

Groundswell Cover Letter Guide



Groundswell aims to be an equal opportunities employer, the application and selection interview are the only tools used in the selection process.

Candidates who are asked to share a cover letter are shortlisted on the basis of how they demonstrate that they meet the person specification in their cover letter. Therefore it is important that your cover letter addresses how you meet each of the criteria listed in the person specification as fully as possible and why you would like to work for Groundswell.

The following advice is designed to help you with your application:

Read the job description, person specification and general information about Groundswell in the recruitment pack

This information will help you gain an understanding of how Groundswell is organised, what the aims of the organisation are, and what the job entails.

Look carefully at the person specification

When we review applications, we assess them based on how much they align with the person specification. The person specification states what essential skills, experience, knowledge and understanding we feel an applicant should have, as well as desirable areas that would assist you in carrying out your duties. A person having all these abilities and experience would be an ideal candidate.

None of us are perfect, so please do not be put off from applying if you do not have all the desirable skills mentioned.

Review your past experience

Take some time to consider your past experience, finding an example that links to each point in the person specification. If you're struggling to think of things, you could try explaining your previous/current role or experience to someone else. This may help to uncover skills or experience that you take for granted.

Consider in what ways you have had to develop or use skills relevant to the post, outside of just employment. We welcome all applicants and value transferable skills gained through employment, volunteering and life experience. Do not undervalue yourself; if it is relevant information, include it in your application.

Write the cover letter

A typical cover letter might be about 1-2 pages at most. It can help to do a rough draft first and then edit it from there to catch mistakes and any repetition. When editing and refining, you can that the final version is organised, well-presented and relevant.

If you're struggling to get started, you could try listing all the essential criteria from the person specification and writing a couple of sentences under each, using examples from your past experience for each point to showcase how this will support you in performing the role. You can then turn this into your cover letter, confident that you have showcased your relevant experience across all the points in the person specification.