



# The Cover Letter

Training for CV and cover letter





## The importance of the Cover Letter

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- + Your motivation for the role, aspirations, suitability for the job and qualifications should be reflected in a **Cover Letter**.
- + With the **Cover Letter** that should always accompany the CV you have the opportunity to provide a first positive impression to a potential employer.
- + The main objective of the **Cover Letter** is to introduce yourself to a potential employer and to state your interest in an organization or a specific job position.
- + A **Cover Letter** is an opportunity for you to highlight key aspects of your profile which are considered particularly relevant to the potential employer
- + The **Cover Letter** provides the best opportunity for you to demonstrate your ability to write, communicate and articulate your ideas effectively.
- + There is **no one simple format** that you can use. In addition to the target company and the job requirements the letter should be adjusted accordingly with the appropriate content, format, and tone in each case.

## General rules for the preparation of a Cover Letter

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- + Highlight your most relevant activities and experiences for the position for which you are applying
  - + Clarify important information of the CV
  - + The Cover Letter is your first written contact with the potential employer, creating a critical first impression
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## General rules for the preparation of a Cover Letter

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Don't forget that the main TARGET is to:

**Be invited for an interview!**

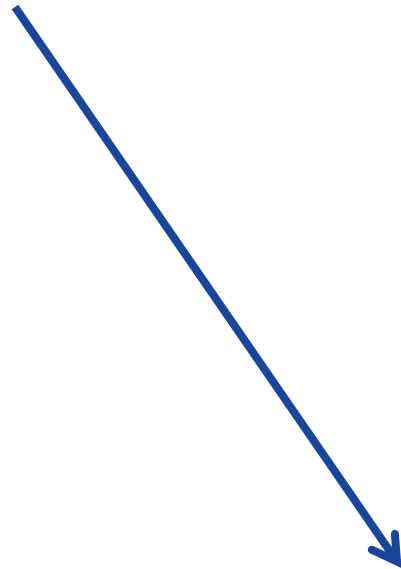
Therefore the Cover Letter:

- + Should be **brief and interesting**
  - + Should not be a **carbon copy of your resume**
  - + Should **highlight what you'll bring to the job**
  - + Should be **job specific**
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## Preparing the Cover Letter

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Make sure you address the letter to a specific person if possible **(preferably the interviewer)**



Date  
Your Street Address  
City, State, Zip Code

Name of Contact Person  
Title  
Organization  
Street Address  
City, State, Zip Code

Dear Ms., Mr., Dr., (etc):

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## Preparing the Cover Letter

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**Introductory paragraph:** this is the first, opening paragraph of the cover letter where you should answer to the question who you are and why you are sending the letter.

### **Purpose:**

- + Get the reader's attention
  - + Introduce yourself
  - + Explain the purpose of the letter
  - + Explain why you are interested in the position or the company
  - + Determine both the job post and the "source" where have you heard about the present opening and your reason for the application.
  - + Explain how the organisation can benefit from you as a new staff member
  - + Preview the rest of the letter
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## Preparing the Cover Letter

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### Main paragraph:

Highlight your skills and benefits to the company.

Emphasize interest in the company.

Include specific, credible examples qualifications for the position.

- + Describe how your work experience and training is perfectly related to the job that you are applying for;
  - + include justified data (certificates, etc.) that clearly show that you obtain the necessary specific qualifications for the job vacancy;
  - + be aware to highlight only the most important and relevant aspects with the vacancy (or the company) information focusing only to the points that the employer will identify them as important;
  - + the content of this part of the cover letter should not exceed the 2, 3 (max) paragraphs.
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## Preparing the Cover Letter

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**Closing paragraph (example):** “I would kindly appreciate if you could provide me the opportunity to discuss these and other qualifications with you further and to explain to you how I can contribute to your organization “Name of the Company”. I am looking forward to meeting you soon. If you have any questions, please call me at +0000000000005 or you can e-mail me at xxxxx@gmail.com”

- + Express your willingness to cooperate with the organisation (e.g. “... become member of your team”).
  - + Mention that your CV is enclosed and also mention your intention to follow up the application.
  - + Express your availability for a potential interview thanking the evaluator for his/her time and consideration.
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## Preparing the Cover Letter

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### Closing and signature:

- + The Cover Letter should end with the phrase: “**Sincerely Yours**”.
  - + The name should be after that with some space for a potential signature (if the letter is hard copy).
  - + Also if it is necessary (according to the job advert) you should indicate if there is enclosure. Especially if there is a need for additional documents (e.g. letter of references, certificates, etc.).
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# Structure of the Cover Letter

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14<sup>th</sup> April 2015

Mr Andrew Price  
 Right Recruitment  
 Boaden House  
 Ledger Way  
 Bristol  
 BW12 14F

Dear Mr Price,

Introductory paragraph



I am writing to express my interest in working for Right Recruitment as a specialist HR recruitment consultant. I am an HR graduate looking to secure a role in this field and I believe I have many skills that could benefit your organisation.

Main paragraph



I am dedicated, hardworking and enthusiastic, with a strong passion for human resources. During my studies, I undertook a range of relevant modules including recruitment and selection and CIPD electives that are considered best practice in shortlisting and interviewing techniques. This would ensure that I could hit the ground running in any role involving such duties.

Additionally, I succeeded in a number of employability modules that developed my communication, presentation and teamwork skills. During the university holidays I worked at Morrisons supermarket where I built many strong relationships and delivered excellent customer service.

These skills also equipped me for my year in industry where I undertook a placement at ASOS Ltd. This was a small but busy HR department where I worked effectively within a team, meeting deadlines and coping with the pressure. I thoroughly enjoyed this experience and have a reference from the HR manager that supports my success in this role (please see the attached document).

Closing and signature



Thank you for taking the time to consider this speculative application. I would welcome the opportunity to meet with you and explain more about how I can add value and contribute to the continued success of Right Recruitment. I look forward to hearing from you to arrange a convenient date and time for an interview.

Yours sincerely,

(Signed)  
 Print name

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## Useful tips

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- + It is recommended to prepare and send your express of interest for a job advert by attaching both the cover letter and the CV separately in an email in PDF format. Write a brief email indicating that your cover letter and CV are attached. It is better to avoid to copy paste the cover letter into the body of the email since most of the employers prefer the cover letter as a separate file.
  - + It is very important to keep a record of the cover letters that you have sent and the associated job applications. In case you get invited to an interview, you will need them to prepare yourself.
  - + Unless there is a specific notice in the job advert, please limit the content to one page length.
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## Useful tips

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- + Appeal to company values, attitudes, goals, projects, etc.
  - + Explain how the organisation can benefit from your experience
  - + Elaborate on the information in your resume
  - + Provide evidence of your qualifications
  - + **Proofread carefully for grammatical and typographical errors!**
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# COMPETENCES



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