

Cover letter template

Dear _____

If you can have or can find the name of a direct contact, use it.

Check their website or LinkedIn page if you do not have one.
Failing that, use Dear Sir/Madam.

My name is Joe Bloggs and I would like to apply for the role of Marketing Assistant which you advertised on Indeed. I am a recent graduate of Business Management, and believe I possess the skills and experience required to be an ideal candidate.

Use your opening paragraph to grab their attention. You can follow this format:

- **Your name**
- **What you're applying for**
- **Your degree** – you have just graduated so this will make up an important part of your application.
- **Where** you saw the role advertised
- **Why you are a great candidate.** Don't just list your skills, explain what you can bring to the role and give some detail.
- **Explain briefly why you want to work for the company** – make this concrete as possible, perhaps you like their most recent blog, or want to congratulate them on an award. The more personalised, the better.

I was particularly attracted to this role because you work with some great clients in the sports industry, which is an industry I am interested in. Furthermore, the About Us page on your website demonstrates that you are a company that cares about the wellbeing and development of your staff.

Address why the role attracts you. This will demonstrate your knowledge about the company and/or role. Keep this bit fairly short.

I graduated from The University of Warwick with a 2:1 in Business Management, which I believe has given me a strong understanding of the marketing tools and practices which will be necessary to carry out this role. My degree gave me experience writing long, academic well-researched articles, which were written to strict deadlines. Additionally, in my spare time I keep up a blog where I write music reviews. This demonstrates my written skill and ability to write for a variety of audiences.

During my time at university, I was also President of the music society which required me to set up and advertise large-scale student events, one of which was advertised in the SU magazine and attended by over 150 students. This proved my experience in organising, marketing and running events.

Here you need to address the skills/ experience mentioned in the job description and relay it back to your own experiences. Be as concrete as possible – particularly when mentioning achievements. i.e. over 100 people attended sounds a lot better than 'lots of people attended'.

I am now looking to secure a challenging and rewarding role and I believe that these skills, together with my knowledge and expertise, would make me an asset within your organisation. Thank you for considering my application. Please don't hesitate to email me if you have any questions.

Kind regards,

Finish with a brief summary, a call to action encouraging the recruiter to get in touch.

End with 'Kind regards' or 'Thank you'.



Joe Bloggs

Cover letter tips

Do

- Keep it below a page.
- Always address the person specification outlined in the job description. You don't have to answer every single point but choose the ones that you can address with your own experience.
- Express your interest in the company/industry.



I was particularly attracted to this role because you work with some great clients in the sports industry which is an industry I am interested in.

Don't

- Use fonts or colours that make your CV harder to read, clarity is best!

My name is Joe Bloggs

No

My name is Joe Bloggs and I would

Yes

- Don't make it about you** i.e. don't say something like *"I also feel this would help me further my knowledge and grow in my chosen career."*. Although growth and development are important in a role, you want to show that you are willing to give to the company.

