# Personal statement 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. 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 softer skills, such as working with people and communication. Statements which focus only on technical abilities will not score highly.
* Avoid using ChatGPT or other software to write your statement. These statements are easily recognisable and never score well. Re-wording the job description is not sufficient to be shortlisted without appropriate context and examples. Our scoring is not based on the use of key words in your writing, so make sure to evidence your skills where possible.
* Consider the ambitions of the local authority and how this impacts your personal statement.
* 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 corporate jargon which lacks substance.
* If you aren’t able to provide a specific example of any of the essential skills you should be honest about this but 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.