

COVER LETTERS

The purpose of the cover letter is to peak the employer's interest and to introduce your resume. The cover letter should highlight the skills you possess which are most important to the employer and should focus on what you can do for the employer, not what they can do for you. This is your chance to tell the employer why you are the best person for the job. **Cover Letters contain three sections: Introduction, Body, and Closing**

INTRODUCTION

- The introduction should contain an attention getting first sentence that captures the employer's attention and explains why you are writing them
- Specifically spell out what job you are applying for
- Demonstrate knowledge of the organization and why you want to work there

Example:

It is with great interest that I am applying for the position of Marketing Assistant that was recently advertised in the Kamloops Daily News. From the description provided, I feel my skills and experience would be a great benefit to XYZ Organization.

BODY

- This is the section that you sell yourself
- Match your qualifications with their needs based on the job ad or information you have on the organization
- Mention relevant skills, experiences, knowledge and education that you have
- Back up your statements of skills, experience etc with examples

Example A:

I have recently graduated from Thompson Rivers University with a Business Degree majoring in Marketing. My previous experience with XYZ Company, working on their marketing campaign further enhanced my knowledge and skills required for the Marketing Assistant position. Other abilities I will bring to the position include my computer and communication abilities. My extensive computer experience includes the use of Microsoft Office, Publisher, Corel Draw, FileMaker Pro, Stats programs, and Internet and Email applications. I have used my technical skills to create and send broadcast emails and faxes, and write research reports. This experience has allowed me to expand on my communication abilities and specialize in mass communications.

CLOSING

- Thank them for taking the time to consider your application
- Request an interview and provide a number where you can be reached

Example:

I would welcome the opportunity to meet with you to further discuss the qualifications and skills I will bring to this position. I can be reached at 250-371-5627 or careereducation@tru.ca at your convenience. Thank you for your consideration, I look forward to hearing from you.

COVER LETTER TIPS

- This is a business letter and should contain your contact information, the date, their name and address, a greeting, your signature, and if requested the job competition number
- Cover letters should always be addressed to a specific person - do **not** use “to whom it may concern”
- Your letter should be no more than one page, and should be word processed, unless it is specifically requested by the employer that the letter be handwritten
- Write a different cover letter for each job you apply for, customize information for each position / organization you are applying for, and try to demonstrate your specific qualifications for the position
- Tailor your cover letter to the needs of specific employers. You should try to include information in your cover letter that is related to the position for which you are applying. Nothing is worse than a form or generic cover letter!
- Show personality by demonstrating unique characteristics you bring to the job – Stand out!
- Conduct company research, this will help you frame your cover letter wording with terminology they use.
- Research will also help you discover what the company values. If you have shared values with the company highlight these attributes in the body of your cover letter
- Take the time to do a well written cover letter. It will demonstrate competency, attention to detail and the strength of your writing
- Vary your sentence structure; do not start every sentence with “I”
- Do not mention salary requirements (unless requested to) and do not include references in you cover letter
- EDIT, EDIT, EDIT – spelling and grammar mistakes are a great way to get disqualified
- Ensure the date is correct and you have signed the letter before sending it

A great cover letter greatly increases your chances of being invited for an interview!