




# Application Guidance

## How to complete an application form when applying for a job with us

Completing an application form is an opportunity to showcase your experience, skills and interests. We know it can sometimes feel difficult to put these into words, so we've included a few tips below that may help.

1. Carefully read the job description. Look closely at the job specific criteria and think of examples where you have previously used these skills.

2. Try to avoid general statements or theoretical answers. For example:

-  I am always courteous to customers...
-  It is important to deal with complaints promptly...
-  I would deal with the complaint by first....

Instead, use real examples from your own experience and explain the part you played.

3. To assist with the structure of your answers, we encourage you to use the STAR format when completing your application. This will not only help you evidence your experience and skills, but it will also help the panel to mark your answers.

**S – Situation** - Set the scene and explain the situation you were in.

**T – Task** - Describe the task or challenge you needed to complete.

**A – Action** - Explain the action you took.

**R – Result** - Describe the outcome and what was achieved.

### Below is an example of how to set out your evidence

**Situation** - In my previous role as a shop assistant, the manager wanted to attract more customers into the shop.

**Task** - My role was to help find ways to increase customer numbers and improve sales.

**Action** - I organised a meeting with other team members to develop creative ideas. I also designed an eye-catching window display and made sure a member of staff was available near the entrance to welcome customers.

**Result** - Over a three-month period, customer numbers increased by 25%, alongside an increase in sales. I was commended by senior managers and continued to design future window displays.

Please use examples that best demonstrate how you meet the criteria for the role you are applying for.