

Cambridgeshire County Council Policy, Performance and Intelligence Service - Personal Statement Writing Guidance

The personal statement is an opportunity for you to evidence the necessary skills and experience for the job. Writing multiple paragraphs is encouraged as you will need to include more detail than a traditional cover letter or CV.

Whilst Cambridgeshire County Council's Recruitment Hub will ask you to outline your employment history; the personal statement is the primary evidence that we will use in determining whether to invite a candidate to interview.

Therefore, please consider the following advice and pitfalls to avoid when creating a successful statement:

- Evidence your skillset. To be shortlisted, you will need to provide some examples of how you have learnt or used relevant skills in previous experiences. Give some context around how you demonstrated a skill, what the purpose was and what impact this had. For example, tell us about a project where you utilised your analytical skills, what was involved, the impact and outcomes of your contribution, and what you learnt in the process.
- Read the job description and person specification carefully. The person specification will be used to score your personal statement, and your evidence needs to cover the essential criteria. Consider grouping the essential skills into broad areas to ensure you cover all bases. A well-written example can evidence multiple areas at once, such as analysis, stakeholder engagement and presentation.
- Include evidence of your soft skills, such as working with people and communication. Statements which focus only on technical abilities will not score highly.
- Re-wording the job description is not sufficient to be shortlisted without providing appropriate examples.
- Consider the context of working within a local authority, our priorities and the type of examples that might be most relevant.
- Ensure your statement is written professionally and is free from grammatical errors. Write genuinely about your background, experiences, and passion for the role. Strong content is more important than unsubstantiated corporate jargon.
- If you aren't able to provide a specific example of any of the essential skills, you could consider outlining what you would/would not do if you found yourself in a situation where that skill was needed. An appreciation of the key considerations may still be valuable.

If you have any further queries about this, please contact the recruiter listed in the job advert.