

EPISODE 2: The Job Advert & Application Process

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Mini-Series: Own Your Selection Process

Episode 2: The Job Advertisement & Application Process

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In episode 2 we will be focusing on the job advert and the application process. We will start by unpacking Job Adverts and then discuss the Application Process from start to end.

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The Job Advert: The main goal of a job advertisement is to inform potential job candidates about a new opening and attract them to apply. It is written in an engaging tone and it contains information not only about the job position, but also about the company and the benefits that the company has to offer.

You will find job advertisements in print or digital form. Employers use a job advertisement to request applications from the public or targeted candidates. Generally you will find the following elements in a job advertisement:

- The Job Title & Description, The Minimum Requirements for the Job (e.g. a particular degree or subject majors), Particular skills and or experience required, as well as Preferable Skills or Experience (which refers to the “good to have’s, but not necessarily a deal breaker if you don’t have them), The Job Location and Travel Requirements of the job, as well as the expected start date and application deadline.

It is really important for you to follow the application instructions and ensure that you take note of the deadline.

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Which brings us to the application process. Remember that every company and job will have their own process, however these are the general principles that you should follow:

- **How & Where to apply:** Nowadays, most companies make use of online applications – via their company website or via email.
- - If the application is via their website, you would usually have to create a login profile. This allows you to start the application, save it and come back to it at another time. Some systems also allow for you to “track” the stage and status of your application which is really helpful. A website application usually requires you to fill in an online application form and upload your various attachments such as your CV, Transcripts and Copy of your ID.
 - If the application is via email – you would attach your documents to the email and send it off. Something to note is the difference between your

Cover Letter and the body of the email. Your Cover Letter should be an attachment that supplements your CV, whereas the body of the email is a polite and professional short note stating your intent to apply for the position and which attachments you are including. There is no need to include your motivation for the role in the body of the email.

- **When to apply?** Take extra note of the application deadline on the job advert and ensure that you have applied on, or preferably before the deadline. Applying before ensures that if for any reason there is a website or system issue or an email gets bounced - you have allowed enough time to get in touch with the company to solve the problem.
- **Following-Up:** Waiting to hear back is always a nerve-wrecking and exciting time and many applicants become really anxious for an answer. Always bear in mind that you should be professional in your approach and incessantly following-up can work to your disadvantage.
 - Most companies do send an automated response that assures the candidate that their application has come through and is being processed, however, it is acceptable to follow-up if you sent your application on time and you did not receive any acknowledgment that it has been received.
 - On the other hand, do not follow-up if you have received an acknowledgement of receipt and have been told that if successful, you would hear back from them. Having applicants email constantly can be overwhelming for the recruitment team and you do not want your name with that association while they are in the process of shortlisting their final candidates. Try and trust their system & process.

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Thank you for tuning in to Episode 2 of Mini-series: Own Your Selection Process, brought to you by the UCT Careers Service. Be sure to tune in to episode 3 where we will be focusing on Interviews.