/letter/CV to

## How do I make a speculative approach?

It's a similar approach to the one described under the Covering Letters section of this booklet: you send a letter/email along with a copy of your CV. However, because you're not applying for an advertised job there won't be a job description or person specification that you can refer to when tailoring your letter/email/CV. Look up person specifications for similar roles at the company/their competitor or use careers sites to view job profiles, such as Prospects or National Careers Service.

When making a speculative approach, it is advisable that you ask for an opportunity to discuss possibilities rather than say you are looking for a specific job .

## *Speculative Letter - An Example*

Casey Mortimer  
12 Hyacinth Avenue  
Worcester  
WR16 2FH

Mr J Johnson  
People Forum  
Grundig Place  
London  
SE5 2TF

14<sup>th</sup> June 2017

Dear Mr Johnson

I was interested to read, in the Birmingham Post, that your marketing company will shortly be opening a new branch in Birmingham city centre.

I have researched your recent marketing campaigns, and am particularly impressed by the way in which you combine lateral thinking and creativity with an in-depth understanding of your target group's interests. Your 'Pocket Guru' campaign was particularly memorable and I would love to contribute, in some way, to your future work.

My BSc (Hons) Psychology course is reaching completion, and I am keen to use my insights and recent experiences of marketing – gained through work experience within marketing, sales and student organisations – to contribute to the launch and growth of your new Midlands-based venture.

I have attached my up-to-date CV and would welcome the opportunity to discuss any possible roles that may be available within People Forum. I am available to meet with you after 25<sup>th</sup> June 2014, either in London or in Birmingham, and would be happy to speak with you by telephone or Skype if that would be more convenient for you.

Many thanks for your time, and I look forward to hearing from you.

Yours sincerely

Casey Mortimer

# Completing Application Forms

At some point in your career, you are likely to be asked to complete a paper-based or online application form when applying for a job. On the following pages we give you some advice on completing application forms.

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## Tips for completing an application form

1. Check the Person Specification to ensure that you meet the essential criteria for the role.
2. Check the closing date & allow plenty of time to complete your application.
3. Read the instructions carefully – the employer will be assessing your ability to follow instructions..
4. Application forms often include a 'Personal Statement' or 'Supporting Information' section. Many decide who to shortlist for interview based on the evidence you provide in this section, which shows how you meet the person specification.
5. Ask someone to read through your form to ensure there are no spelling or grammatical mistakes.
6. Book a careers appointment if you would like feedback on how well you have matched yourself to the role.
7. Check your referees are happy to provide a reference about you before naming them. Send them the person specification of the role so they know how to describe you when contacted.
8. Keep a copy of your completed application form to remind you of what you have said if you are called for interview.

## Some things to AVOID when completing an application form

1. Don't lie! You will be found out.
2. Don't make any mistakes or make poor use of grammar, spelling or punctuation.
3. Don't just copy and paste information from your CV or from another application form – if you are completing a supporting statement you will need to write in a different style to that used on your CV and will be responding to a different person specification.
4. Don't leave blank spaces or put 'see my CV'. Always respond in some way, even if it's with a dash or by writing 'not applicable' or 'N/A'.
5. Don't provide information that could be regarded as negative – for example, if asked why you are leaving your current role/why you left a previous role don't criticise the employer.

## Competency based questions

Some application forms will include 'competency-based' questions – they focus upon the behaviours, skills and knowledge for the job you've applied for and are seeking examples of situations you have faced and how you have handled them. There are many different competencies that you could be asked about - some that are frequently used include team working, problem solving, decision making and communication. Check the person specification for competencies required for the role.

A good way to structure your response to competency-based questions, both on an application form and at interview, is to use the STARR model:

**Situation:** describe the context

**Task:** outline your role

**Action:** explain what actions you took

**Result:** describe the outcomes

**Reflection:** explain what you learnt & if you might do anything differently next time

### Example of a Competency-Based Question:

***"Tell us about a time when you made a significant impact on a team that you were part of."***

Here's a possible response using the STARR model:

*"As a member of the University's Community Volunteering Society, I was part of a small team organising a Christmas event for residents of a local care home.*

*I volunteered to be team leader. In this role, I identified what each team member's skills and interests were, allocated tasks, created an action plan, and maintained the team's focus and enthusiasm. I also developed links with the University's Drama Society: I gave a presentation about our planned event, sought the students' ideas and encouraged them to volunteer to take part.*

*The event took place in the middle of December, and involved eight students performing a variety of sketches for the elderly residents.*

*It was so well received that we have been invited back to the home next Christmas and two other care homes have approached us to ask if we can run a similar event for them.*

*Next time I will begin the planning process earlier to allow time to consult the residents on their preferences."*

### Tips for answering competency-based questions

1. Check the organisation's values (e.g. Integrity; Trust; Pride; Courage; Excellence; Social Responsibility). Our values drive our behaviours and through answering competency-based questions you can provide an indication of these values and how they influence your behaviour. The interviewer will be looking for your values in your answers.
2. Unless you're told otherwise, you can provide examples from your work, study, volunteering or personal life.
3. Ensure your examples are relevant to the questions asked and provide evidence of the behaviours/skills/knowledge they are looking for.
4. Don't make things up. If you're shortlisted, the interviewer may ask you to provide further information on examples you provided in your application.

### Further resources on application forms

[www.prospects.ac.uk/careers-advice/applying-for-jobs/write-a-successful-job-application](http://www.prospects.ac.uk/careers-advice/applying-for-jobs/write-a-successful-job-application)

<https://targetjobs.co.uk/careers-advice/applications-and-cvs>

Worcester Students' Union 'Guide to Application Forms' - [https://issuu.com/worcestersu/docs/employability\\_booklet\\_newest\\_version](https://issuu.com/worcestersu/docs/employability_booklet_newest_version)

If you have a question that isn't covered by this booklet, or would like to talk through your ideas with a member of the Careers team, sign up for a careers appointment at [www.timecenter.com/worcester](http://www.timecenter.com/worcester), or via your SOLE page.



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WR2 6AJ

[www.worcester.ac.uk/careers](http://www.worcester.ac.uk/careers)  
tel: 01905 855166  
email: [careers@worc.ac.uk](mailto:careers@worc.ac.uk)

Twitter: [@worc\\_unicareers](https://twitter.com/worc_unicareers)  
[www.facebook.com/UniversityofWorcesterCareers](http://www.facebook.com/UniversityofWorcesterCareers)