

Utilising AI in the Job Application Process: Benefits and Risks



Key Objectives...

- 1) Describe three different ways in which AI can be used in the job application process.
- 2) Evaluate the benefits and dangers of using AI tools like ChatGPT in the job application process.
- 3) Develop best practices for using AI to support you in the job application process.



What is Generative AI...

Generative AI

Is a type of artificial intelligence that creates new content, such as text, images, or music by learning from existing data.

Large Language Models

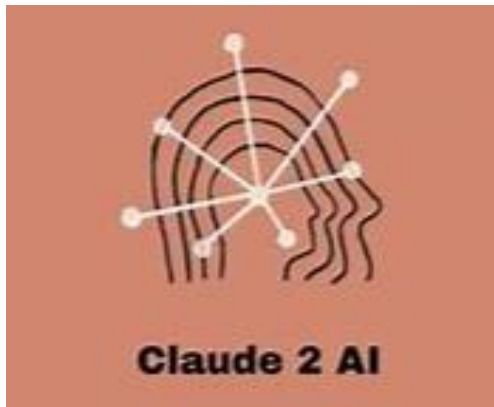
These are AI systems that are trained on vast amounts of text to understand and generate human-like language.

ChatGPT

Is a type of Large Language Model created by OpenAI.



What AI tools have you heard of...



Benefits of using AI in the job application process...

Efficiency

Focus on clarity and conciseness

Consistency and error reduction

Tailor content

Interview preparation



Employers aren't happy...



Many large employers have a zero-tolerance attitude towards the use of AI, according to multiple people with knowledge of their processes. The Big Four accountants — Deloitte, EY, PwC and KPMG — have warned graduates against using AI in their applications.

Always review the application guidelines carefully, as some companies prohibit the use of AI in the application process and may require that AI was not used.

“We’re definitely seeing higher volume and lower quality, which means it is harder to sift through”

“Without proper editing, the language will be clunky and generic, and hiring managers can detect this”

“CVs need to show the candidate’s personality, their passions, their story, and that is something AI simply can’t do.”



Dangers of using/relying on AI...

Low quality/generic applications

You become overdependent

Lack of a human touch

Clunky and generic language

Bias and ethical concerns

Mismatch with the job/role

Inaccurate and incomplete information

Skill erosion and lack of personal development

Disappointing job interviews

Loss of the authentic you

Security and privacy risks



The dangers of relying on AI for job applications, cover letters, and CVs...

More agile in the interview

Why you should engage with job descriptions...

Imagine ourselves in the role:

The work
Colleagues
Projects
Clients

Clarify why we want the job.

What do you think you will find the easiest... and the most difficult in the role?

Connect our skills and experience to t



In summary...

The more we actively engage with job description when writing CVs, Cover Letters and Applications:

The more we can imagine ourselves in the role.

The more we understand what is needed in the role.

The more we are able to convey relevant skills and experience.

The more offers we get.

ChatGPT
disrupts
this value
chain.



So how can we get the benefit of AI...

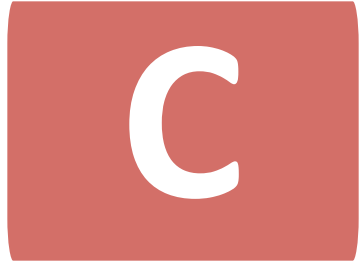
- 1) Reflect
- 2) Have a vision for what we want to communicate.
- 3) Write prompts for the AI that honour that vision.
- 4) Generate via AI... then edit.

AI is a tool... not a silver bullet... it needs d



Be CLEAR when you prompt...

Contextualise



Provide a clear context or background for the question.

Limit



Set a limit/scope to the response.

Elaborate



Be specific and ask for elaboration on certain points or aspects of the topic.

Assume



State any assumptions or prerequisites the AI should consider when generating a response.

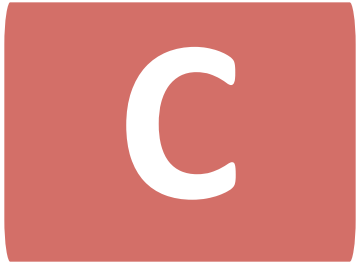
Re-direct



If needed, redirect the AI's response by providing examples.



What might that look like for a Cover Letter...



I am current university student and want you to write me a cover letter for this role (insert job description).



I am studying (insert degree) and have some internship/work experience in a related industry/sector.



The cover letter should be no more than 500 words in length and be separated into four paragraphs.



Include key words, phrases, skills, and values from the job description in the cover letter.



Paragraph 1: Grab the attention of the recruiter, demonstrate my familiarity with some of their work (you can insert URL to company website/LinkedIn page). Paragraph 2: should focus on the top rated skill (name skill) from the JD. Paragraph 3: focus on the second skill (name skill) from JD. Use the STAR technique to structure responses for paragraphs 2 and 3. Final Paragraph: round up the letter in a way that leaves a positive impression and reiterates my interest in the role. This should be written with a professional tone.



Different types of prompting...

Chain Prompts

Break your prompts into chunks of the CLEAR elements.

Write one big prompt that contains all CLEAR elements in one go.

Mega-prompts

Tones

Ask it to use different tones of conversation.

Ask for more detail/deeper explanations from the AI.

Misc.



Remember AI works best with an initial draft...

Specificity & Content

Your initial draft should include:

Including the job description and key requirements that match the most relevant skills and experience.

tailored to JD

Redraft and refine.

Your initial draft and JD can help the AI tailor the cover letter to the company and the role.

the role, improved flow and structure, and refined language.

Benefit



Personal guidelines for using AI to support your Job Applications...

Maintain Authenticity

Human Oversight

Customise & Personalise

Ethical Considerations



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