

How to write a cover letter: Your step by step guide

M: 07896 20120403

Use this PowerPoint to help you structure your cover letters.

Remember – you need to change your cover letter for every role you apply for!

For more help see our cover letter resources on Employability Online, or drop-in to your campus Employability Centre for support.

I am writing to apply for your **Assistant Product Designer** post, which was advertised on the vacancy website of Nottingham Trent University Employability Team, 8 February 2016.

I first became aware of HiTech Solutions at the Nottingham Trent University's Recruitment Fair in March 2015 and I was impressed with both the company profile and the staff on the stand. My subsequent research introduced me to the innovative display designs you have produced for clients such as Max Factor, Rimmel and Maybelline and the Gold Award you gained at the 2014 International Merchandising Exhibition in Barcelona.

The HiTech website emphasises customer focus and improving quality and efficiency. My degree in Product Design offers a firm foundation of theory and practice and my final year dissertation examined developments in high street displays. I am also a keen reader of the financial press and aware of current trends and developments within the retail sector. I believe that commercial design can only flourish if it meets customer needs.

My CV shows the range of roles I have undertaken which require high-level communication, interpersonal and interpretive skills. This is best demonstrated by my successful completion of a 6-month work placement at Design Nation, Leicester where I performed precise and exacting tasks in a fast-paced working environment with a very demanding customer base.

I believe the ability to build and maintain productive relationships with clients and colleagues is key skill that I can bring to the role of Assistant Product Designer.

Your name
Address
Email address
Telephone number




**Start with your contact details,
aligned to the right-hand side**

Your name
Address
Email address
Telephone number

Mr R McDonald
Human Resources Manager
McDonalds
11-59 High Road
East Finchley
London
N2 8AW

1st September 2016



**Try to find a named contact to
address your letter to. If it's
provided in the job details you
MUST use it!**

**Research shows that your
application has more chance of
being read if you address it to a
named person!**

How should the letter be addressed?

Mr Ronald McDonald?

Mr R McDonald?

Mr McDonald?

How should the letter be addressed?

~~Mr Ronald McDonald?~~

~~Mr R McDonald?~~

Mr McDonald

Just use their title and their surname.

Your name
Address
Email address
Telephone number

Mr R McDonald
Human Resources Manager
McDonalds
11-59 High Road
East Finchley
London
N2 8AW

1st September 2016

Dear Mr McDonald

First Paragraph: Context

What you are applying for:

- What is the position?
- Is there a vacancy reference?
- How did you hear about the position?
- If there is any choice (e.g. marketing or HR, London or Nottingham) state your preference here
- If this is a speculative application (no role advertised) then be specific about what you are looking for

"I am writing to enquire about the possibility of a year long work placement at your company in a finance related role"

"I am writing to apply for the Marketing Assistant Placement as advertised on InPlace through Nottingham Trent University"

"After meeting your employee Ben Smith at the Nottingham Trent University Recruitment Fair, I am writing to apply for the Product Design position on offer at your company"

Second Paragraph: Them

Why do you want to work for them

- What interests you about this company?
- Why do you want to do this role?
- What aspects of the job description interest you?
- What experience do you have of this company (e.g. have you met anyone there, talked to previous placement student, engage with them on social media)
- BE SPECIFIC!

"Knowing that you have increased your share of the UK car market by 6% over the last four years and that you will shortly bring on a new range of models based on your new lean-burn engine, inspires me to be part of your company and contribute to your success"

"I first became aware of HiTech Solutions at the Nottingham Trent University's Recruitment Fair in March 2015 and I was impressed with both the company profile and the staff on the stand. My subsequent research introduced me to the innovative display designs you have produced for clients such as Max Factor, Rimmel and Maybelline and the Gold Award you gained at the 2015 International Merchandising Exhibition in Barcelona."

Third Paragraph: You

Why they should consider you:

- What experience do you have that makes you a suitable candidate for this job?
- What skills or personal qualities are they looking for – and how can you prove you have them?
- What are your key selling points you would like them to find out more about from your CV?
- Identify what they want (use the job description!) and give evidence to prove you meet their requirements

"My wide experience of people-centred jobs in the retail and hospitality industries means that I would relate well to your clients and represent your company in a professional manner."

"My CV shows the range of roles I have undertaken which require high level communication and interpersonal skills. This is best demonstrated by my previous work experience as a Marketing Assistant, where I demonstrated excellent interpersonal skills through effective team working with my colleagues and external agencies in order to promote their latest project"

Finishing the letter

End positively!

- End the letter on a positive note
- Thank them for their consideration
- Inform them of your availability for interview
- Refer to your CV (remember – the purpose of this letter is to encourage them to read it!)

"I hope that after reading my CV, you will recognise my potential to perform well and to make a real contribution to your organisation. I can be available for interview at any time apart from 27-29 February 2017 when I have exams. I look forward to hearing from you."

"If after reading my covering letter and CV you think I could be an asset to your business I would be delighted to hear from you. I would be available for interview at any time except w/c Monday 11 March 2017 when I will be on a course-related study visit to Berlin."

"Thank you for taking the time to read my covering letter and CV. I look forward to hearing from you to discuss the possibility of gaining a placement at your company further."

Finishing the letter

If you have addressed your letter to a named person....

DEAR MR MCDONALD

Then you should end your letter...

YOURS SINCERELY

If you have addressed your letter to a general title/don't have a named contact...

DEAR SIR

Then you should end your letter...

YOURS FAITHFULLY

Your name
Address
Email address
Telephone number

Mr R McDonald
Human Resources Manager
McDonalds
11-59 High Road
East Finchley
London
N2 8AW

1st September 2016

Dear Mr McDonald

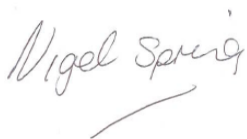
Opening Paragraph: context - who are you and what are you applying for?

Second paragraph: why do you want to work for them? Reflect on the company and the job description.

Third paragraph: why you are the right person for the job? Refer to your experience, skills and personal qualities.

Thank them for considering your CV and covering letter. End the letter positively!

Yours sincerely,



Your name

Finished? Not quite!

- Make sure you check, check and check again!
- Spelling mistakes are unforgivable
- Poor grammar makes a bad impression
- Refer back to the job description – have you missed anything?
- Print it off, and read it OUT LOUD
- Get it checked by at least one other person
- Why not ask the Employability Team for their advice....

Need further help?

Come to our drop-in service

Visit the team on your campus

Clifton: Pavilion

City: Newton Level 0

Brackenhurst: Bramley

Or email

employability@ntu.ac.uk

youfirst
planning for your future

Enhancing your employability

Tailored support to help you plan your future.