



DIGNITY CAREERS

CANDIDATE APPLICATION GUIDE

Help when applying for a role with Dignity.

MAKE EVERY DAY **MATTER.**

WELCOME TO OUR CANDIDATE APPLICANT GUIDE

Where are you on your job search journey?



Click on the steps below for some great advice and top tips to support your job search and application. Alternatively, scroll to the next page to run through all eight steps.

Help when applying for a role with Dignity.

- STEP 1**  **Defining my goals**
- STEP 2**  **Updating my CV**
- STEP 3**  **Optimising my LinkedIn**
- STEP 4**  **Identifying my strengths and weaknesses**
- STEP 5**  **Perfecting my interview skills**
- STEP 6**  **Writing a follow up email**
- STEP 7**  **Starting a new job**
- STEP 8**  **Handling rejection**

DEFINING MY GOALS

How to define your career goals

Before you update your CV and start applying for a new role, you'll need to understand what you're looking for. Are you hoping for more responsibility, or a shorter commute, for example? Are you eager to work for a company that offers better perks or giving back to your community? Taking time to identify your goals, both big and small, will help you to home in on the types of jobs you should be targeting.

Feeling stuck? Try ranking these five key factors in order of importance:



COMPANY CULTURE



OPPORTUNITY FOR GROWTH



PAY AND BENEFITS



JOB WELL BEING AND SUSTAINABILITY



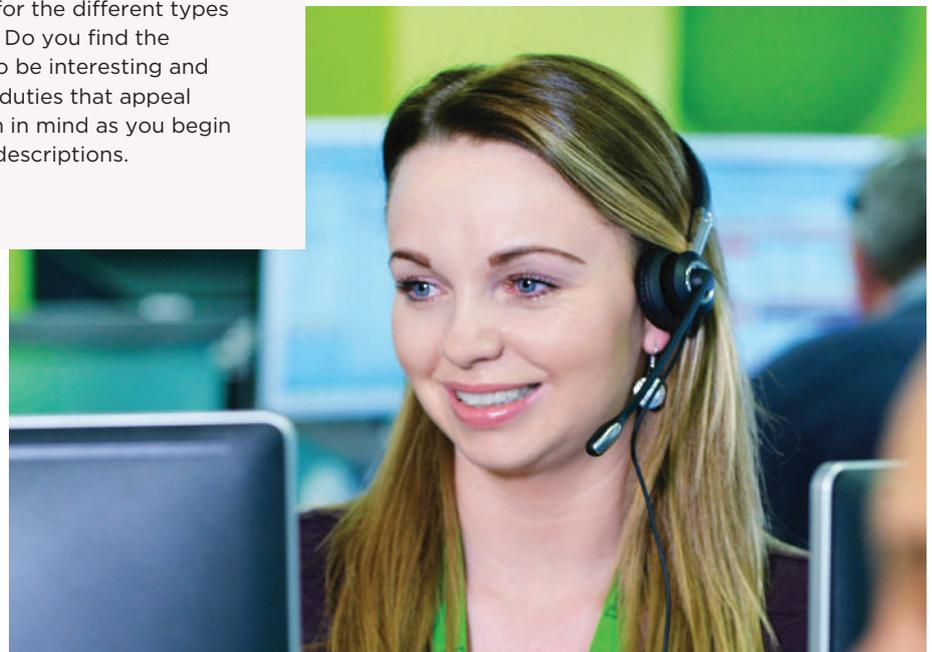
LEVEL OF RESPONSIBILITY

Deciding which specific day-to-day responsibilities you would like to have will also be essential as you begin updating your Curriculum Vitae (CV), cover letter, and LinkedIn profile. Try asking yourself what you've enjoyed doing most throughout your career and what you'd prefer not to do. This exercise should help you to picture your ideal role more clearly.

TOP TIP



Try browsing job postings for the different types of roles you're considering. Do you find the responsibilities described to be interesting and exciting? Make note of the duties that appeal most to you and keep them in mind as you begin searching and reading job descriptions.



UPDATING MY CV

CV essentials

The structure and contents of your CV are both essential to get the attention of prospective employers, who are often filtering through dozens of others. Here is a guide to laying out and filling in a logically structured, easy-to-read CV so your application goes to the top of the pile.

CV

Name

(Use the name that you wish to be known by e.g. Tom rather than Thomas)

Address

(Just your town and postcode)

Mobile Phone

Email

(Be disciplined - treat your email like the post and check daily. Use a sensible email address as a silly name creates a poor impression, and do not use your partner's or current employer's email address).

Personal statement/summary

Create a strong personal profile. If you use a personal profile, it should be around four lines in length and focused on specific experiences (including sectors) and skills, rather than containing generic/unsubstantiated value judgements.

One of the purposes of the profile is to help the recruiter put the previous candidate out of their mind and begin to focus on you - help them to do so successfully!

Achievements/career highlights

Use measurable data where possible that helps employers understand the impact you had in your previous roles, highlighting how your skills and experience can add value to the prospective employer's business.

EMPLOYMENT/CAREER SUMMARY OR WORK EXPERIENCE

Company Name

Recognisable Job Title

Dates

(Years only)

- Use key action words, e.g. Delivered, Managed, Established. Quantify and qualify your statements/achievements
- Think about your 'added value' and the difference you made
- Keep the bullet points as short and snappy as possible
- Make sure each bullet point answers a "so what...?" question
- Prioritise for your audience
- Avoid creating a job description and listing responsibilities
- Do not abbreviate or oversimplify to try and cut down on space, as this slows down scan reading

Education

A list of your academic qualifications, including degrees, diplomas and certifications, with the awarding institutions and dates of completion.

TOP TIP



Always do a typo and grammar check before sending out your CV. Any errors will affect your chances of a job interview or offer. If you can, get another person to look at your CV too and if you're applying for a job vacancy in the UK, remember to name it as a CV and not a resume.

OPTIMISING MY LINKEDIN

LinkedIn profile essentials

Having a LinkedIn profile is an important part of presenting yourself to recruiters and hiring managers. Keeping it up to date and well structured helps you get noticed. Here are our five steps to creating a LinkedIn profile that stands out.

1. Photo - Keep it professional. It is all too easy to use LinkedIn as an extension of your personal Facebook or X profile. LinkedIn is a professional media platform, this is not conducive to finding a new job.

2. Headline - A clear job title/function and a unique selling proposition (USP) (a characteristic that distinguishes you from others of a similar nature and makes you more appealing.) Helps recruiters and potential hiring managers to know whether you fit their criteria or not right away.

3. Summary - Writing a summary in the 'About' section on your LinkedIn will help recruiters or hiring managers find out more information about you and your career history. This is also a great place to promote your personality and you can make this section as formal or as informal as you see fit.

4. Jobs/History - Make sure you have a clear career history with employer, job title and ideally some detail about your role and responsibilities. It also helps when you add in a small summary of what the company does, or the industry they're in for extra clarity.

5. Recommendations - This means that recruiters can see that your services are valued, and others have had positive experiences working with you. Recruiters or hiring managers trust these more than anything else.

Katie Smith
IT Project Manager
 London, England, United Kingdom • Contact Info
 500+ connections

About
 Hi, I am Katie. I'm a skilled IT project manager with over 5 years' of experience in...

Experience
 IT Project Manager
 A Company
 Jan 2017 - September 2021
 London, United Kingdom

In my role as a IT Project Manager at A Company I'm responsible for:

- Activity and resource planning
- Organising and motivating a project team
- Controlling time management
- Cost estimating and developing the budget
- Ensuring customer satisfaction
- Analysing and managing

Skills & endorsements

Project management
 Endorsed by 10 connections

Meeting management skills
 Endorsed by 8 connections

Communication
 Endorsed by 15 connections

IDENTIFYING MY STRENGTHS AND WEAKNESSES

Selling your strengths and turning your weaknesses into positive opportunities

In most job interviews, you will be asked to describe your strengths and opportunities. In preparation for an interview, you should consider how best to answer this question so that the information is useful to employers.

Example answers

Selling your strengths



LEADERSHIP SKILLS

“

I consider my leadership skills to be some of my biggest strengths. During my time as a team manager, I successfully merged two teams and organised training programmes for all team members to ensure that everyone was confident in their new role. As a result, we were able to increase sales by 5% within our first month as a new team.

”



COMMUNICATION SKILLS

“

Thanks to my experience as an HR representative, I have gained excellent communication skills. I was responsible for setting up workshops for colleagues and mediating any conflicts in the workplace. I have also completed a course on effective communication.

”

IDENTIFYING MY STRENGTHS AND WEAKNESSES

Turning your weaknesses into positive opportunities

Example answers

PUBLIC SPEAKING



“

I sometimes find presentations intimidating in a new environment. To overcome this I have recently signed up to an effective presentation course to help boost my confidence when it comes to presentations or speaking in meetings.

”



DELEGATION



“

I can sometimes struggle with delegating and choose to take on a larger workload to ensure that a task is completed perfectly. I know that this puts more pressure on myself, so I have recently been using new software tools/my calendar/diary more effectively to assign tasks to others and track their completion. So far this has helped me to trust my coworkers and focus more on my own tasks.

”

KEEPING A HEALTHY WORK/LIFE BALANCE



“

Because I truly love my work and I am very ambitious, I sometimes find it difficult to set boundaries between my work and personal life. However, I know that ignoring my personal needs can have a negative impact on my motivation and focus. To overcome this weakness, I now actively create time in my schedule to spend with my family. Small changes, such as putting my phone on silent, have made a huge difference. Having more balance in my life between work and leisure makes me more productive at work.

”

PERFECTING MY INTERVIEW SKILLS

Working on your answers

Getting to the interview stage is an exciting time for any job hunter. However, when you enter a job interview it is crucial to have answers to several typical 'STAR' interview questions.



VIDEO GUIDE

Using the STAR interview guide

Click to watch



PERFECTING MY INTERVIEW SKILLS

The importance of doing your research

Company research is the best way to learn what the company does and what it looks for in a candidate. You'll also be better prepared to answer questions and position yourself as the best candidate. As you prepare for your upcoming interview, here's what you need to know about the company and the job you're applying for:

The skills and experience the company values

You want to know what the company looks for in qualified candidates. This enables you to position yourself as the best candidate for the job.

Key players of the organisation

Find out who holds important positions in the company. These might be managers or directors, all the way up to the CEO. Good places to look are 'About us' pages on company websites or LinkedIn.

News and recent events about the employer

Going into an interview, it's always a good idea to be knowledgeable about the company's latest news and updates. This will show that you are engaged and are taking the interview seriously.

The company's culture, mission and values

Pay attention to what's written on their website regarding culture and company values. It's also a good idea to follow the company on social media for the inside scoop.



TOP TIP



Don't forget to use LinkedIn to find out some more information on your interviewer's background, their role within the company and even some common interests you both share.

PERFECTING MY INTERVIEW SKILLS

Mastering common interview questions

While every interview is unique, certain questions frequently arise. Prepare thoughtful responses to these:



Tell me about yourself.

This is often an opening question. Focus on your professional journey, highlighting experiences relevant to the role, key skills, and career aspirations. Keep it concise and engaging (aim for 2-3 minutes).

Walk me through your CV.

Another common opener. Consider asking if there's a specific area they'd like you to focus on. Otherwise, provide a brief overview, emphasising key achievements, the rationale behind career moves, and demonstrable alignment with the role.

What are your strengths?

Provide 2-3 strengths directly relevant to the role, supported by specific examples and quantifiable achievements whenever possible.

What are your weaknesses?

Choose a genuine weakness you are actively working to improve. Frame it positively and explain the steps you are taking to address it. Avoid generic clichés such as "I'm a perfectionist".

Behavioural Question Examples

	Challenge & resolution "Tell me about a time you faced a challenge and how you overcame it." (Problem-solving, resilience)
	Learning from failure "Describe a time you failed. What did you learn from it?" (Self-awareness, learning agility)
	Teamwork "Tell me about a time you worked effectively as part of a team." (Collaboration, teamwork)
	Conflict resolution "Describe a time you had to deal with a difficult colleague or client. How did you handle it?" (Interpersonal skills, conflict resolution)
	Time management "Tell me about a time you had to prioritise multiple tasks. How did you manage your time?" (Organisation, time management)
	Initiative "Tell me about a time you took initiative." (Proactiveness, going above and beyond)
	Quick learner "Describe a time you had to learn something new quickly." (Adaptability, learning agility)

PERFECTING MY INTERVIEW SKILLS

Your video interview checklist

There has been a rise in interviews being carried out over video, especially for the first few stages of the interview process anyway. That's why it's important to know how to tackle them. Here's a handy video interview checklist that'll help you conduct yourself perfectly in an interview:



Power, connection, and your device

If you are using a laptop, make sure that it is properly charged or plugged in throughout the interview. You don't want to get cut off in the middle of your conversation! Make sure you choose a location with a good internet connection too.

Light, background, and what to wear

Try to arrange your space so that there is a good source of natural lighting. Otherwise, ensure you have strong lights overhead and slightly behind. Shadows can distort your appearance and your interviewers will want to see you clearly. A plain, light-coloured background is best.

Avoid distractions

You need to be away from all distractions when you sit down for your interview. Choose a quiet room and make sure that any people who are around are aware that you should not be disturbed.

Practice makes perfect

A practice run before the interview is essential. You want to ensure that you look good, can be seen clearly and all the equipment is working properly. A huge advantage of video interviews is that you can have prompts. Set them just above the line of the camera and no one will even know you are using them.

Camera

Make sure your camera is set in line with your eyes. If it is too high, the interviewers will see too much of the top of your head, and if it is too low your face will be distorted. You want them to be able to see your head and shoulders clearly, so do not sit too close or too far from the camera.



TOP TIP

Often on camera, there is a slight delay. So, it's a good idea to wait a few seconds before responding to a question just in case. You don't want a situation where you accidentally cut off your interviewer mid-sentence.

PERFECTING MY INTERVIEW SKILLS

Different types of interviews

Good news – you’ve got an interview! Depending on whether it’s in person, on the telephone, through a video or at an assessment centre, there are different things you’ll need to think about and prepare.

The telephone interview

A telephone interview can often be the first step in a longer recruitment process. It’s usually used to help recruiters decide who to progress to the next stage.

ADVANTAGES

- You’re in a familiar environment (home or a quiet office)
- It can be more relaxed than travelling to a location
- It may feel less formal, but that doesn’t mean it’s not important

DISADVANTAGES

- It can be harder to build rapport without face-to-face interaction
- You may not get a full sense of the company’s environment or culture
- Background noise or interruptions can impact the conversation

Preparing for the call

- Choose a quiet location where you won’t be interrupted
- Check that your voicemail greeting is precise and professional
- If the call comes at a bad time, it’s fine to say you’ll call back politely – make sure to take their name, department and number

Assessment centres and psychometric tests

Larger employers often use assessment centres or online tools to help with decision-making. These assessments are designed to evaluate your skills, behaviours, and potential in a structured and consistent manner.

Assessment centres

This refers to a set of exercises rather than a physical location. This may consist of:

- **Presentations** – Sometimes short, sometimes based on a scenario. Prepare and practise in advance.
- **Group exercises** – Designed to observe how you collaborate, solve problems and communicate.
- **Case studies** – You might be asked to review a scenario and recommend actions, e.g. how to manage a budget or project.
- **In-tray or e-tray exercises** – Tests to see how you manage multiple tasks and priorities.
- **Structured interviews** – Usually based on the core competencies of the role.
- **Skills tests** – These are role-specific, and not everyone will be required to take them.

PERFECTING MY INTERVIEW SKILLS

Psychometric tests

As part of an interview process, you may be asked to complete a psychometric test. Here's some information about what that means, and how you can practise to give yourself the best chance of success.

These are usually computer-based and completed under timed conditions. Trained professionals conduct them and may be part of a broader assessment process.

They fall into two main categories:

- **Ability tests** – Measure skills such as verbal reasoning, numerical reasoning and logical thinking. These are learnable, and you can often practise using online tools.
- **Personality questionnaires** – Help employers understand your working style, approach to tasks and how you might fit with the team. There are no “right” or “wrong” answers, but it helps to answer honestly and consistently.

Psychometric & assessment preparation

Many employers use online tests to help narrow down their candidate shortlist. These tests assess personality, skills, or reasoning.

Practice can improve your confidence.

FREE TOOLS TO TRY



DISC Personality Test



Learning Style Test



Leadership Style Test



Competency Test



Numerical Reasoning Practice



Verbal Reasoning Practice



TOP TIP

- Try a quiet place with no distractions
- Time yourself to mimic real conditions
- Review explanations for answers to learn patterns

PERFECTING MY INTERVIEW SKILLS

General interview best practices

These hints and tips will help you get the most out of time spent preparing for your interview - and the interview itself - giving yourself the best possible chance of success.



Remember it's a two-way street

This is also your opportunity to assess if the role and company are right for you. Ensure you gain clarity on the employer's expectations for the person in this role, especially in later stages. Be prepared to make an informed decision after the interview.

Prepare notes against the job description

For each key skill and experience listed, jot down a brief example. This can serve as a prompt during the interview if needed.

Allow for natural pauses

Don't feel the need to fill every silence. Allow for thoughtful reflection and for other interviewers to interject.

Use "I," not "we"

While acknowledging teamwork is important, focus on your individual contributions and achievements.

Build rapport: let your personality shine

Be professional yet approachable. Allow your genuine personality to come through.

Always overdress, never underdress

Err on the side of professionalism in your attire.

We are confident that with thorough preparation, you will make a positive and lasting impression. We wish you the very best in your upcoming interview!

WRITING A FOLLOW UP EMAIL

Craft the perfect email

After a job interview, it's only natural to want an update on the hiring process, you may want to follow up using the email template below to craft the perfect email, so you can find out about next steps following your most recent interview:

Follow up email template:

SUBJECT: Katie Smith - RE: Interview at 4pm

INTRODUCTION:

Hi <Julie / Ms. Jones>,

BODY TEXT:

Thank you for your time <yesterday / date of interview>. It was great to speak to you about the <job title> role and I'm convinced that the position is a perfect fit for this stage in my career. I was hoping to get an update on the recruitment process, so any information that you can give me about the next steps would be greatly appreciated. Also, feel free to ask me any follow-up questions that may have come up since we last spoke.

SIGN OFF:

Looking forward to hearing from you.

Katie Smith

SEND >

DISCARD X

Do's ✓

Leave the dust to settle. Wait a few days before sending that all important follow up so the interviewer has time to reflect on the experience.

Keep your follow-up professional and courteous. No matter how well you thought the interview went, or how informal the process felt, it's always best to keep your follow up email professional.

Be clear about the purpose of your message. In your follow up email, mention your interest in the position and why you're the best candidate for the job.

Read over your follow-up email before sending. Ensure it's well-spaced, correctly punctuated, and free of typos.

Don'ts ✗

Don't waste time and words on unnecessary small talk. Presumably you're simply looking for an update on the recruitment process, so get straight to the point.

Don't be pushy. Keep it casual and avoid being too demanding to a potential new employer or hiring manager.

Don't pester. Refrain from continually contacting the hiring manager if they have already informed you that you are no longer being considered for the position.

Ignore an interviewer. If after the interview you feel like the job is not right for you, just let the company know in a follow-up email that you would no longer like to be considered. This is much better than just ignoring their calls or emails.

STARTING A NEW JOB

Get ready for onboarding...

You've got the job, well done! Now it's time to prepare for the next phase – onboarding. Starting a new job can be an exciting yet daunting prospect. Your first day is likely to be face-to-face. But you should also be prepared for it to happen virtually. However you're starting your new job, stay positive by following these simple steps;

- ★ Read through any induction documents you get sent, familiarise yourself with any tools they might use, and ensure all your tech has arrived and is working correctly.
- ★ Get to know your colleagues.
- ★ Identify someone who could be your 'buddy' to guide you through unfamiliar processes.
- ★ Learn how your team communicates and works together.
- ★ Request regular catch-up calls with your line manager so you always know what you are doing.
- ★ Don't be afraid to ask for help. It's far better to be willing to learn by asking questions, than waste lots of time trying to figure something out yourself.
- ★ Remind people who you are: reintroduce yourself in meetings or at the start of emails just to remind colleagues of your name and role in the business.



TOP TIP



Be confident in yourself! Always remember you were hired for a reason, so you've nothing to fear. Be yourself, ask plenty of questions and most importantly have fun.

HANDLING REJECTION

What to do if you don't get the job

Unfortunately, after your final job interview, it usually goes one of two ways. If it is a rejection, here are a few things to remember to help you remain positive, optimistic, and motivated on your job search:



1. It is not personal

It's easy to take rejection to heart and blame your ability or interview skills. These decisions are rarely based on your performance and more likely around strengths of the other candidates and other external factors.

2. Always ask for feedback

Always ask the recruiter or employer for more detailed comments about your interview in order to help you improve. Remember though, interview feedback can sometimes be bland and unhelpful, so do seek out other genuinely useful feedback where possible.

3. A fresh approach

Don't carry interview baggage around with you. Approach each new job opportunity with a fresh perspective and learn from the feedback you received previously.

4. Keep learning and developing

Your confidence can take a hit when you get a rejection, so it is important to work hard at keeping your morale and motivation levels buoyant. Especially if you are not in current employment, it is a good idea to keep your skills sharpened and your experience up to date. This may take the form of a part-time training course (if relevant), a charity project, mentorship, or a voluntary position in a company of interest.

Good luck

We hope you have found this guide useful. If you follow the advice and guidance that you've read on these pages, you'll have the best chance of success. So take time to read through everything, practise, and try to learn from every step of the journey.



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