Employability Level 2 – Personal Statements for Job Applications

1 of 14 – Welcome

Welcome to this session on personal statements for job applications.

In this session we will be covering:

* Application forms
* Job descriptions and person specifications
* The purpose of personal statements
* How to structure your personal statement
* STAR technique
* What not to include
* Writing style

2 of 14 – Application forms

Some employers require applicants to complete an application form when applying for a vacancy.

Application forms can be:

* On paper
* Online

To produce a good application form:

* Follow the instructions given
* Present your information neatly
* Focus on your most relevant skills and qualities

3 of 14 – Job descriptions and person specifications

Some job adverts will simply provide a short description of the job, the skills they are looking for and details of how to apply.

**Job description**

A job description might include details of:

* The job title and the position in the company, including the line manager and any other members of staff reporting to them
* The location of the job
* A summary of the general nature, main purpose, and objectives of the job
* A list of the main duties or tasks of the employee
* Any equipment or software requirements
* A salary and benefits

**Person specification**

A person specification might include details of:

* The technical, organisational, communicative, and creative skills and abilities expected in an ideal candidate
* Any specific qualifications or education required for the role
* The level of experience needed in either similar organisations or equivalent roles
* The kind of personality that would fit in with the organisation’s ethos
* Character traits that are likely to help them to do the job effectively
* Which skills or qualifications are essential, and which are desirable

4 of 14 – Question 1

Where would you find a summary of the general nature, main purpose, and objectives for an advertised job?

1. Job description
2. Person specification

The correct answer is A, job description.

5 of 14 – The purpose of personal statements

**Most application forms will ask for a personal statement.**

This is your opportunity to demonstrate to the employer that you have the skills, experience and knowledge they are looking for by providing examples.

Make sure you:

* Demonstrate your enthusiasm
* Explain why you want to work for the organisation
* Describe what you can bring to the organisation
* Use positive language
* Create a positive impression of your skills and interests

6 of 14 – How to structure your personal statement

There is no correct way to structure your personal statement.

If the job has a **person specification**, you might want to address each point in turn, explaining and giving examples of how you meet each point.

If there is no job specification, then consider including some of these points:

* What it is about the job that attracts you
* Experiences that make you well suited to the job
* The skills and knowledge you have that are relevant to the job, giving examples to illustrate
* Your career aims

Visit the following website for more advice on how to write a personal statement:

[How to Write a Personal Statement](https://www.reed.co.uk/career-advice/how-to-write-a-personal-statement/)

7 of 14 – STAR technique

A useful way to complete your personal statement is to give examples that explain how you meet each of the criteria in the **person specification**, such as:

* **Situation:** describe the example – how, when, where and with whom?
* **Task:** describe the situation or task you were faced with.
* **Action:** what action did you take?
* **Result:** what results did you achieve? What conclusions did you reach? What did you learn?

8 of 14 – STAR technique – continued

What the following video to learn more about the STAR technique:

[How to Answer a Star Interview Question](https://www.youtube.com/embed/6iVH0MozG7w?autoplay=1&rel=0&start=0&modestbranding=1&showinfo=0&theme=light&fs=0&probably_logged_in=0)

9 of 14 – Task

Download the **Personal Statements for Job Applications Activity PDF** and answer the questions.

Use the STAR method to describe examples of when you have demonstrated two skills and qualities. You can use examples from your studies, work or hobbies.

Remember to save your work.

10 of 14 – What not to include!

When completing a personal statement, remember the following.

Don’t just copy and paste an old personal statement from another application form. Instead you need to tailor your personal statement to the job you are applying for.

Don’t attach a CV and write ‘see my attached CV’. If the employer wanted a CV they would ask for one. It is likely that your application will be discarded if you don’t complete the personal statement properly.

As a rule, don’t include personal information about your life. Instead focus on your employment, work experience, voluntary work and educational experiences.

11 of 14 – Writing style

When writing your personal statement make sure that you do the following:

* Write in complete sentences
* Use formal language and avoid using slang
* Structure your statement into paragraphs
* Proof read for spelling, grammar and punctuation

12 of 14 – Question 2

Categorise the pieces of advice below into **do’s** or **don’ts** when writing a personal statement.

Use slang

Write in complete sentences

Tailor your personal statement to the job you are applying for

Copy and paste the same personal statement into every application form

Include examples to show your skills, knowledge and experience

Write in note form

Attach a CV if the employer has not asked for one

Proofread your personal statement

The correct answers are:

Proofread your personal statement; include examples to show your skills, knowledge and experience; tailor your personal statement to the job you are applying for; and write in complete sentences are **do’s**.

Copy and paste the same personal statement into every application form; use slang; attach a CV if the employer has not asked for one; and write in note form are **don’ts**.

13 of 14 – End

Well done. You have completed this session on personal statements for job applications.

In this session we have covered:

* Application forms
* Job descriptions and person specifications
* The purpose of personal statements
* How to structure your personal statement
* STAR technique
* What not to include
* Writing style

If you are unsure or have any questions about any of these topics, make a note and speak to your tutor for more help.