



recruitment

All About Cover Letters

Elements of a good cover letter

The most important thing to remember - A cover letter gives a first impression of you.

It will give an employer or recruitment consultant hints about your communication and language skills. Plus, the style will be an insight into your personality and professionalism. It may also be an indicator of how serious you are about working for this organisation.

Remember that employers and recruiters are reading through many resumes for a single position, so the cover letter is an opportunity to stand out before they look for more details.

If you are emailing a CV make sure your cover letter is also saved as the first page of your attachment. This ensures it stays with your CV and provides a quick reference to who you are.

Areas to include in your letter:

Keep your letter brief – no longer than 1 page. Make sure you choose positive language and use bullet points where applicable, so that the important parts are easy to get to. Spelling and grammar are important. Ask a friend to help proof read your letter.

There are four main areas to cover:

1. ***The formalities.***

Outline who you are, why you are writing and which position you are applying for. This should include where you saw the position advertised or how you heard about it. Be sure to include any reference numbers to the job so it is easy to associate your application with the correct position.

2. ***Why You.***

Here you need to sell your relevant skills and experience. Match





recruitment

these to the requirements of the job advertisement. Think about how your current skills could transfer to a new organisation.

3. ***Why this Organisation.***

An employer will want to know why you are interested in this organisation. You will need to tailor your letter to cover specific areas you have researched about this company. Ideas include industry, style, products, culture, or size. If you are applying through a recruitment consultant chances are you will not know who the organisation is until the interview stage. So, you may want to add more weight to outlining your own skills and experience.

4. ***The sign-off.***

Generally "Yours sincerely" or "Best regards" are a professional way to sign-off, followed by your signature, and your name typed underneath.

