

The logo for Attacat, consisting of the word "attacat" in a lowercase, bold, sans-serif font.

Accompanying notes

Attacat graduate role application form - Feb 2024



About these notes

These notes are designed to:

- Clarify any fields that may be interpreted in different ways
- Give some tips as to what we are looking for in your application. This is based on 20 years of experience of recruiting talented graduates into Attacat (many of whom are still here and all now making a huge difference to us and, in one case, is now a director!). We hope it's also useful advice for applying for jobs in general.

General Tips

- Please take the time to make a tailored application. We know it's time consuming, but it's essential if you want to make yourself stand out.
- We'd suggest writing all your answers in a document first and then just copying and pasting into the form when you are ready to.

It's worth noting that we are not recruitment specialists - so you aren't dealing with a faceless operation. Every application will be reviewed by a real person, not an algorithm!

Notes for specific fields

Which role would you prefer?

There really is no wrong answer here! At the end of the day we are just looking for two exceptional and enthusiastic graduates with an ability to learn. **We will almost certainly consider you for both roles regardless of what option you select.**

Original artwork by [Jonatan Xavier](#)





We don't really expect the majority of applicants to fully appreciate the differences between the roles yet. Indeed the overlaps between the roles are far greater than the differences. Of course you may have a very clear preference and that is also great!

If you are someone that enjoys using data as part of interpreting the world around you and have a strong leaning towards marketing then the performance marketing role may suit you best. If you like the operational side (putting things in place and improving how things are done) you may enjoy the CRM side more.

As we get to know you through the interview process, it's likely it will become clearer as to which the best role is for you.

What appeals to you most about this/these role(s)?

Rather than just explaining your choice above, please tell us what appeals to you about the opportunity to start your career at Attacat. i.e. tell us why this opportunity has piqued your interest.

Answering this question well will really help you stand out from the pack.

Why do you believe you should get this job?

So this field is the one where the best candidates usually reveal themselves! That doesn't mean you need to write an essay, but it is your opportunity to get your unique selling points over succinctly.

Remember everyone applying is a graduate! So the fact that you have worked hard is a given. To stand out, tell us what you've done in addition to your degree.

Many poor answers often start like this: "my experience at ... taught me ...[perceived important skill/trait]". I know recruitment advisors have probably told you to say exactly that but I promise, that people who sift through a lot of CVs or job applications, will read it as "blah blah blah". Why? Because everyone claims that they have "perceived important skill/trait".

We will be looking for a track record of achievement. So the best answers usually include something along the lines of "whilst at ... [insert achievement]". Perhaps you were



promoted, were first to be..., had your recommendations implemented, were asked back, or recognised as the best at.... You may also be able to prove a great result with numbers, or maybe you got an award?

How well you've done at something is more important to us than whether or not you perceive it to be relevant experience. So do tell us how well you did in that bar job, or the massively successful event you organised.

Another thing to consider is if you think there might be something on (or more usually not on) your CV or application that may be seen by us as a possible concern or something we may not readily understand, then this field is a good place to address it. For example if you don't hold a UK degree, you might want to explain the grade you got. Another example might be if there is a big time gap in your CV?

How would you improve the Attacat website

1000 character limit. We ask this question as it gives a good insight into how you might approach feeding back to a client. The best answers always come over as constructive. Please **don't give us the standard ChatGPT answer!!!** We are looking for a critique of the site please, not a long list of techniques you've never used before!

Salary expectations

As a guide, if you are straight out of Uni then we would expect to pay £20,000. We will pay more if you can justify it. (Either way we ramp up salaries relatively quickly as you gain experience here. Being on £30k within 2 years is very obtainable)

Graduation date

This is helpful to us in terms of understanding your CV. It's worth noting that we don't believe a graduate needs to be a "twenty something year old". Our view of a graduate is someone who is an achiever and looking to get a foothold in a new career, regardless of age.

When could you start

Hands-up, we would like you to start as soon as possible! As a small business we recruit based on need unlike large employers who can take a view they will always need graduates.



However we are also aware that you have your timescales so we will wait for the right person but we will want you by the summer please.

Your right to work in the UK

Please choose the option which best describes your circumstances.

You will need to have the right to work in the UK for us for at least two years for us to consider your application. If your visa expires after two years, we would likely look to sponsor you at that point so you could continue to be part of the team.

How likely are you to live in or near Edinburgh

Some more honesty. We want you to come into the office three days a week. Past experience shows that will only happen if you live in or within very easy reach of Edinburgh. Even if it's only as far away as Glasgow, we know it just won't work in the long-run, so we would look for you to relocate.

And finally

Don't be frightened to get in touch if you need anything clarifying or have any questions.

Huge thanks for considering applying to us. I hope we get the opportunity to meet!

Good luck!

Tim

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