

SETTING UP FOR SUCCESS

YOUR DFF APPLICATION HANDBOOK

Do the work now. Thank yourself later.



DRIVE FORWARD

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Let's start with the basics

Tips & Tricks

Applying for jobs can be stressful and time-intensive. Here are some pieces of advice, that will make your life easier and the application process more fun!

- 1** Keep everything in a folder! Create a physical folder in which you collect all certificates, references, documents that are useful. Even if you think some of these aren't needed for what you want to do – keep them still!
- 2** Create a folder on your laptop where you save the copies of all documents in your physical folder as well as your CVs, Personal Statements, and any other useful documents
- 3** If you don't have many certificates etc. - Don't panic. Think about someone whom you've worked with (maybe a teacher, social worker,..) anyone who can write you a positive reference. You can also talk to your employment consultant who can help you find volunteering opportunities etc. to build up your CV.
- 4** Take a note of your National Insurance Number! The document of your NIN should be filed in the folders, to avoid losing it make sure to take a note of it somewhere else.
- 5** Keep track of your applications. Depending on the roles you apply to and how many applications you submit, it can get confusing. Create a table that helps you to keep track!
- 6** Before setting up any CV & Cover Letter for a new vacancy, make sure to carefully read the vacancy, underline important phrases that you want to refer to in your application, familiarise yourself with the website and the organisation as a whole!
- 7** Last but not least. Stay positive. You will encounter some setbacks and some of your applications will be declined. The reasons for that can be various, so keep your head up and keep going. There is no such thing as failure, only learning. It can make a good impression to ask for feedback, in case your application wasn't successful.

What is a NIN?

The National Insurance number is a number used in the United Kingdom in the administration of the National Insurance or social security system. It is also used for some purposes in the UK tax system. The number is sometimes referred to as a NI No or NINO.

Organization	Job title	Application Due date	Applied on	Notes	Feedback
ABCDE FC	Programme Facilitator	16/02/2021	09/02/2021	Contacted Mrs. Musterman	Phone interview on 13.02
Example Master	Project Officer	28/02/2021	09/02/2021	Send email to the HR department	Declined, asked for feedback on why
Believe in Yourself UK	Graduate Scheme	26/02/2021	04/02/2021	Applied via website	Interview scheduled
You Got This International	IT Specialist	04/03/2021	10/02/2021	Applied via agency	Waiting

How to read a Job Vacancy/Posting?

You want to make sure that your application responds well to the job vacancy. Before you start writing your application, it is important to really read and understand the role that you are applying for! This way you will recognise all important key words (aka required skills) and can respond to them appropriately.

How is a typical Job Posting set up?

1 Qualifications/requirements/skills/ experience needed

A list of skills and experiences that you need to have to be a successful applicant. The more of these things you can articulate in your CV and Cover Letter, the better your chances are.

.....
This is really important! You want to make sure that your application is tailored to the requirements. Think about your own skills and experiences and how they fit with what is required.

2 Job description/ duties/ responsibilities

This is a list of what your daily responsibilities will be. Ask yourself: Am I able and comfortable doing these things on a regular basis? How will doing these for X hours per week make me feel? Is this job likely to fulfil me? If so, what are my core strengths that will help me on accomplishing these tasks?

3 About the company

If there is no information about the company or organisation provided in the job posting, make sure to visit their website. Where is the organisation located? What is the company history? What are their values and mission? What is the impression you get of them? Do their values align with yours? What language do they use on the website? Make sure to match their tone in your application.

4 Instructions & deadline

Every application requires you to follow a slightly different procedure and different due dates. If you have questions about the application procedure, consider contacting the respective department or ask your employment consultant.

TOP TIPS

STEP ONE: read the job posting and underline all key words. You can use different colours for different things (see example below)

STEP TWO: write the key words on a separate document and write next to it what skill and qualification you have that will address the requirement.

STEP THREE: Make specific and detailed notes about your skills and qualifications: The more you can think of, the better it is.

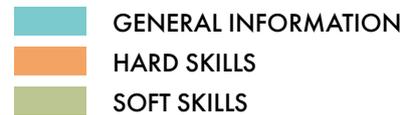
.....
Treat this as a brainstorming session: Write as many positive things, skills, experiences as you can think of! Even if you end up not using all information in your application, it will help you to create a solid and well written document.

STEP FOUR: Indicate which information you want to use on your CV, on the Cover Letter or on both

STEP FIVE: Start drafting your CV and Cover letter! Remember, it is only a draft version for now. The more you will work on it, the better it will get!

On the next page you find an exemplary job posting, that gives you many information and a lot to work with. Everything that is highlighted is of importance and is something that you should cover at some point in your application. Always ask yourself: "How can I demonstrate that I can offer what they are looking for?"

Example of a Job Posting



Job title: Dean's Office Administrator
Date posted 17 January 2021
Closing date 8 February 2021
This contract is fixed-term for 18 months.

Department Business School / Support
Location: South Kensington Campus([map](#))
Position type: Full time, fixed term
Salary: £33,376 – £37,682 plus benefits

JOB SUMMARY

The role of the Dean's Office Administrator is to fulfil an increasing need for **administrative support** within the Dean's Office on key **school-related projects** and processes for the Business School in a **fast-moving environment**. You will be working as a central part of the **Dean's office team**, responsible for the **administration, coordination and processing of work**.

DUTIES AND RESPONSIBILITIES

The post holder will be responsible for the following:

- **Preparing** meeting agendas, papers and presentations for key School meetings
- **Providing administrative support** to School Boards such as Management Board and Advisory Board
- **Supporting** the administration and **logistics of School events**, conferences and external meetings
- Answering Dean's Office general queries and **directing** these to the appropriate channels
- **Gathering data and compiling reports** on School staffing matters and risk management
- Version control of administration guides and dissemination of key School documentation
- **Updating Business School web pages** as required
- Updating the Business School Teams hub
- Project administration and **coordination** for the Dean's Office team and Faculty Operating Officer
- **Coordinating School training/development** programmes for staff
- Leave/absence cover

ESSENTIAL REQUIREMENTS

This is a varied post requiring an individual who able to **multi-task and work to tight deadlines**. The post-holder must **be proactive in their approach** to their duties and be able to **work methodically** and at pace. The post involves a **high level of interaction** with staff at all levels, and occasionally visitors, therefore the post-holder must combine a **professional approach** with a **friendly and welcoming manner**. Given the sensitive nature of the information the post holder is privy to in this role, a high level of confidentiality and discretion is expected at all times.

ABOUT IMPERIAL COLLEGE LONDON

Imperial College London is the UK's only university focussed entirely on science, engineering, medicine and business and we **are consistently rated in the top 10 universities in the world**. You will find our main London campus in South Kensington, with our hospital campuses located nearby in West and North London. We also have Silwood Park in Berkshire and state-of-the-art facilities in development at our major new campus in White City. We work in a **multidisciplinary and diverse community for education, research, translation and commercialisation, harnessing science and innovation** to tackle the big global challenges our complex world faces. It's our mission to achieve enduring excellence in all that we do for the benefit of society – and we are looking for the most talented people to help us get there.

All Imperial employees are expected to follow the **7 principles of Imperial Expectations**:

- Champion a positive approach to change and opportunity
- Communicate regularly and effectively within, and across, teams
- Consider the thoughts and expectations of others
- Deliver positive outcomes
- Encourage inclusive participation and eliminate discrimination
- Develop and grow skills and expertise
- Work in a planned and managed way

Now, let's get started with taking some notes:

General information	My skills & Experiences	Hard skills	My skills & Experiences	Soft Skills	My skills & Experiences
Administration	Can keep overview very well	Preparing	Can prioritise well (e.g. uni work load)	Tight deadlines	Remain calm under pressure (e.g. when lock down started and Tesco's was swamped over, I managed incoming products efficiently)
Coordination	Group coordination as student representative, product management at side job at Tesco's	Support	Known as good communicator and team player	Multi-task	Focused mind, not shy to ask for support,
Processing work	Readiness of mind, good analytical thinking	Logistics	Good analytical thinking, thoughtful before acting	Methodical	Managed studying and part-time work at the same time
Quick pace-environment	Flexible and focused (demonstrated during internship at X company)	Gathering Data	Demonstrated in undergraduate programme in xxxx subject	Communication skills	Good listening skills as demonstrated in my volunteer work at library
Organising school events	Organised events in local library	Updating website	Designed my own website, good computer literacy	Friendly	Friendly attitude, easy to be with, team player, part of rowing club since 2017
7 Principles	My values are in line with this, future focused, optimistic and realistic	Coordinating events	Coordination and prioritising skills	Confidentiality	Take work seriously, aware of importance of confidentiality

This is just an example of how you could go about brainstorming all your skills and experiences in a way that they match the specific requirements of the job posting. The more evidence you have for your skills, the better it is. As you will see below, in your CV you will simply state some of your skills and abilities as bullet points (e.g. willingness to learn, good time-management, etc.).

In your Cover letter, you will need to back up those skills by explaining **how you demonstrated** a willingness to learn or how you ensured good time-management. In the table above you can see that some notes allude to where the applicant has demonstrated the skills (e.g. at side-job with Tesco or as volunteer in the library). Think about where in the past you demonstrated your unique skills.



Writing a CV

CV stands for Curriculum Vitae - Latin for 'The course of Life'. On average, an HR (Human Resource) Manager has about 30 seconds to look at your CV. **That means you want to make it look as clean, neat, and tailored as you can!** The CV & Cover Letter is your opportunity to tell the organisation why you are an asset to them and why you are the perfect fit for this role.

Think like an employer. Your CV is a marketing document where you are a "product" and your potential employer is the customer.

Pro-tip: you can create one "generic CV" in which you outline **all of the things that you've ever done or achieved**. This will make it easier to simply copy-paste those things that are relevant for creating a CV that's tailored to the role you apply for.

DOs



- The document must be neatly laid out and be no more than 2 sides of A4 MAX.
- Keep consistent formatting.
- Spell check! There is no excuse for grammar mistakes. Careless errors are rarely tolerated. Get someone to revise it for you.
- Tailor it to the role and organization you apply for! Don't be afraid to remove irrelevant experiences. 'Even if you're applying for similar roles with different organisations, check their specific requirements, and tweak accordingly.
- Highlight your U.S.P (Unique Selling Point)

Tell everyone about your qualities, your talents & strengths and why you deserve to get this role! Don't be hard on yourself. You are always, always better than you think you are!

DON'Ts



- Avoid cluttered layouts. Don't use italics, different fonts, or font sizes (except for headlines)
- Things you don't need on your CV: your age, irrelevant personal information, very detailed references, a photograph of yourself.
- Don't lie! When you're trying to get a foot in the door and impress potential employers it's tempting. But the facts on your CV are easy to corroborate so never assume that recruiters won't make inquiries to do so.
- Commonly used CV phrases aka Soundbites and Clichés: Avoid too many generic phrases without explaining how you can demonstrate those. Often used generic phrases are:
 - Works well in a team but can also self-motivate to work on my own,
 - I have a strong work ethic –
 - I'm self-motivated
 - I'm a hard worker.
 - I'm detail orientated.
 - I have great communication skills
 - I like a fast-paced environment

Pay attention to the WHY!

Great CVs not only give you the "what", but also the "why"!

It isn't enough to just state your credentials; you need to prove them by justifying why you've chosen to undertake certain activities in terms of your personal and professional development. Elaborate even further on the resulting skills you've gained. Use your work experience, volunteering and university studies to bring evidence that you have the skills the employer is looking for. E.g. If you've got experience of good IT skills, put it in context"

The structure of a CV



1.

Personal Details

Your name, address, contact details. If relevant you can show your personal brand – relevant social media channels (LinkedIn, Professional Instagram, Blog, etc.)



2.

Personal Statement

Clearly define your USP. Tell them what they will get from you as their employee. Give three or four lines at the top summarising you as a person, what kind of applicant you are, and what your experience is in the sector for which they are applying. It is no longer than 200 words.



3.

Key Skills and Abilities

These can be listed as bullet points. Take a look at pages 17 - 19 and think about which of the key skills apply to yourself.



4.

Work experience

Start with the most recent work experience and not the most relevant in your opinion. Showcase your job title, company, months, and years that you were there. Use bullet points rather than a script format, it's easier for the recruiter to scan the document.

.....

Gaps in employment history are fairly common and rarely a problem as long as they're explained. A couple of weeks is not an issue, but if you've had months or years between jobs, this needs to be explained.



5.

Education, professional qualifications, training

As with experience, start with the most recent qualifications first. Mention both professional and academic qualifications. Make sure to include relevant training courses

You do not need to include your GCSE results in detail, but you can if you want to or a job advert calls for it. Add the name of school and dates attended, and if you want to you can include specific GCSEs



6.

Interests

Use this section to talk about your motivators and values. How do the interests you showcase add value to the business you want to work for? Understand the attributes the employer is looking for and showcase your talents/interests that are relevant.

Bring it back to the role you are applying for. If you are telling them that you like running, don't forget to tell them why in a way that shows the value you will bring to the table.



7.

References

Attach any useful and applicable references to your CV. These could be certificates, graduation documents, personal recommendations written from people you've worked with, etc.

Example



ACTION WORD

Modify verbs with adverbs.
E.g. "Advanced the final stages of the project, Informed the customers of the changes of the product, Met and exceeded targets set"

NAME SURNAME

Address

M: 07769983029

E: example@exapmle.gmail.com

PERSONAL PROFILE

I am a competent and hardworking individual who is eager to accomplish the tasks and responsibilities required as a sales assistant. My good organizational and time management skills help me to thrive, even in a busy work environment. I especially enjoy being part of a team and to use my good communication skills when talking to clients. I take ownership of my tasks, and I'm willing to go the extra mile to deliver and exceed expectations where possible. I am looking for a part-time position in which I can apply my skills and talents to support your team.

KEY SKILLS

- **Time Management & Problem Solving:**
As a trainee, I managed and solved customer requests timely and applied my creative thinking skills to solve any given challenge.
- **Communication & Teamwork:**
During my engagement in different personal development programs and youth groups I solidified my communication and group working skills.
- **Group Facilitation:**
I can transfer my good social abilities to various settings and enjoy making teamwork productive and enjoyable.
- **IT skills:**
I am confident in Microsoft Word and Outlook, feel confident in touch typing, and am always eager to learn new IT skills quickly.
- **Budgeting and Bookkeeping:**
I am confident in assessing and administering financial tasks

WORK EXPERIENCE

JAN 2019 – JAN 2020

Trainee at For Instance GmbH

Consulted clients, oversaw data research and evaluation, facilitated focus groups, and offered advice to interns

JAN 2018 – SEPT 2019

Volunteer at Design Your Life CO KG

Directed internal organizational tasks: facilitated and delivered events, resolved IT requests, managed client inquiries

EDUCATION AND QUALIFICATIONS

SINCE SEPT 2020

London Sixth Form College

Studying Marketing and Event Design

SEPT 2015 – JULY 2020

East London Example Federation of School

Successfully completed 12 GCSE's A*-D Grade) including: Maths (A) ~ English (B) ~ sector related subject (x)

EXTRACURRICULAR ACTIVITIES

SINCE NOV 2020

Youth Club "achievers"

Participant at "ACHIEVERS" – A personal development and career programme for care-experienced young people.

APR 2019 – OCT 2019

Empowerment Programme

Participant at the "Empowerment Programme". Attended workshops in Life Skills and Safeguarding:

- First Aid Training
- Safeguarding Level 1
- Self-leadership Skills
- Effective communication in teams
- Budgeting and Bookkeeping

HOBBIES AND INTERESTS

My interest and hobbies are traveling and exploring new places in the world, as well as playing all types of sports in particular basketball. I also enjoy interacting and socialising with new people from different cultures and love reading to expand my knowledge.

Take some notes:

- What do you notice is good about this CV?
- What are the keywords you want to use for your CV?

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DON'T FOLLOW THIS EXAMPLE

ANNA INSTANCE

40 Any Road
Anytown
E-mail: goofygal@hotmail.com

Date of Birth: 24th January 1994
Nationality: British

PERSONAL PROFILE

I can be a hard worker when I need to be and I like having jokes with people. I prefer to work on my own as I have very good skills in organisation and self-management. I always try my best and can adapt to different working environments.

SKILLS

High level of customer service, Good communication skills (both written and spoken)
Reliable and responsible

EMPLOYMENT HISTORY

- **Sports Direct**
Assistant Oct 2017 – Mar 2018
Duties included: Serving customers, cleaning & restocking shelves
- **Cathy's Café**
Waitress Sept 2019 – May 2020
Duties included: taking orders and cashier.

OTHER ACTIVITIES

- **Au Pair**
Sept 2018 – July 2019
Duties Included: Caring for two young kids of wealthy couple on a daily basis (9am-7pm)

EDUCATION

- **St Duncan's Comprehensive**
Peckham, London
GCSE's: Maths and English

INTEREST/ HOBBIES

My favourite hobbies are listening to pop music and going out shopping and spending time with my friends. I spend a lot of my time watching cooking shows and I like food and different cuisines.

REFERENCES

On request.

DOs



- Keep it formal and use the correct modes of address
- Fit it on one A4 side
- Write positively and enthusiastically
- Write your cover letter in the active voice and first-person (not third!).
- Check your grammar and spelling, and then check it again.
- Use the **STAR** Technique – a quick mnemonic to check if your paragraphs are on track. Make sure that each example in which you illustrate why you have the expertise needed for the role specifies the **S**ituation, **T**ask, **A**ction, and **R**esult

Use your active voice: The dog bit the postman (the subject does the action of the verb)
Avoid your passive voice: The postman was bitten [by the dog] (the 'doer' of the verb is moved to the end, or omitted; the blame/responsibility is lessened.)

SITUATION

What was the situation and when did it take place? What is the context of your example? Briefly show the problem that exists in a situation you faced. Try to use examples that may also occur at the type of job you are applying to.

*While working as a
Position Name as part
of the XYZ Team at
Company X,*

TASK

what task was it, and what was the objective? Within this context, what task were you assigned? Be brief here!

*I ensured that our
promotional activities are
aligned with our brand
strategy*

ACTION

what action did you take to achieve this? What action did you take to solve the problem? Be specific! Show that you took initiative.

*I coordinated and lead
promotional incentive trip
programs to reward sales
managers for high sales.
I also created marketing
documents to promote
sales team participation
in sales rallies and events.*

RESULTS

what happened as a result of your action?

*This resulted in successful
corporate events
attended by our sales
dealers, staff and
clients, and increased
attendance rates over the
previous year.*

For example:

In my role as an HR trainee at ABCD Company, I managed various data sheets with the GBX tool. By doing so I excelled at prioritizing my workload and delivered context-relevant insights to my manager. As a result, we reached and exceeded the internally set GBX-targets by 15%.

DON'Ts



- Don't write in the third person
- Don't use passive voice
- No more than one A4 page
- Avoid jargon, clichés, and unsupported claims.
- Avoid typos & grammar mistakes
- Avoid unclear structure



The structure of a Cover Letter

This is only a basic template – use your own experience to show originality of thought and understanding. You will have to prove your capabilities at the interview.

Recipient's name
Company name
Address
Postcode

Your Name
Your Address
Postcode

Date/of/application

JOB TITLE / JOB REFERENCE NUMBER

Dear [Recipient's name] / Sir or Madam, - **(try and find the recruiter/hiring manager's name!)**

Intro: Start by explaining what you are applying for, where you saw it, and then explain your current employment/education situation. e.g. Please accept this letter to accompany my application for ...

Most importantly, **explain why** your qualifications and the job requirements are a good match. **Explain/state why you are good for the job.** Relate this to your qualifications that match well. e.g. I believe my degree in Computer Science, and high exposure to object-oriented programming, has prepared me for a software development role within your company. **Use action verbs**, such as: implemented, developed, and prepared (see page 18-19 for more action verbs)

Go into **detail on why the role**, and company, appeals to you. The middle paragraphs are the most important, and your chance to stand out from other candidates. Summarise and highlight your skills, qualifications, and **major accomplishments** related to the job description, but don't simply reiterate your CV. Supplement it and **say what you can't fit on your CV**, or elaborate on the main points of your CV. This is the perfect opportunity to say something about your personality- i.e. you're ambitious, excellent researcher, natural small or large group supervisor, an extravert with a natural ability to grow business contacts out of socialising.

Wrap it up by stating when you'll be available for work, and the best time and place the recipient can reach you. Mention that your CV is enclosed or attached, and offer to provide more information, work samples, and/or references (if applicable)

Thank the recipient for his or her time and consideration.

Say that you look forward to hearing from the recipient.

Yours sincerely, (NOT: 'Sincerely')
[Your name]

Positive Example



When writing your cover letter, don't forget to really tailor it to the role and to underline your personal qualities in relation to that role!

Anne Bulcaster
YORT Planning+Design
Test Barn, Mark Barns Road
Hampshire UG13 5TB
01730365484

Miriam Muster
55 Ham Road,
W1 5DW London
Miriam.muster@gmail.uk
077698895553

23.10.2020

People and Culture HR Coordinator – Central London

Dear Ms. Bulcaster,

I am looking for a challenging and future-oriented role in HR. I came across this vacancy on the Indeed website and was intrigued due to the dynamic and innovative ambitions and the focus on future positive growth at YORT Planning + Design.

My B.A. in Human Resource Management and Business has prepared me to understand people and organizational cultures and to deliver tools to support the employees' ongoing development. I have completed two HR internships with a focus on needs assessment and HR development, where I gained skills in employee relations/performance management and developed my comprehension and interpersonal skills.

As a supervisor for XYZ Company, I use my excellent communication and organizational skills daily, which helped me to relate to the team and positively impacted the overall organizational culture. In my role as an HR trainee at ABCD London, I managed various data sheets with the GBX tool. By doing so I excelled at prioritizing my workload and delivered context-relevant insights to my manager. As a result, we reached and exceeded the internally set BGX-targets by 15%. Next to that, I facilitated and participated in workshops on communication theories, self-awareness training, and employee safeguarding. All these qualifications, in conjunction with my ambitions to experience and promote reliable outcomes that benefit the wider team, have prepared me for the role of a People and Culture Coordinator.

I am always willing to change and constantly looking to expand my knowledge and skills. I share my personal and career-related values with the work philosophy at YORT and would love to become an integral member of the team to contribute to the holistic growth of the company.

I will be available from November 2020. Please reach out to me at any time via email or mobile. You can find my CV and references attached. I appreciate your time and consideration and am looking forward to hearing from you soon.

Yours sincerely,
Miriam Muster

Writing a personal statement (e.g. for UCAS)

A personal statement supports your application to study at a university or college. It's a chance for you to articulate why you'd like to study a particular course or subject, and what skills and experience you possess that show your passion for your chosen field. In other words: You're telling admissions staff why you're suitable to study at their university or college. It's important to remember you can only write one personal statement – it's the same for each course you apply for.

Try to be specific about your skills and expertise, if you've chosen similar subjects. But if you've chosen a variety of subjects, be generic enough and write about common themes, like problem solving or creativity.



For more details see:

www.ucas.com/undergraduate/applying-university/writing-personal-statement

Before writing the personal statement, make sure to:

- Get to know universities: What are their values, why do you like this university?
- Read the course programme guide to find out more about your course
- Take a look at their curriculum to know what subjects and content it includes
- If you know someone who studies at this University or even the very course you want to apply for, get in touch with them! Ask about their experiences and what it is like.

DOs



- Write in an enthusiastic, concise, and natural style – nothing too complex.
- Try to stand out (but be conservative with humour, quotes, or anything unusual)
- Structure your info to reflect the skills and qualities the unis and colleges value most – use the course descriptions to help you.
- Check the character and line limit – you have 4,000 characters and 47 lines.
- Proofread aloud, and get your teachers, advisers, or friends to check. Then redraft it until you're happy with it, and the spelling, punctuation, and grammar are correct.

DON'Ts



- Don't write in the third person
- Don't use passive voice
- Avoid jargon, clichés and unsupported claims
- Avoid spelling and grammatical errors – proofread as many times as possible.
- Don't leave it to the last minute – your statement will seem rushed, and important information could be left out.
- Don't be tempted to buy or copy a personal statement, or share yours. All personal statements are checked for similarity – if your personal statement is flagged as similar to other applicants, it could affect your chances of being offered a place.
- Don't exaggerate – if you do, you may get caught out in an interview when asked to elaborate on an interesting achievement.

The Structure of a Personal Statement

The personal statement should have a brief introduction about you and why you're interested in this course, followed by the most relevant academic and professional achievements. Mention the reasons for opting for the particular course and how your previous experiences/knowledge have equipped you for it. Emphasis on the skills that make you compatible to study the course and how you will be able to benefit from the same should be given. How you can contribute to the institution and community is also a good point to include.

While concluding very crisply touch upon your important skills placing on boards your suitability for admission. Finish the Personal Statement with a very brief glimpse into how you intend to use the skills that you will acquire during this course in the future. What are some of your long-term goals?

Please note that this is only an example! It can give you a better idea about how Personal Statements look like, and what the structure is.

When you write your own personal statement



For more details see:

<https://collegedunia.com/uk/article/ucas-personal-statement-structure-sample-and-guidelines>



Course: Fashion Journalism

The continued self-reinvention of the fashion world, and the fast pace at which it evolves, manifests itself in the pages of our magazines, newspapers, and on our computer screens. Fashion Journalism is a way of communicating the work of various designers and creatives to the world. Thus becoming the mouthpiece for an industry that holds the ability to encapsulate the voice of a whole generation, movement, or emotion in a single garment or photograph.

My desire to study Fashion Journalism first arose whilst watching a documentary about Fashion in Tokyo. I was intrigued by the vast diversity in Japanese styles, from the sickly sweet 'Harajuku girls' to the avant-garde, effortlessly chic style of the older fashion pack. I learned that fashion wasn't just the latest runway look but a social expression of oneself and their surroundings. I often notice other people's fashion styles and how they use to design and colour combinations to underline their personality

During my time at secondary school I was senior class captain for two years and a committed member of the football team, often attending practise out of school hours. Through these extra-curricular activities, I gained the ability to balance and prioritise when juggling a busy schedule. My GCSE subject choices reflect my passion for writing and research, attributes essential to any successful journalist.

Working at JD Sports has confirmed my commitment to a career in fashion. Since joining them I have had the opportunity to do many exciting things and have learned invaluable skills, transferable to my chosen course. I attended an online webinar on Fabrics and Design, where I gained an insight into the role of a stylist, assist in styling clients, and learned about skills essential to the role.

In my spare time, I enjoy attending local exhibitions around my home in Shoreditch to see the work of fresh designers, photographers, and artists. I also enjoy reading a variety of literature, currently reading *Desert Flower* by Waris Dirie. I take a keen interest in politics and try to keep up to date with current affairs and ethical issues in the global media, an avenue which I would like to explore further within the field of fashion.

In time out between studying formally, I have gained much life experience and have been able to mature personally to a point where I am ready to take on the great responsibility that comes with university life. This gap has only served to further cement my desire to go onto higher education. I am enthusiastic about studying Fashion Journalism and the many possible pathways it could lead me to in the future. I aspire to one day, play a major journalistic role in fashion - in an industry that encompasses everyday life, inspires many, and influences millions of people...whether they realise it or not.



Key Skills and Attributes

SOFT AND GENERIC SKILLS

- Communication Skills, Conflict Resolution
- Empathy & Perspective
- Intrinsic motivation
- Desire for professional development
- Enthusiasm and personal drive
- Willingness to learn
- Team work
- Good organization
- Time management
- Prioritizing workload

HARD SKILLS

- Languages (list any language you speak and your level (e.g. Spanish B1))
- Group facilitation and workload delegation
- Lesson planning
- Administration Skills
- Qualitative/ quantitative research skills
- Monitoring
- IT skills
- Database administration
- Computer literacy

FINANCE SKILLS

- Budgeting
- Cost saving
- Reporting
- Bookkeeping

SALES AND SERVICE SKILLS

- Customer service
- Relationship management

Action Words

A

accomplished, achieved, acquired, adapted, addressed, administered, advised, allocated, analyzed, applied, appointed, appraised, approved, arbitrated, assembled, assessed, assigned, assumed, assured, audited, authored, awarded

B

briefed, broadened, budgeted, built

C

calculated, chaired, changed, charted, coached, combined, communicated, compiled, completed, composed, computed, conceived, conceptualized, concluded, conducted, consolidated, constructed, consulted, contracted, controlled, converted, convinced, coordinated, corrected, counseled, created, cultivated, cut

D

debugged, decreased, defined, delegated, delivered, demonstrated, designated, designed, detected, determined, developed, devised, diagnosed, directed, discovered, dispatched, distributed, doubled, drafted

E

earned, edited, effected, elicited, eliminated, empowered, endorsed, engineered, enhanced, enlarged, enlisted, ensured, entered, established, estimated, evaluated, examined, exceeded, executed, expanded, expedited, explained, explored, expressed, extended

F

filed, filled, financed, flagged, focused, forecast, formulated, found, founded

G

gathered, generated, granted, guided

H

halved, handled, headed, helped, hired

I

identified, ignited, implemented, improved, incorporated, increased, indexed, influenced, initiated, innovated, inspected, installed, instituted, instructed, insured, interpreted, interviewed, introduced, invented, inventoried, invested, investigated, issued

J

joined, justified

K

kept

L

launched, learned, leased, lectured, led, licensed, lobbied

M

maintained, managed, manufactured, matched, measured, mediated, met, modified, monitored, motivated, moved

N

named, navigated, negotiated

O

obtained, opened, operated, ordered, organized, overhauled, oversaw

P

participated, patented, perceived, performed, persuaded, placed, planned, posted, prepared, presented, presided, processed, procured, produced, proficient, programmed, prohibited, projected, promoted, proposed, provided, published, purchased, pursued

Q

Qualified, quantified, questioned

R

raised, ranked, rated, received, recognized, recommended, reconciled, recorded, recruited, redesigned, reduced, referred, regulated, rehabilitated, reorganized, repaired, replaced, replied, reported, represented, rescued, researched, resolved, responded, restored, revamped, reviewed, revised

S

saved, scheduled, screened, selected, served, serviced, shaped, shared, showed, simplified, sold, solved, sorted, sought, sparked, spoke, staffed, started, steered, streamlined, strengthened, stressed, stretched, structured, studied, submitted, substituted, succeeded, suggested, summarized, superseded, supervised, supplied, surveyed, systematized

T

tackled, targeted, taught, terminated, tested, toured, traced, tracked, traded, trained, transcribed, transferred, transformed, translated, transported, traveled, treated, trimmed, tripled, turned, tutored

U

uncovered, understood, understudied, unified, unraveled, updated, upgraded, utilized

V

vended, verbalized, verified, visited

W

waged, weighed, widened, won, worked, wrote

What our partners recommend!

If you are unsuccessful in your application be proud of the effort you made, learn from the experience and thank them for considering you. It demonstrates maturity and an understanding of how recruitment works. If you would like to be considered for future opportunities, you can tell them so.

Anni, Oddbox

Think about what experience you have that is relevant to the role you're applying to. You don't need to add every single detail but think about how it may come across. (I once read a cv that said they made tea which wasn't really relevant to a job).

Georgia Boyd, Tideway

I think it's really important in CV's to be honest about who you are and where you get your energy from/how you get a sense of pride. For example, 'I really enjoy detail based projects and getting to work alongside others where I can continue to learn and develop my own thinking and ideas' or 'I'm great at implementing new ideas because I enjoy sharing knowledge. I'm always keen to find better and newer ways of working'. This says what you like but also allows the reader to see how it will benefit their business/organisation. That first few lines in a CV will help hook people in to you if they are sifting CV's so make them count.

Caroline King, Superdrug

Make sure to demonstrate your previous experience in a way that it is relevant and applicable for the new job. Let's say you have some experience working in a coffee shop and now you apply to a role in retail management.

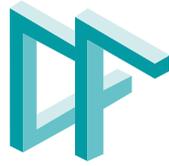
This is how you can break down what you learned at the coffee shop and make it fit for purpose for the new role:

- Understand what is needed to provide good customer service and able to use different skills when dealing with difficult customers
- Learned the importance of attention to detail when dealing with customers
- Learned the importance of team work and process to ensure consistent delivery
- Learned about stock control, stock rotation, and storage to ensure cost saving
- Confident and accurate in handling cash

Your CV is a conversation starter for you to be able to provide evidence to your interviewer, have stories ready backing up the points. Never lie or embellish though.

Chun Lee, ITRS Group





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