Icebreaker

In groups of 2 or 3:

- What is your recent experience of completing job application forms?
  - What concerns/ frustrations do you have?
- Why do recruiting employers often request completion of an application form rather than a CV?
UCL CAREERS ESSENTIALS

APPLICATION FORMS, COVER LETTERS AND PERSONAL STATEMENTS

DAVE CARTER

UCL Careers Consultant
Careers Essentials 2017/18

Talks, workshops and eLearning
Search ‘UCL Careers Essentials’

10-title lunchtime talks including:
- Improve your CV
- Find and fund a PhD
- Interview success

5-title workshops including:
- Mock aptitude, etray and psychometric tests
- Using LinkedIn in your job search
- Personality profiling

6-module ‘eLearning’ course
- An introduction to the grad job market
- Your future and how to work towards it
- Sourcing jobs and work experience
# UCL Careers Events across the next fortnight

## UCL Careers Fairs

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCL Banking, Finance &amp; Economics Fair Day 1</td>
<td>Tuesday 10th October</td>
<td>5:30pm</td>
</tr>
<tr>
<td>UCL Banking, Finance &amp; Economics Fair Day 2</td>
<td>Wednesday 11th October</td>
<td>5:30pm</td>
</tr>
<tr>
<td>UCL IT &amp; Technology Fair Day 1</td>
<td>Wednesday 18th October</td>
<td>5:30pm</td>
</tr>
<tr>
<td>UCL IT &amp; Technology Fair Day 2</td>
<td>Thursday 19th October</td>
<td>5:30pm</td>
</tr>
</tbody>
</table>

## Skills4Work

**Booking information:** [www.ucl.ac.uk/careers/events/skills4work](http://www.ucl.ac.uk/careers/events/skills4work)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Workshop:</strong> Leadership with Atos and Frontline</td>
<td>Monday 9th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td><strong>Panel:</strong> CV's and Covering Letters with CBRE and Freshminds</td>
<td>Thursday 12th October</td>
<td>5:00pm</td>
</tr>
<tr>
<td><strong>Panel:</strong> Succeeding at Interviews with Linklaters, FDM &amp; Wellcome</td>
<td>Monday 16th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td><strong>Workshop:</strong> Teamwork with L’Oreal and CBRE</td>
<td>Tuesday 17th October</td>
<td>5:00pm</td>
</tr>
<tr>
<td><strong>1:1 Interview Coaching:</strong> with RPC</td>
<td>Friday 20th October</td>
<td>9:45am</td>
</tr>
</tbody>
</table>

## Career Essentials – Talks and Workshops

For more information and how to book: [www.ucl.ac.uk/careers/events/essentials](http://www.ucl.ac.uk/careers/events/essentials)

<table>
<thead>
<tr>
<th>Event</th>
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<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make the Most of the UCL Careers Fairs - How to Connect with Employers</td>
<td>Monday 9th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>Better Cover letters, Application Forms and Personal Statements</td>
<td>Tuesday 17th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>Find and Fund a PhD</td>
<td>Tuesday 10th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>An Introduction to the Graduate Job Market</td>
<td>Thursday 12th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>Your Future and How to Work Towards it</td>
<td>Monday 16th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>Mock Aptitude and Other Psychometric Tests</td>
<td>Tuesday 17th October</td>
<td>3:00pm</td>
</tr>
<tr>
<td>Improve Your CV</td>
<td>Thursday 19th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>Practice Aptitude and Other Psychometric Tests</td>
<td>Thursday 19th October</td>
<td>3:00pm</td>
</tr>
<tr>
<td>Better PhD Applications</td>
<td>Friday 20th October</td>
<td>1:00pm</td>
</tr>
</tbody>
</table>

## Employer Presentations

**Booking information:** [www.ucl.ac.uk/careers](http://www.ucl.ac.uk/careers)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Evening with Shell</td>
<td>Off campus</td>
<td>Monday 9th October</td>
</tr>
<tr>
<td>Unilever</td>
<td>Tuesday 10th October</td>
<td>1:30pm</td>
</tr>
<tr>
<td>Citi</td>
<td>Thursday 12th October</td>
<td>1:00pm</td>
</tr>
<tr>
<td>RBB Economics: Career in Economic Consulting</td>
<td>Off campus</td>
<td>Thursday 12th October</td>
</tr>
<tr>
<td>BCG Kuala Lumpur Associate Virtual Connection Event</td>
<td>Off campus</td>
<td>Friday 13th October</td>
</tr>
</tbody>
</table>
Today’s slides, resources and lecturecast

Search: UCL Careers Essentials

Career Essentials

Our series of lunchtime talks, experiential workshops and eLearning courses provide insight, advice and interactive opportunities to engage with all aspects of careers management and navigating selection processes no matter where you are in your careers thinking.

From understanding the graduate job and postgraduate study market to career decision-making; mock aptitude tests to interview success; funding and funding a PhD to getting to grips with LinkedIn and social media - Careers essentials aims to equip you with the essential know-how to begin to move forward and engage more confidently with ‘Finding your Future’.

Talks and workshops titles will be repeated on a regular basis in the Autumn, Spring and post-exam season. Our suite of eLearning courses, ‘Careers Essentials online’ allows you to access engaging, interactive content at your pace.

Please note - talks, workshops and eLearning courses are accessible to all current UCL students and recent graduates.

Tell us what you think:

We'reAllEars...

SPECIALIST SUPPORT

We provide bespoke resources, events and/or 1-1 appointments to the following groups...

- Recent Graduates

Talks and workshops slides, resources and recordings

Where possible, any materials used at an event will be made available to download here. Please check this page after the event but be aware, it may take up to a week for materials to be uploaded.

Make the most of the UCL Careers fairs - How to network with employers

- Slides: (Talk given 3rd October 2017)
- Resource: Good questions to ask at employer events/ information interviews (Talk given 3rd October 2017)

Improve your CV

- Slides: (Talk given 4th October 2017)
- Exercise workbook: (Talk given 4th Oct 2017)
- Lecturecast recording: (Talk given 16th January 2016) - please note that this recording works best in internet explorer
What we’ll cover:

- Why employers use application forms
- Answers clinic: motivation and competency
- Cover letters: Compare and contrast
- Personal statements: narrative vs functional
- How UCL Careers can support you
Icebreaker

In groups of 2 or 3:

- What is your recent experience of completing job application forms?
  - What concerns/ frustrations do you have?
- Why do recruiting employers often request completion of an application form rather than a CV?
Why do organisations use applications forms….?

- Creates focus on areas relevant to the role
- Consistent and transparent selection
  - marking guidelines and scoring
- Often long and complicated
  - effective filter for competitive roles
  - deters unsuitable applicants
- Use of ‘killer questions’
## Selection activities competency grid

<table>
<thead>
<tr>
<th>Selection</th>
<th>Application</th>
<th>interview</th>
<th>Groupwork</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teamwork</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Organisational</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persuasion</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Work under pressure</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Oral communication</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Motivation and drive</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision-making</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Typical competency question scoring

Describe how you have achieved a goal through influencing the actions or opinions of others in a team.

High scores: 3 & 4

- evidence of steps taken to understanding other people’s concerns
- researching position and presenting with credibility
- adaptability to change position/ argument
- persistence and grit to continue in the face of opposition
- ability to negotiate and compromise where necessary
- successful outcome/ reflection
Competitive marketplace

Graduate SCHEME applications per vacancy

Graduate JOBS applications per vacancy

<table>
<thead>
<tr>
<th>Category</th>
<th>SCHEMA Applications</th>
<th>JOBS Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>68</td>
<td>137</td>
</tr>
<tr>
<td>Transport or logistics company</td>
<td>137</td>
<td></td>
</tr>
<tr>
<td>FMCG company</td>
<td>119</td>
<td></td>
</tr>
<tr>
<td>Investment bank or fund managers</td>
<td>106</td>
<td></td>
</tr>
<tr>
<td>Energy, water or utility company</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>IT &amp; Telecommunications</td>
<td>77</td>
<td></td>
</tr>
<tr>
<td>Banking or financial services</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Engineering or industrial company</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>Public sector</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>Construction company or consultancy</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Law firm</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>Accountancy or professional services</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

Graduate Marketing and Admin Assistant
- £18k per annum
- London
- 3 days ago
- 90 applications

Company Profile: Our client is a boutique specialist recruitment agency who work with companies across the medical, technology and pharmaceutical industries. They offer high-end solutions to growing companies and have enjoyed great success in the past few years. The Role: This is an amazing opportunity...

Graduate Campaign Manager - Marketing Agency
- £21k per annum, inc benefits
- London
- 14 May
- 17 applications

Graduate Campaign Manager - Marketing Agency London £21k per annum + excellent progression + benefits. An exciting and rapidly expanding marketing analytics consultancy is looking to recruit two top calibre graduates for the career opportunity of a lifetime. This is the chance to join a business which has...
Types of application form questions

- **Biographical**
  - Detail previous work experience. For each position, describe your role and responsibilities telling us specifically about any areas of leadership experience (100 words) (BP)

- **Career choice and motivation**
  - Why do you want to work for this organisation? (75 words)
  - Describe the specific reasons for applying to this business line.

- **Competency/ strength**
  - Please give a recent example of a team in which you have been involved. What was your role? What challenges did you face? (100 words)
  - Describe a recent situation where you have used your initiative to achieve a goal. (75 words)

- **Industry specific**
  - What is the brand that you admire the most in the world? Why? (advertising)
  - Describe a recent development that has impacted on this sector. What implications might this development have for our future strategy? (300 words)

- **Personal Statements**
  - In the space below, tell us about your motivation for applying to this position and how your academic background, experience and skills are relevant. Refer to the person specification throughout.
Application Answers clinic
Application form clinic – the opportunity

BrandsDirect are a well established but expanding advertising agency looking for trainee account managers to work with our exciting portfolio of clients.

Whilst no previous experience is required, we’re looking for graduates who have a passion for this business. You must be able to build relationships, manage multiple projects and make the right decisions in what is a stimulating but pressured environment.

If you think you have what it takes, convince us with answers to the following questions…..
BrandsDirect

Q1) Why do you want to work as an account manager for our advertising agency? (150 words)

Q2) Describe how you have achieved a goal through influencing the actions or opinions of others in a team. (150 words)
Why do you want to work as an account manager for our advertising agency? (150 words)

Candidate A
Your organisation is an award-winning leader in its field, employing 3,000 people globally. It has an international reputation and is also one of the most respected agencies in the UK. It is important for me to work for a successful organisation and I would welcome all the different opportunities available to me. I would also like to work abroad at some point and so the global nature of your organisation appeals to me. Finally, I’d like to work for the organisation because the role matches my skills, particularly my communication and teamwork skills. I am a creative person and I am also interested in developing new skills, and believe that your graduate account management scheme would help me to achieve my goals. (120 words)
SITTING IN THE RECRUITER’S SHOES
Candidate B

I have researched BrandDirect’s client-base and am extremely excited by the thought of working for prestigious brands such as Continental and L’Oreal. Having spent an internship period with L’Oreal in the summer, I have been following the recent Garnier European campaign with a great deal of interest as I was involved in early focus group feedback.

My skills are a good match for the position of account manager. I have recently been involved with the innovative re-branding strategy of the student union through a diverse range of media channels including online and outdoor, which will help me to assume responsibility for high-profile campaigns from an early stage. After examining your website and attending your UCL Skills4Work presentation in September, I understand the value of good organisational skills in order to successfully manage client campaigns. My organisation skills greatly improved during my time at L’Oreal, where I reported into three demanding brand managers and worked to extremely tight production schedules.

Finally I have also been impressed by the honesty and enthusiasm of recently recruited trainees of the organisation I met at this year’s UCL Careers Fair especially Maurice Edwards who spoke very highly of the creative culture at BrandsDirect. This re-enforced the ‘creative hot-house’ reputation of the agency as described in Campaign Magazine’s agency profile of 27 April. (150 words)
Having spent an internship period with L’Oreal in the summer, I have been following the recent Garnier European campaign with a great deal of interest as I was involved in early focus group feedback.

I have researched BrandDirect’s client-base and reputation.

…...and am extremely excited by the thought of working for prestigious brands such as Continental and L'Oreal.
Why are you interested in our organisation ....and how does that relate to you?)

- What does the company do?...products, services, clients
- What are their Unique Selling Points?
  - perceived strengths - how do they differ from competitors?
- What have they done recently?
  - projects/ news items
    - refer to sources
- What are their values?
- What is the organisational culture?
  - who have you talked to?
  - refer to sources
Motivation answers

- The opportunities for bespoke training, learning new technical skills and then passing this knowledge on to others at X are especially appealing – Core reasoning

- After attending a Facebook Q&A with Sofie Strömberg (a London-based analyst) who took courses in Prince and Strata, it became clear that she utilised her new knowledge immediately on client work and is now mentoring other junior staff utilising these systems on client audits – Relevance to specific opportunity

- During my time as a UCL outreach mentor, I worked with up to 3 students at the UCL academy, answering questions about university life and helping with UCAS applications….relevance to you
Common Competency requirements

- Communication skills
- Teamwork skills
- Enthusiasm & motivation
- Planning, organisation and time management skills
- Interpersonal skills

- Flexibility / adaptability
- Initiative
- Independence
- Problem-solving skills
- Leadership
- Commercial awareness/ Business acumen
Describe how you have achieved a goal through influencing the actions or opinions of others in a team. (150 words)

Candidate A
At my internship at LHS Marketing, I was asked if I could assist in the development of the new website. I was asked for my opinion as a “fresh pair of eyes” and then joined the team of 8 who were developing the site. After doing a considerable amount of research of competitive sites, I had a number of ideas including incorporating a pop-up menu of up-and-coming events. Some of the team were sceptical of this idea due to the user backlash against pop-up advertising. The general feeling was that pop-ups were no longer effective and could actually alienate visitors. This was discussed in several meetings, and I was convinced that this would be an effective strategy. I showed them some design ideas and eventually they agreed to give it a try in the events sections. I then designed the pop-up to promote various events and some of them have been used. (110 words)
Typical competency question scoring

Describe how you have achieved a goal through influencing the actions or opinions of others in a team.

High scores: 3 & 4

evidence of steps taken to understanding other people’s concerns
researching position and presenting with credibility
adaptability to change position/ argument
persistence and grit to continue in the face of opposition
ability to negotiate and compromise where necessary
successful outcome/ reflection
Competency answer structure

**STAR**

- **Situation**: what’s the setting/ background to the story
- **Task**: what was the task/objective?
- **Action**: what did you do? – emphasis here
  - what did you have to think about
  - what was your approach/ steps involved
  - how did you overcome any problems you encountered
  - pick up on ‘active’ verbs – eg planned, negotiated, listened
- **Result** – what was the outcome (quantify if possible)? What learning did you acquire?
Candidate C

At LHS Marketing, I assisted in the development of the new website. I took it upon myself to conduct an audit of similar sites and presented my findings to the development team, recommending the use of ‘pop-ups’ to advertise forthcoming events.

Mindful of industry scepticism regarding their use, I used the initial project briefing as an opportunity to find out exactly what others’ objections might be. Based on this, I decided to answer those objections in detail, researched available data on the area, prepared visual design ideas and presented my case. Despite the team’s initial concerns, I persuaded them to allocate funds for an initial trial period, after which we would review the success of the pilot programme. This compromise seemed to work.

The resulting click-through rates were encouraging and the pop-ups are now a permanent addition to the website promoting attendance at our events by 10%. (149 words)
Candidate C

At LHS Marketing, I assisted in the development of the new website. I took it upon myself to conduct an audit of similar sites and presented my findings to the development team, recommending the use of ‘pop-ups’ to advertise forthcoming events.

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Preparation

- **Gather information**
  - recruitment literature inc. job description/ person specification
  - **Online**: recruitment section, investor relations, company reports/ trade press/ googlenews
  - **Offline**: recruitment fairs, employer presentations, alumni networks

- **Analyse information**
  - self-audit: examples from education/ work experience and leisure
  - vary examples as far as possible – shows ‘well-rounded’
  - for each Q, list relevant examples and pick best fit
Preparation matrix

Person specification

- report writing
- interviewing
- analysis/ problem solving
- experience of IT
- time management
- relationship building
- presentations
- communication

Evidence

- degree/ masters courses
- research projects
- staff/ student committee
- website redesign
- UCL student bar
- travelling
- Women in Management society
Cover Letters exercise

Two versions of same cover letter

Compare and contrast

Bain requirements

- Motivation for consulting
- Analytical and problem-solving
- The ability to lead
- Results & delivery
Top tips for improving your cover letters

Good writing is concise writing
- formal business letter – 1 page maximum

Indicate
- why you’re interested in the role
- what you have to offer
- why that organisation

Does your cover letter pass the ‘blind’ test’
- could this same letter be written for any other organisation?
- invest time researching the organisation
  - refer to your sources, give specifics
- consider use of circle of motivation in a ‘blended’ approach
One of the attractions of Bain is the emphasis placed on metric-based outcomes in evaluating the effectiveness of consultancy engagement.

During my work at Vattenfall, one of the largest electricity producers in Europe, I was responsible for calculating and benchmarking production revenue and recommending ideas for efficiency gains resulting in a 3% cost saving.

As an example, strategic advice from the Bain London office supported the retailer John Lewis in cost efficiency savings of 10% during a recent European supplier efficiency review.
Personal statements – A narrative Vs functional approach

In the space below, tell us about your motivation for applying to this position and how your academic background, experience and skills are relevant. Please address every element of the person specification when outlining your evidence.
Centre for Cities - Researcher

This is an opportunity to play a key role in one of the UK’s leading organisations dedicated to cities and urban policy. We are looking for an experienced researcher who has got the skills to define and deliver research projects and related outputs.

**Essential**

- Good general knowledge of UK urban economies and the related policy environment.
- Applied experience of using statistical packages, e.g. SPSS, STATA, Arcview, to undertake quantitative analysis.
- Experience in using Excel to manage and manipulate large data sets.
- Strong research and analytical skills, including the ability to understand a large body of literature, draw out the key issues and apply them to the Centre’s research programme.
- Ability to work well in a team.
- Good first degree in economics or related subject that provides the experience and skills to carry out thorough research and policy thinking on urban policy, particularly related to the economic performance of cities.
Narrative

I am writing to apply for the Researcher position advertised on your website. I have recently completed my MSc, with Merit in Urban Economic Development at University College London and I hold a Bachelor in Business Economics with High Distinction from home Dame University in Lebanon. I also have two years of experience as a Researcher and Writer in a monthly business magazine in Lebanon called Executive, during which I covered the real estate sector of the region's main cities including Dubai, Abu Dhabi, Coha and Beirut.

I have become highly interested in working at the Centre for Cities ever since Dmitry Sivak attended the alumni careers session at UCL last year and informed us of the centre's work. As I picked up a Cities Outlook Report, I was quite impressed by the research that the centre produces and found the work perfectly aligned with my knowledge and experience as well as my future career goals. I would very much like to become part of the team and I hope that you will give me the opportunity to do so.

I gained my main experience as a researcher during my work at Executive (2009-2010) where I conducted primary and secondary research on the regional real estate sector. I covered a wide range of topics such as general market conditions, sectoral employment, the availability of credit, while also comparing the performance of regional cities in these regards. I interviewed more than 20 local and regional experts and gathered secondary qualitative and quantitative data in order to produce monthly market reports and articles—all were written in English. Consequently, I gained excellent research and writing skills as well as written and verbal communication skills since I worked extensively on establishing and maintaining relationships with stakeholders.

In 2010, I started my MSc at UCL where I learned about the characteristics of the city economy and the public intervention needed to solve urban issues. The course included a consultancy project with the Greater London Authority during which I led a group of 4 in analysing whether sector-focused employability skills programmes such as the Retrofit Employment Accord Pilot should be implemented. We interviewed job brokers across London and presented our findings and recommendations at City Hall. This group work in addition to a 3-week fieldtrip to Ethiopia has strongly built my team working skills. Even though it was at times challenging due to the intellectual diversity of the team, it taught me to better listen to people's ideas and build constructive discussions.

Other relevant projects include a city case study which looked at the economic performance of Prague since the post-communists transition. I mainly examined the city's long-term vision in becoming a knowledge economy and the challenges that it needs to overcome. In addition to undertaking a qualitative SWOT analysis, I researched and gathered data from the Czech Statistisches Office using Excel and plotted the long term GDP growth at the local and national levels as well as calculated the employment location quotient to indicate the city's specialisation. Another important project includes my dissertation which was described by the board of examiners as outstanding and is being considered for publication. I look at the role of the government in fostering national competitiveness and used Lebanon's food industry as a case study. The report required gathering a large body of literature and compiling, in 3 months, over 70 sources into 10,000 words including Excel-generated figures and tables. For this purpose, I also interviewed important stakeholders in Lebanon including the advisor of the Finance Minister.

The above individual and group projects have strongly nurtured my research and analytical skills especially in subjects surrounding the urban economy, competitiveness and related public intervention. Moreover, during the course and due to my own readings, I have become much acquainted with the characteristics of the UK cities and the related policy environment. For example, recent policy initiatives such as City Deals and the Localism bill which surround the need for the devolution of power and further decentralisation are subjects that I am well familiar with. I have also read many of your publications in order to better understand the difference between the performance of cities in terms of employment, housing, and other indicators. While my knowledge of UK cities is still general, I am willing to quickly learn all that is necessary to produce high-quality research.

In parallel with my MSc, I also signed up for a statistics course for social and historical sciences which covered basic theories of hypothesis testing including the t-test, ANOVA and REGRESSION analysis. I also attended workshops in SPSS (Statistical Package for Social Science). My basic skills in Excel are as well as receiving training in SPSS during my time spent with the Cities Outlook.

After completing my dissertation, I have continued to expand my skills through professional development opportunities and I am now proficient in SPSS and Excel. I have recently been awarded a scholarship by the British Council to attend a 3-week workshop on SPSS and I am currently using Excel in my work to help me with data analysis and reporting. I have attended several seminars and workshops on using Excel for data analysis, including a 4-day Excel workshop and a 2-day Excel for Data Analysis workshop.

In conclusion, I have a strong understanding of the urban economy and the public intervention needed to solve urban issues. I have been involved in a number of projects that have helped me develop my research and analytical skills, and I am confident that I can make a valuable contribution to the Centre for Cities.

Functional

I have recently completed my MSc, with Merit in Urban Economic Development at University College London and I hold a Bachelor in Business Economics with High Distinction from home Dame University in Lebanon. I also have two years of experience as a Researcher and Writer in a monthly business magazine in Lebanon called Executive, during which I covered the real estate sector of the region's main cities including Dubai, Abu Dhabi and Beirut. I have become highly interested in working at the Centre for Cities ever since Dmitry Sivak attended the alumni careers session at UCL last year and informed us of the centre's work. As I picked up a Cities Outlook Report and later read your online articles about housing, employment and other subjects, I was impressed by your research that the centre produces and found the work perfectly aligned with my knowledge and experience as well as my future career goals.

In order to demonstrate my suitability for the job, I have outlined below, step by step, how my knowledge, skills and experience match each of the essential points in the person specification.

**Good general knowledge of UK urban economies and the related policy environment.** My knowledge of the UK urban economies is broad and deep, covering a wide range of cities in both developed and developing countries. UK cities are frequently the centre of discussion. Subjects covered include the role of London as an Alpha World city and an International Financial Centre, the effect of deindustrialisation on cities like Birmingham, the advantage of improving public transport between cities and other subjects. My course also included a consultancy project with the Organisation for Economic Co-operation and Development which I led a group of 4 in analysing whether sector-focused employability skills programmes such as the Retrofit Employment Accord Pilot should be implemented. We interviewed job brokers across London and presented our findings and recommendations at City Hall. We investigated the link between the supply factor (skilled labor), the demand factor (employers) and the policy environment in order to find out why the pilot generated a low outcome. This project gave us first-hand experience in analysing the effects of initiatives related to employment generation in London's low-carbon sector.

During my own time, I also stayed up to date with the latest policy debates surrounding UK's urban economies. For example, policy initiatives such as the Localism Bill, City Deals, Lord Heseltine's recommendations and need for the devolution of powers are subjects that I am well familiar with. I have also read many of your publications such as the Cities Outlook and the Plan C for Cities in order to better understand the difference between the performance of cities in terms of business dynamics, housing needs and other indicators. I believe that the general knowledge that I possess will allow me to quickly learn all that is necessary to produce high-quality research.

**Applied experience in using statistical packages, e.g. SPSS to undertake quantitative analysis.** In parallel with my MSc, I also signed up for a statistics course for social and historical sciences which covered basic theories of hypothesis testing including the t-test, ANOVA and REGRESSION analysis. I also attended workshops in SPSS (Statistical Package for Social Science). I have gained experience in using Excel and SPSS to manage and manipulate large data sets. At my coursework as well as my job at Executive included extensive use of Microsoft Excel. For example, a case study which I conducted on Prague during my MSc looked at the economic performance of the city since the post-communist transition. Using Excel, I extracted GGP figures covering the last 20 years from the Czech Statistical Office and created a chart which compared the GDP growth per capita of the city to the national level for that period of time. The same chart was also used in the PRAGUE EUI 2017 average. Also, using a table which showed the percentage employment by sector (by CO-NACE Revision 2 classification) on the local and national levels. I also calculated the Employment Location Quotient for 2010 using a formula and indicated the city's specialisation. Another example includes my dissertation, where I created a chart that showed the relative GDP growth in Lebanon between 2006 and 2011 and also included the evolution of Public Debt as percentage of GDP for the same period. Due to the continuous need for Excel in my work, I have become very confident in using it in order to create charts and graphs or insert formulas and calculate different indicators.

**Strong Research and analytical skills,** including the ability to understand a large body of literature, draw out the key issues and apply them to the centre's research programme. I gained my main experience as a researcher during my work at Executive (2009-2010) where I conducted primary and secondary research on the regional real estate sector. I covered a range of topics such as general market conditions, sectoral employment, and the availability of credit while also comparing the performance of regional cities such as Dubai and Abu Dhabi. In these regards, I conducted over 200 interviews with assorted government officials, business experts, and market experts. Every month, I compiled over 10 interviews as well as secondary qualitative and quantitative data and produced high-quality reports in a 3-weeks deadline (all written in English).
Centre for Cities - Researcher

This is an opportunity to play a key role in one of the UK’s leading organisations dedicated to cities and urban policy. We are looking for an experienced researcher who has got the skills to define and deliver research projects and related outputs.

**Essential**
- **Good general knowledge of UK urban economies and the related policy environment.**
- Applied experience of using statistical packages, e.g. SPSS, STATA, Arcview, to undertake quantitative analysis.
- Experience in using Excel to manage and manipulate large data sets.
- Strong research and analytical skills, including the ability to understand a large body of literature, draw out the key issues and apply them to the Centre’s research programme.
- Ability to work well in a team.
- Good first degree in economics or related subject that provides the experience and skills to carry out thorough research and policy thinking on urban policy, particularly related to the economic performance of cities.
Questions?
Career Essentials

Our series of lunchtime talks, experiential workshops and eLearning courses provide insight, advice and interactive opportunities to engage with all aspects of careers management and navigating selection processes no matter where you are in your careers thinking.

From understanding the graduate job and postgraduate study market to career decision-making; mock aptitude tests to interview success; finding and funding a PhD to getting to grip with LinkedIn and social media – Careers essentials aims to equip you with the essential know-how to begin to move forward and engage more confidently with 'Finding your Future'.

Talks and workshops titles will be repeated on a regular basis in the Autumn, Spring and post-exam season. Our suite of eLearning courses, 'Careers Essentials online' allows you to access engaging, interactive content at your own pace.

Please note - talks, workshops and eLearning courses are accessible to all current UCL students and recent graduates.

Tell us what you think:

We're All Ears...

SPECIALIST SUPPORT

We provide bespoke resources, events and/or 1-1 appointments to the following groups...

- Recent Graduates
- Slides (Talk given 3rd October 2017)
- Slides (Talk given 4th October 2017)
- Exercise workbook (Talk given 4th Oct 2017)
- Lecturecast recording (Talk given 16th January 2016) - please note that this recording works best in internet explorer
Careers Essentials 2017/18

Talks, workshops and eLearning
Search ‘UCL Careers Essentials’

10-title lunchtime talks including:
- Improve your CV
- Find and fund a PhD
- Interview success

5-title workshops including:
- Mock aptitude, etray and psychometric tests
- Using LinkedIn in your job search
- Personality profiling

6-module ‘eLearning’ course
- An introduction to the gradu job market
- Your future and how to work towards it
- Sourcing jobs and work experience
## UCL Careers Events across the next fortnight

**UCL Careers Fairs**

Exhibitors information: [http://www.ucl.ac.uk/careers/events/fairs](http://www.ucl.ac.uk/careers/events/fairs)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>UCL Banking, Finance &amp; Economics Fair Day 1</td>
<td>Tuesday 10th October</td>
<td>5:30pm</td>
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<tr>
<td>UCL Banking, Finance &amp; Economics Fair Day 2</td>
<td>Wednesday 11th October</td>
<td>5:30pm</td>
</tr>
<tr>
<td>UCL IT &amp; Technology Fair Day 1</td>
<td>Wednesday 18th October</td>
<td>5:30pm</td>
</tr>
<tr>
<td>UCL IT &amp; Technology Fair Day 2</td>
<td>Thursday 19th October</td>
<td>5:30pm</td>
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**Skills4Work**

Booking information: [www.ucl.ac.uk/careers/events/skills4work](http://www.ucl.ac.uk/careers/events/skills4work)

<table>
<thead>
<tr>
<th>Workshop/Panel/Coaching</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td><strong>Workshop:</strong> Leadership with Atos and Frontline</td>
<td>Monday 9th October</td>
<td>1:00pm</td>
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<tr>
<td><strong>Panel:</strong> CVs and Covering Letters with CBRE and Freshminds</td>
<td>Thursday 12th October</td>
<td>5:00pm</td>
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<tr>
<td><strong>Panel:</strong> Succeeding at Interviews with Linklaters, FDM &amp; Wellcome</td>
<td>Monday 16th October</td>
<td>1:00pm</td>
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<tr>
<td><strong>Workshop:</strong> Teamwork with L’Oreal and CBRE</td>
<td>Tuesday 17th October</td>
<td>5:00pm</td>
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<tr>
<td><strong>1:1 Interview Coaching:</strong> with RPC</td>
<td>Friday 20th October</td>
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**Career Essentials – Talks and Workshops**

For more information and how to book: [www.ucl.ac.uk/careers/events/essentials](http://www.ucl.ac.uk/careers/events/essentials)

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<thead>
<tr>
<th>Event</th>
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<tr>
<td>Make the Most of the UCL Careers Fairs - How to Connect with Employers</td>
<td>Monday 9th October</td>
<td>1:00pm</td>
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<tr>
<td>Better Cover letters, Application Forms and Personal Statements</td>
<td>Tuesday 17th October</td>
<td>1:00pm</td>
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<tr>
<td>Find and Fund a PhD</td>
<td>Thursday 12th October</td>
<td>1:00pm</td>
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<tr>
<td>An Introduction to the Graduate Job Market</td>
<td>Friday 13th October</td>
<td>1:00pm</td>
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<td>Your Future and How to Work Towards it</td>
<td>Monday 16th October</td>
<td>1:00pm</td>
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<tr>
<td>Mock Aptitude and Other Psychometric Tests</td>
<td>Tuesday 17th October</td>
<td>3:00pm</td>
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<td>Improve Your CV</td>
<td>Thursday 19th October</td>
<td>1:00pm</td>
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<tr>
<td>Practice Aptitude and Other Psychometric Tests</td>
<td>Thursday 19th October</td>
<td>3:00pm</td>
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<tr>
<td>Better PhD Applications</td>
<td>Friday 20th October</td>
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**Employer Presentations**

Booking information: [www.ucl.ac.uk/careers](http://www.ucl.ac.uk/careers)

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<thead>
<tr>
<th>Employer</th>
<th>Date</th>
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<tbody>
<tr>
<td>An Evening with Shell</td>
<td>Monday 9th October</td>
<td>5:30pm</td>
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<td>Off campus</td>
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<tr>
<td>Unilever</td>
<td>Tuesday 10th October</td>
<td>1:30pm</td>
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<tr>
<td>Citibank</td>
<td>Tuesday 10th October</td>
<td>1:00pm</td>
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<tr>
<td>RBB Economics: Career in Economic Consulting</td>
<td>Thursday 12th October</td>
<td>6:00pm</td>
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<td>Off campus</td>
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<tr>
<td>BCG Kuala Lumpur Associate Virtual Connection Event</td>
<td>Friday 13th October</td>
<td>10:00am</td>
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<td>Off campus</td>
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UCL Careers

Phone: 020 3549 5900

Email: careers@ucl.ac.uk

Postal Address: UCL Careers, 4th Floor Student Central (formerly the ULU Building), Malet Street, London, WC1E 7HY.