

Cover letters and application forms

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What we will cover today

- Why employers use application forms;
 - Application form questions/statements;
 - Cover letter/CV combination;
 - Questions – including ‘speculative’ cover letters.
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- [Ask anonymous questions here](#) or use the chat or raise your hand.

Why employers use application forms

For the candidate	
Application form	CV
Employer is comparing like for like (fairer?)	You can decide what to include
Questions guide you, the applicant	You can present in the way you choose
	It is quicker to adapt a CV than fill in a whole new application form each time
	You don't have to grapple with online systems which do not always work well

For the employer	
Application form	CV
Easier to compare candidates	Can give you more impression of a candidate overall
Only the keen take the time to apply	
You gather the information you want	

Common application form questions

- Motivational;
- Competency/strength;
- Biographical;
- Supporting statement;

Please provide an example of when you have used your communication skills to improve patient care (max 500 words).

Detail previous work experience. For each position describe your role and responsibilities telling us specifically about any areas of leadership experience (max 100 words each).

More examples

Please outline the skills, experience and competencies you have gained through paid employment, other work activities and voluntary activities which are relevant to your application for this job. (max 500 words).

Please outline how you meet the person specification for this job.

- Highlight key words/phrases in person spec;
- Also consider core competencies mentioned/values/company mission statement;
- Use headings from job description to structure (usually remove headings once written);
- Group together similar headings to avoid repetition;
- Keep statement very focused on job description/person spec;
- Include motivation for role/company.

Three key points:

- Why the role;
- Why the organisation;
- Why pick me.

Always connect together: 'I am particularly interested in your work on...having seen firsthand the impact of...when working on...'

- Why the organization?
- Why me?
- Imagine the role...

Probably going to be an email (not formal letter).

More advice on Moodle – sourcing and applying for jobs (recordings) – job hunting

- Work together but need to stand alone.
- Cover letter includes motivation for role/organisation, CV backs up with detail of previous experience.
- Set cover letter out as a formal letter – statement of purpose has similar content but straight to the point.

Questions and action!

Add your comments on the second screen of the Jamboard!