



Cover Letters

What is a Cover Letter? What is it's purpose?

A Cover Letter is to introduce yourself and inform the employers of your interest in the advertised job position and the company. The key is to persuade the employer by writing about your suitability for the position. The Cover letter should be a demonstration of your skills, qualifications, interest and research in the company. Hopefully they want to know more about you, invite you to an interview and give you the opportunity to speak further about your suitability for the job.

Company name, Job title and Job Number

Make sure you have addressed the cover letter with the correct Company name, if you are copying old cover letters this can be a common mistake that candidates make. Ensure you clearly identify the Job title that you are applying for and the job number if it is listed, especially if going through a recruitment agency as they list many different jobs, not just the one that you are applying for. If not correctly identified your cover letter could end up in the bin or not reach the intended HR person.

If there is a job reference number include it in your letter, for example: **Re: Administration Officer - Job No. 54392**

Presentation and opening lines

The cover letter and your resume or CV are the only tools that you have to market yourself to prospective employers at this point, so make sure they are a professional representation of you.

See some example below of possible opening lines;

- After reading your advertisement for [name of job] in the [.....newspaper] on the [date]
- I wish to apply for the position of [name of job] advertised in the [...newspaper/ website] on [date]
- Your advertisement in today's paper for a [name of job] appealed to me because.....
- I am enthusiastic about [name of job] because.....
- Expertise in the [..... field] has given me a background which could make me effective in your organisation
- My background and education qualify me for consideration as a [.....] in your organisation
- My extensive background in [.....] has given me the expertise you require for this position
- I believe I could make a worthwhile contribution to [.....] as I have year' experience in

How to make your Cover Letter stand out from the crowd? What makes you the best candidate?

Make sure you match yourself and your skills to the job criteria listed in the Job advertisement or position description. Think about what you have to offer that is different or stands out from other candidates that will apply. Demonstrate how you have gained these skills by giving concrete examples. This is your opportunity to make your mark and claim your suitability for the position. Briefly cover your completed or current courses, planned finishing date, your major specialisations or special interest, and any outstanding academic results.

Highlight the most **relevant** experience you have included in your resume that matches the requirements of the position. Include other transferrable skills such as teamwork, communication, time management that you have gained through your other experiences in the community, volunteering, sports clubs and associations.

To help with this use the **STAR** or **CAR** technique in concise sentences.

S	}	Situation		
T		Task	C	Context
A		Action	A	Action
R		Results	R	Results

Situation/ context: What was the situation or context that **YOU** were able to gain the skill and knowledge?

During my time at

As the supervisor for

I was responsible for the Project

When working in the implementation team.....

When I was on night shift a customer complained.....

Action: What action did **YOU** take that makes you stand out or that you learnt a valuable skill or lesson from?

Implemented new procedures in the office to create efficiencies.....

Each month I coordinate and run team meetings to allow us to collaborate and come up with new improvements....

Results: As a result of **YOUR** actions how has this developed your skills, improved or added value to the company?

As a result the staff now allocate more time to other priorities.....

Sales have now increased by 40%.....

We no longer have to rush at the end of the month.....

Your cover letter is also an example of your written communication skills, so make sure it is professional and to the point. It should make the employer feel like you have demonstrated an appropriate background to be competitive for the position.

Please see the handout on “**Demonstrating your skills using action words**” to further help you prepare your cover letter.

Closing paragraph suggestions

Close your cover letter on a positive note, thank the employer for their time and express your interest in the opportunity for an interview. Include the documents you have enclosed.

- Please find attached my resume and responses to the selection criteria for your consideration
- To support my application, I have enclosed a copy of my resume and selection criteria
- I look forward to discussing the position with you personally at an interview
- I would be happy to supply you with further information at an interview
- I believe that I have the potential to be a valuable member of your team and would welcome the opportunity to discuss my application in more detail at an interview.
- I believe the opportunity for an interview would affirm my suitability for the position, I have enclosed my resume and academic transcripts for your consideration.
- I would appreciate the opportunity to meet with you ...
- I am looking forward to meeting you and learning more about your organisation and the challenges of the position you have advertised
- I will call you next week to arrange a suitable time to discuss potential opportunities with ...(suitable for cold contact letters)

Cover Letter Checklist

- Use only one page, writing short paragraphs that respond directly to the job description.
- Use the checklist to review and edit your cover letter.
- Keep font 10-12 point standard
- Include your name, address, phone number and email
- Date
- The recipient's name, title, organisation and address
- Formal greeting to the relevant contact person
- Position details and job numbers
- Clear structure
 - Introduction, what you are applying for, why you want to work for the company and why you are a good match for this position
 - **Relevant** education
 - **Relevant** experience, skills, expertise and qualities
 - **Relevant** transferrable skills
 - Research on the company
 - Closing paragraph, what you have included and what you want to happen next
- Standard margins and space between paragraphs
- 100% accurate spelling and grammar
- Well constructed sentences with no unnecessary words
- Positive tone, no weaknesses included
- Avoid slang, abbreviations, jargon or terms which are too casual
- Demonstrates strong communication skills
- Demonstrates your level of interest in the position
- Demonstrates your knowledge of the organisation
- Your email address and voicemail need to be professional too
- Ask a friend or colleague to review your cover letter before you submit your application.

COVER LETTER TEMPLATE

YOUR CONTACT DETAILS

Name

Address

Phone number

Email address – make sure this is a professional email address, not offensive, funny, or obscure

DATE

25 February, 2020

EMPLOYER CONTACT DETAILS—if you do not have this information Google it!

Name

Address

Phone number

Email address

Dear Sir/Madam or Mr/Ms Last Name (if known),

Re: Application for xxxx position – Job No. xxxxxxxx

1st Paragraph – Introduction - Purpose of your letter - what position you are applying for and why

The job position you are applying for, where you saw it advertised company/ recruitment agency and the date of advertisement. Demonstrate your company research, why do you want to work for this company, why do you want this position? –you will need to research the company on the internet to find out more information, you can also look at company financial reports and any other information you can find, like LinkedIn profile groups. If you do not know a great deal about the company you will need to demonstrate your passion for the industry.

2nd Paragraph – Qualifications – education- relevant skills

Provide details of the full title of all relevant qualifications, including the institution name. Include specific information as to why your qualifications are relevant, i.e. marks, subjects, projects, achievements etc. Demonstrating how your qualifications, skills and knowledge will benefit the position and company.

3rd / 4th Paragraph – Experience - transferable skills

Highlight your work history that is relevant to the position, including other activities like volunteering if they are a match to the requirements of the job description. Include your position title, company name and responsibilities, skills demonstrated in this role. Mention relevant skills listed in the job advertisement **[employer expectations]**. Describe any relevant projects, internships, Industry Placements you have completed. Mention anything that will enable you to demonstrate transferable skills that you will bring to the company.

5th Paragraph – Close/ attachments/ Interview

Draw attention to other included documentation i.e. resume and portfolio, summarise and reiterate why you feel you are the ideal candidate. Confirm your interest by requesting an interview, be specific use the company name provide your contact phone number.

Yours sincerely,

First Name Surname

Amanda McIntosh

COVER LETTER SAMPLE

45 Elgar Road
Box Hill Vic 3128
Ph: 0453 665 257
Email: Amanda.McIntosh@gmail.com.au

25 February, 2020

Mr. Jarrod Meerkin
Measure Up
Suite 103 / Level 1, 115 Pitt St
Sydney NSW 2000
Ph: (02) 8821 7111
Email: info@measureup.com.au

Dear Mr. Meerkin,

Re: Application for Bone Densitometry Technologist position

After reading your advertisement for a Bone Densitometry Technologist advertised on Seek, 5 September 2014 I feel my education and background qualify me for consideration for this position. Your pioneering work in mobile DEXA scans direct to clients is an innovative approach and one that would suit my personality and preference to be on the road working in a variety of locations. Through the internship, involving rotating placements I was able to develop the skills needed to be adaptable and flexible I see this will assist with working at different locations. Working autonomously is something I enjoy, but I know the value in working well as part of the team to ensure that expectations and outcomes are being met.

I will graduate from the Bachelor of Applied Science (Medical Radiations) – Nuclear Medicine at RMIT in 2014, having completed an internship with 5 rotations at each of the 3 hospitals and a placement at the Royal Children's Hospital. Through this experience I have developed my ability to communicate well within the workplace, learnt how to organise my day and developed good time management skills whilst ensuring procedures are followed. I feel my empathetic nature, patient focused attitude is a strength of mine, along with maintaining a high standard of customer care in a professional manner.

As a sports instructor with the local netball team I have been able to develop my leadership and teamwork skills, this has developed my communication skills enabling the team to achieve great outcomes across the season. Coaching 4 afternoons a week has taught me to manage and balance my activities. These sound organisational skills have ensured positive results in both areas of my life. Working with the netball team has allowed me to build good rapport with a diverse range of people, this has been a skill that has improved my confidence and interaction with patients and staff in my work. I am a great problem solver, am willing to be flexible and have a practical ability to be adaptable when needed. I am a committed and motivated person with drive and energy to achieve the best possible results.

I believe that my attributes, skills, attitude and knowledge combine to make me the best match for this position, and have the potential to be a valuable member of your team. I would welcome the opportunity to discuss my application in more detail at an interview. I have enclosed my resume for your consideration and can be contacted on my mobile: 0453 665 257 if you need any further information or to arrange an interview time.

Yours sincerely,
Amanda McIntosh

Email – Cover Letters

You may need to send your Cover letter via email. This can happen when you have received an opportunity to apply for a position through your networks or word of mouth, circumventing the normal application process. This does not mean that you do not follow all the previous guidelines. You will still need to include a Cover Letter, Resume and a short cover email to outline the position you are applying for and other application details.

What to include in your Cover Email?

Subject Line - Include the correct job title you are applying for, job number if applicable and your name

Salutation - Dear Sir/ Madam, or if you have the contact person's name, Mr / Ms Last Name

Introduction- Outline the position you are applying for and the attributes that would appeal to the employer and want them to select you for an interview

Body of Letter- This is where you will need to address the expectations of the employer and demonstrate why you are the best fit and what you have to offer the employer.

Closing - Summarise why you are the best fit, mention that you have attached your resume and cover letter. Request an opportunity to discuss you application further in an interview and provide your contact phone number. Thank them for considering your application.

Signature- Yours sincerely or Kind regards, and your name

Things to remember

- Address the person professionally, make sure to include a salutation, for example: "Dear Ms. Smith"
- Use standard business letter writing guidelines.
- Use a standard closing, for example: "Yours sincerely"
- Space your paragraphs by leaving blank lines in between for ease of reading
- Review the Job position and use key words
- Make sure you have attached all the correct documentation, in the correct format required, for example: Resume, Cover letter, selection criteria, working with children check etc.
- Proof read your email and check spelling and grammar before you send your email
- Keep it clear, simple and to the point

Things you shouldn't do

- Don't copy and paste your cover letter into an email –it will be overwhelming and too long
- Keep the written expression professional by not using abbreviations or emotions
- Avoid using wild colours, elaborate fonts and pictures, HTML or fancy typography

SAMPLE EMAIL COVER LETTER

Dear Sir/ Madam,

I would like to apply for the Nuclear Medicine Technologist position as advertised on Seek. The delivery of your service to the public appeals to me and I feel this would be an exciting way to start my career in this field.

With my recent graduation from the Bachelor of Applied Science–Nuclear Medicine at RMIT, 12month internship at various hospitals and my other work experience I feel I have the skills and attributes that match this position well.

Please find attached my resume and cover letter for your review. I look forward to meeting you at an interview to discuss my application further. I can be contacted on 0453 665 257.

Yours sincerely,
Amanda McIntosh

Draft your COVER LETTER here – This outlines what you should be including in your cover letter, use the spaces below to write your first draft.

YOUR CONTACT DETAILS

Name

Address

Phone number

Email address – make sure this is a professional email address, not offensive, funny, or obscure

DATE

25 February, 2020

EMPLOYER CONTACT DETAILS–if you do not have this information Google it!

Name

Address

Phone number

Email address

Dear Sir/Madam or Mr/Ms Last Name (if known),

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Yours sincerely,

First Name Surname