

# Speculative Applications

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15 JANUARY 2016

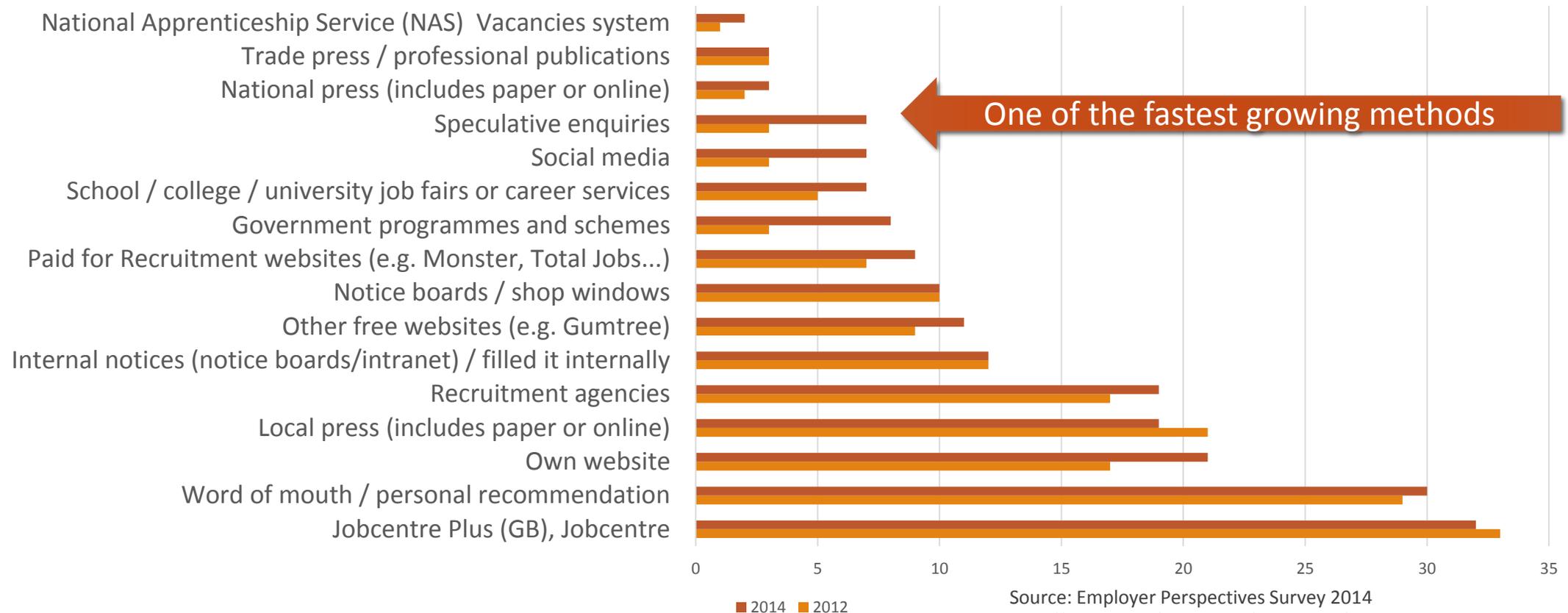


# Where do Speculative Applications Fit?



# Where Employers Recruit

Recruitment channels used by establishments reporting a vacancy



# Making a Speculative Application

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## Aim of the process

- Uncovering the hidden job market
- Get an interview for a job that isn't advertised

## Research

- The critical step to find the right companies
- Matching what you offer with what they need

## The Process

- Who to approach
- What to say
- How to approach
- When to approach
- The follow-up

# General Research

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Need to know what you are looking for

## Industry

- Where do you have the skills, interest, knowledge or desire to contribute
- Join industry groups on LinkedIn to see what people are talking about
- Sign up for free newsletters

## Target Company Type

- Size, growth, style, that matches your ambition and personality

## Location

- Meets your constraints for availability
- Meet hiring visa requirements

## Job Role

- Need to know what it is called in that industry
- Know what can you do for them and why

# Specific Company Research

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## What do they do?

- Understand their business

## Get to know them

- Read their website
- Follow on LinkedIn, Facebook and especially Twitter
- Check out [www.glassdoor.co.uk](http://www.glassdoor.co.uk) for the insider view

## Talk to people

- Not everything is online, track down people who know the company
- Attend events and conferences in your target field
- Talk to people in your network and others in the field

## Watch for news

- Set up a Google Alert

# Who to Approach

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Research who is the best person to write to

- Ideally you want to reach someone with hiring authority
- Unlikely to be HR department
- Need to know which department you are targeting

Find the name of the head of department (or managing director for a smaller company)

- Check for list of managers on website
- Dig through old mentions in the trade press/websites which often have an 'on the move' type section
- Find names on LinkedIn
- Talk to people in your network

# When to Approach

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Look for signs of progress in their business

- Contract wins
- New senior managers being announced
- Attendance at recruitment fairs
- Sudden increase in recruitment

When you are ready

- Decide when you can answer the question  
“Why should this particular company hire me?”
- Be able to write it down clearly
- Know who to apply to

# What to say

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## Write your application around the company and their needs

- Bear in mind the 'what's in it for me?' principle
- Link your strengths (and career interests) to the company's requirements
- Talk specifically about the company and what they do, and how you can help
- Match the style to the organisation eg ad agency should be lively, a law firm more formal

## Get their attention

- Say in the first sentence what you are looking for – this may be all they read!
- Give STAR examples of your skills and achievements
- Be clear and concise – think about your key message
- Your aim at this stage is to pique someone's interest so that they invite you in for a meeting

## What about your CV?

- In most cases a CV is helpful for the person receiving the application
- Some suggest not including your CV perhaps just a link to your LinkedIn profile

## Call to action

- Include a statement of what you want to happen next

# Example Cover Letter

28 Sparkenhoe Street  
Birmingham  
B34 7TY

12 June 2008

Named person the letter is addressed to

Mr Henry Grenfell  
Director  
Past Times Productions Ltd  
17 Bateman Street  
London  
EC1V 1NA

Introduction and why you are writing including possible job titles

Dear Mr Grenfell,

The news hook as to why now

I am writing to explore whether an opportunity might exist to join Past Times Productions as a Researcher. A recent title in *Broadcast* mentioned that your company has been commissioned to undertake a new, 12-week series focusing on European History. Having read History and Russian at Merton College, and being an avid Channel 4 viewer, I have found a number of documentaries produced by Past Times deeply engaging. In particular I found the three-part series *The Holy Fool* an intriguing and culturally sensitive exploration of the Russian mystical mind.

Why you are interested in them specifically with examples of what they do to prove you know them

My previous relevant work experience includes six weeks as a Researcher on the *Leviathan* magazine series concerning an investigation into the historical background of current European news and current affairs topics. I have also made a short film for a student society (shot in Kenilworth with borrowed equipment) about local historical topics, and have acted as Researcher (current affairs and news) for Oxide Radio in my penultimate year at university. The enclosed CV details this experience and my long-standing interest in European History.

What you offer including examples of your achievements

Link to CV highlighting the key message about yourself

I am keen to pursue a career in this field, and feel confident that I would make an effective contribution to your team of researchers. I would welcome the opportunity to discuss any possible openings with you and look forward to hearing from you.

Why you are interested

Yours sincerely

Call to action

**Melissa Chan**

Melissa Chan

# How to Approach

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## Letter

- Letters are almost always opened giving them more impact than email
- Include your email address to make it easy for the person to respond
- If you already know someone within the company, you can ask them to hand-deliver your letter

## Email

- The default option, but unlikely to stand out
- Many people get >100 emails per day

## In Person

- Turn up in reception without an appointment, likely to be asked just to hand in your CV
- Demonstrates a level of commitment to finding a job
- Will work better for small companies where there is a greater chance of speaking to the boss

## Phone

- Very difficult, you don't know what the person was doing, most go to voicemail

# What Next

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## Log what you have done

- Make sure it is included in your filing system
- Who, what, when
- Keep a copy of your letter and CV

## Follow-up whatever you said at the end of the letter

- If call in a week – then call
- If wait to hear – then wait