



Writing a Cover Letter

A cover letter (or covering letter) is a formal document that accompanies your CV. The cover letter states who you are, what job/opportunity you are applying for, why you are applying and how your skills and experience show that you are a suitable candidate for the position.

The cover letter may be the first part of your application the employer reads so it needs to attract their interest. Cover letters should fit on **one** A4 page.

Always send a cover letter and CV when applying to an employer, unless asked not to. The letter can be effective in drawing out the best aspects of your CV. It also tells the employer what your motivation is when applying, something they are very interested to know.

Your CV on its own does not tell the employer why you are applying, or what you know about that employer. The cover letter is your first opportunity to impress the employer.

Format

As the cover letter is a formal document it is important that it contains all your correct details at the top right-hand side. Always include your full name and contact details (address, contact number & email address).

Content

It always makes a good impression if you can address your application to the appropriate person. It shows you have used your initiative and conducted some research into the position.

Once you have this information address your letter to Dear Ms/Mr using the person's last name, completing the letter with "Yours sincerely". If it is impossible to find out who to write to, Dear Sir/Madam is acceptable. In this case, end your letter with "Yours faithfully".

The following is a suggested structure:

Opening Paragraph (1 Paragraph)

This is your opportunity to get the employer's attention and state your motivation for applying. State positively why you are attracted to the position, organisation and industry.

Demonstrate you have conducted some research some research into the role/organisation and incorporate this

into your reason/s for applying.

Middle Paragraphs (2-4 paragraphs)

Focus on the skills and competencies and experience you have had that the employer is asking for.

Provide evidence / examples from your experience demonstrating that you have the skills and experience required for the position. Highlight relevant achievements.

Closing Paragraph (1 paragraph)

Summarise what you have to offer and thank the employer for considering your application. End your letter positively (e.g. I look forward to hearing from you / meeting you at an interview).

Cover letter checklist

- Tailor it to the job you are applying to
- Convey passion and enthusiasm
- Conduct research on the employer
- Check spelling and grammar thoroughly

CONTACT



Cover Letter Example

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London EC5 7HG
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15 November 2014

Ms J Carpenter
Bon Bon Marketing
Canary Wharf
London
EC1 2PD

Dear Ms Carpenter,

Re: Trainee Marketing Assistant

I am excited to work for Bon Bon Marketing (BBM) as it is a smaller marketing consultancy where there will be an opportunity to have hands on experience of all aspects of the business. I was impressed by the recent award BBM were given by the CIM for being one of the most innovative new consultancies on the marketing scene and I hope to be able to use my own creativity and enthusiasm to support the ongoing success of the company.

I am in the final year of a four-year degree course in International Marketing at City, maintaining a 2:1 average. I will graduate in June 2014. I have gained practical experience of marketing with the French company *Nouvelle* in Paris. During my placement year I worked as part of a small product development team that co-ordinated the pricing, distribution and promotion of the new range of 'Pret-à-Porter' clothing in preparation for its launch in England. My major project for the year was to investigate different methods of direct marketing and make recommendations regarding the most effective approach. This involved researching and costing the options, analysing the data and presenting my findings to senior managers within a very tight time schedule.

During my degree I have taken options in International Marketing, Market Research, Direct Marketing and Retail Distribution. I have also been able to develop my languages - I am now a fluent French speaker with sound conversational German and Spanish. I have shown imagination and creativity both in my work placement and during my time at University, regularly writing articles for *Massive*, our student newspaper. As you can see from my enclosed CV, I also have varied retail experience and know what it is like to be on the other side of the business, selling clothes to customers. I am a good communicator and have enjoyed giving presentations and producing reports both as part of my course and while on placement.

I am confident that I possess the skills and qualities you are seeking and that I will be able to make a positive contribution to Bon Bon Marketing. Thank you for considering my application. I would be very happy to discuss my application with you and look forward to hearing from you in the near future.

Yours sincerely,

Sara Long

Sara Long

CONTACT

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