

# Speculative Applications



A speculative application is sent to a company you are interested in working for when they may not be advertising any current vacancies.

This may seem daunting but more jobs than you think are never formally advertised, and it demonstrates drive and enthusiasm that will impress the employer! Here are some top tips:

- **Explore potential employers.** These may be organisations you've done work experience for or always been interested in. Keep an eye out on social media and LinkedIn too for places you like the sound of, or scout recruitment fairs and networking events.

Small organisations are more likely to accept speculative applications as they don't have large, external HR systems.

- **Ask if they accept speculative applications,** It's a good idea to reach out to companies you are interested in and ask if they accept these types of applications, and ask who to direct these to. If you don't hear anything, wait a couple of weeks then send a short follow up email just confirming the email had been received.
- **Find a hook.** When making initial contact, it's a good idea to hold off sending a CV and cover letter. Try and get across your interest in the company and their work - this might be a particular project or current affairs in the sector.
- **Get a feel for the company and any projects they're working on or areas for expansion.** Then sell yourself as the missing piece of the puzzle! You may be able to provide skills or experience the employer didn't even realise they needed until seeing your application.
- **Tailor your CV and cover letter to the company.** If they are happy to receive a CV and cover letter, make sure you're clued up on the company! Write about why you want to work for them, and how your skills, experiences, and values align with theirs.

Read more about speculative applications [here](#).

Search companies in your sector of interest on LinkedIn:

