You must always include a cover letter with a CV for a professional job application

Before you write the letter

Try to find a named contact to address the letter to. Sometimes, this is actually impossible if you are using an agency or if the organisation that you want to work with is very big. However, keep an eye out for the named contact on the advert or try to speak to other people who work at the organisation to see if there is somebody that you can address the letter to.

Call ahead!

Again, sometimes for large organisations this seems impossible, however, on many job adverts the organisation will actually provide a name and a number for potential applicants to get in touch with any questions. In this case use this opportunity to show your interest in the role, let them know a little bit about you and to get in touch with any questions. In this case use their name and a number for potential applicants to address the letter to. Sometimes, for large organisations this is actually impossible if you are using an agency or if the organisation that you want to work with is very big. However, keep an eye out for the named contact on the advert or try to speak to other people who work at the organisation to see if there is somebody that you can address the letter to.

Research

The biggest mistake most people make when writing a cover letter is that they do not use this opportunity to show the reader that they fully understand the organisation and are excited to work for them. It is very important that you do this because employers believe that enthusiastic candidates with strong reasons to work for them will perform better than other candidates and remain with them for longer. Considering this, it is essential that you take the time to explore the organisation’s website and LinkedIn profile as well as the news for further information about them. You need to write something so specific about them that it means you could not send the same letter to one of their competitors and it still be factually correct. This means that you need to go beyond statements like ‘I am excited to work with you as you are a large multinational corporation with many opportunities for progression’, this is true for hundreds of companies.

Length and Style

Make sure that your cover letter actually looks like a letter! It needs to be one page long, no more, no less.

You can mirror the tone of the job advert in your letter. If the employer that you are writing to has a very formal advert, send a very formal letter, however, if their advert is quite ‘fun’ with lots of excited language and exclamation marks, your letter can become less formal too.

Use positive confident language in your letter. This means that you can’t write ‘I think’, ‘I hope’, ‘I wish’ or ‘I believe’ in the letter. Write the letter confidently, as if you know that you already have the job, using phrases like ‘… this skill will be of great advantage when….‘

Conclusion:

Close with a polite and positive statement. If you are applying speculatively, let the employer know at the end of the letter that you will be in touch at the end of a given timeframe to see how your application is progressing. Two weeks is normally a reasonable time for this.

Yours sincerely,

The Applicant
Dear Mrs Sheldon

Re: “Graduate Trainee” Ref: FR42/14

I am a final year student at the University of Huddersfield and I am writing in response to your vacancy for the above post placed on my university’s JobShop.

As you can see from my CV, my experience as both a Market Researcher and a Communications Intern at Asda Head Office make me an ideal candidate for this role. Whilst at Asda, I had the opportunity to analyse social media engagement and create a strategy to improve our online relationships with customers. After my suggested changes were implemented we saw a 6% increase in follower interaction and I know that this experience will be of great benefit when analysing customer data for FireRite as well as when using HootSuite to interact with your customers. I am a strong communicator and relationship builder, both key attributes required for this role, I have been able to develop these skills when building rapport with clients working as a Market Researcher and when quickly adapting to a new team when working at Asda Head Office.

My interest in FireRite was sparked by your presentation at The University of Huddersfield’s Grad Jobs Fair last year when Liz Jones talked to students about her experience as one of your 2016 graduate management trainees. I was particularly impressed by the variety of projects that Liz described, especially the recent opportunity she had to take sole responsibility for the WhiteGreen account. I was given a lot of responsibility at my Asda internship early on and I thrived in that situation so I know that FireRite would be an ideal organisation for me to work in. I am also excited to work for an external agency, rather than internally at an organisation, as the challenge of working for a variety of clients appeals to my desire to constantly learn and update my skills.

Through my LinkedIn connection with Liz I know that FireRite use the Paradox database software; this is another appealing aspect of your graduate role as I have made use of this software within my successful final year degree project.

I have enclosed my CV for your review and I am available for work upon completion of my university work in early May. Thank you for taking the time to read this application, I look forward to receiving your reply.

Yours sincerely,

Sophie Dexter

Mrs Kate Sheldon, HR Director
FireRite
45 Wakefield Drive
Marsden
HY3 4BA
30 April 2018