WRITING A GOOD JOB APPLICATION

Advice on how to write a good job application – whether it is an unsolicited application or in response to a job advertisement.
Before getting started...

- **Do your research!** Scrutinise the company’s website, social media, LinkedIn, reports, press releases, newsletters etc.

- **Familiarise yourself with the company:** Who works there? What is their area of business? Organisational structure? Strategy? Work culture? Values?

- **Familiarise yourself with the job:** What is expected of you? Are there any formal requirements? What does the company expect from you? What value can you bring to the company?

- **Contact the company:** You can get in touch with the company if you have questions that cannot be answered through the job description or your research; OR if you want to know which specific objectives they consider are important for you to perform well in the position and which tasks require immediate attention. This information will help you structure the application.

A good job application...

- is well structured, to the point and is closely linked to the job description.
- shows that you are a perfect match for the requirements mentioned in the job description.
- explains how you intend to work with the tasks involved and solve any problems related to them.
- states your motivation for working for this particular company and what value you can bring to the company.
- addresses the needs and challenges of the company and your solutions to these.
- is forward-looking and customised for the job you are applying for.

Structure your application...

- **Start:** A short paragraph describing your motivation: why do you want to work for this particular company and what solutions and skills can you offer? What drives and inspires you to work within this particular field, with the tasks involved or with this particular company? Use the start to arouse the interest of the person who will read your application by convincing them that you are ambitious and motivated.

- **Main body:** Describe your competences and ideas in more detail. Focus on how you could provide a tangible contribution to the company. Remember to present yourself as the solution to the company’s needs by focusing on prior relevant experience.

- **End:** Round off your application in a personal manner by briefly describing your personal qualities. This will help the employer get a more complete picture of who you are.

Remember...

- Do not reuse an old application and CV.
- Do not write a story about your career history - your CV explains this just fine. Focus on the job.
- Keep the job application on one page. The people reading your job application do not have much time for each application.
- Do not emphasise what you expect to get out of the job.
- Refer to central elements in your CV.

You can find more information about writing a good job application at the Job and Career pages on your study site on KUnet.dk - or by contacting the study- and career counsellors at your faculty.