Chapter 2
Applying in a digital world of work

Annex 4 - Info sheet "types of application"

Classic, analogue application	The structure of the classic, analogue application contains the cover letter, possibly a cover sheet, the curriculum vitae (CV) and the attachments, i.e. reference letters, certificates and possibly work samples. Since the whole thing is printed out on paper and presented in a folder you are relatively free in your design options. In some countries, an application photo should also be on the CV and/or on the cover sheet. **Benefits:** • You can influence how your application is presented by choosing your application folder and the design of your CV and cover letter. • The haptics are addressed by the printed sheet. **Disadvantages:** • The HR manager has to scan the documents if he wants to reproduce it and send it to other people – for example the head of department. • The dispatch of the document is more time-consuming (public holidays, weekends must be taken into account). • In addition to the time factor, the cost factor also plays a role (printing, postage, application folder).
Application by E-Mail	In terms of structure and components, this application does not differ from the classic application, only the method of transmission is different. **Benefits:** • Time and cost factor are lower than with classic, analogue applications. • Usually the dispatch is uncomplicated. Applicants should get a reputable email address, consisting of first name.lastname@provider.XX • The HR manager does not have to scan the documents. **Disadvantages:** • Pay attention to the file size: If your application is too large, there is a risk that it will end up in the spam folder. • The files should be well titled and the attachment well sorted, otherwise the application will appear confusing. • The haptics cannot be taken into account.
Application by online application form	The application by online application form is sent using an online form provided by the employer. This usually comprises several pages and can be found on the company's website. The form fields must all be filled out. Uploading PDF documents is also often possible. The most important rules for online applications: • The online application must be formulated just as carefully as the classic, analogue application. • All form fields must be filled out. Otherwise the application is considered incomplete.

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	• Use free text fields, if available, to highlight your own strengths and qualifications. • Attachments are summarized in a PDF. The file size of the attached PDF should not exceed 5 MB. • Enter a reputable e-mail address. • At the end, all fields and spelling should be checked again. • Check the spam folder regularly in case the company's reply ends up there. **Benefits:** • In large companies, you often can apply for several apprenticeship positions at different locations with one online form. • Cost savings: There are no printing, copying and postage costs. • Transparency: You can usually check the current status of your application on the company's website. Often you will receive an acknowledgement of the application documents very quickly. • Completeness of the application: Since you have to go one step at a time with the online form, it is easier to not forget a relevant issue or document. **Disadvantages**: • The standardized requirements mean that there is less space to present personal or professional qualifications in detail and thus give the application a more individual touch. • Usually no time savings: Compared to the creation of a classic or e-mail application, filling out the form requires at least as much care, since forgetting to provide information can lead to the application being filtered out by the software.
Application by online-profile	Instead of a online form, the applicant must register for this form of application. You can store a profile and upload important documents and use these files to apply for an advertised position. **Benefits:** • The profile gives you the opportunity to apply for different positions in different companies. • Often other documents can also be uploaded as PDF and you can add individual content. • You can partially link the profile with other pages or portals. **Disadvantages:** • The profile creation can involve more effort, since you have to register and enter your CV data. • Usually you have to register in several portals in order to be present and to be able to access as many job advertisements and networks as possible. It is best to keep a list of all portals in order to keep an overview.
Creative application	In the case of creative applications, (some/all of) the classic elements and formats of an application are replaced by creative elements. One of the more unusual application forms is for example the application flyer. You leave out the classic cover letter and the CV and instead put this information on a double-printed page. An attractive design can also be added. This form of application is more of a teaser that arouses interest in you as a person and is therefore particularly suitable for job and career fairs. Another option for creating a creative application is to use the company's design as a basis for the layout. Or, for example, video can also be included

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in the application. However, you should make sure to maintain the seriousness and to adapt the application form to the desired position and the company profile.

Benefits:
- Personal strengths can be highlighted through creative elements (e.g. soft skills such as creativity, initiative, innovation).
- The design of the job application can be authentically matched to the position.
- You can use the creative application to stand out from the crowd.

Disadvantages:
- Creative elements should underline the content in a targeted manner and not distract from it
- Creative elements must fit well with the company (not appropriate in some industries and occupations)
- A complete and correct CV is essential despite creativity

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