



## Cover Letters - Aiming to Impress

Recruiters are going to read your cover letter before your CV, (whether it is in email or physical form) this is your first opportunity to impress them, to show them you have done your research and that you are the perfect fit. Let your enthusiasm and personality shine through as well as your suitability for the role. Keep it sincere.

### What to say? 4 easy steps\*

#### Section 1: Introduction

This first section should tell the reader why you are writing to them, what job you are applying for, where you saw it advertised and your current status as a student or graduate. If you are looking for a work experience opportunity say it in this section along with your availability. By the end of section 1 the reader should be in no doubt as to why they are reading your letter.

#### Section 2: Why this role/company/industry?

Show them you know what they do, that you have done your research and let them know why they are so appealing to you. Don't just tell them they're great, but focus on the aspects of the role that really do interest you and why. It may be innovation in their technology or their clear customer focus or the way they support their team, whatever it is make sure you tell them how that matches your own professional ambitions and interests. Choose two or three things here at most and be specific.

#### Section 3: Why you?

This is where you should highlight the key aspects of your CV that relate to the role you are applying for, you can allude to your CV here but don't just copy and paste from there. This is your chance to showcase your most relevant skills or attributes for the job based on the job description/person specification.

#### Section 4: End on a positive note

Thank them for their time and reiterate your enthusiasm for the role, you could say how you are looking forward to the chance of an interview.

\*Keep your paragraphs concise and where necessary you should divide a section into more than one paragraph.

Be enthusiastic and interesting, and make sure you pay attention to detail, including grammar and spelling.

## Format

Keep your letter to a reasonable length, one side of A4. Stick to a business format (see overleaf) and tailor it to each specific role.

If sending by email, attach your cover letter and CV as one document with the cover letter first and clearly name the attachment.

Address your letter to a named individual if possible, use LinkedIn or contact them to find out the correct contact name for the recipient, show them that you have made the extra effort. If that is not possible then Dear Sir/Madam would suffice. Quote a job reference number if supplied.

### Formal Letter Guide

(Your Street Address)  
(Your City)  
(Your Postcode)

(Day, Month, Year)

(Name & Title of recipient if known)  
(Company Name)  
(Company Street Address)  
(Company City)  
(Company Postcode)

Dear ("Sir/Madam" if the name is not known or "Mr/Mrs /Miss/Ms Surname" if the recipient's name is known)

Subject/Job Reference Number

(Main Body of the letter, Sections 1-4)

Yours (faithfully/sincerely—faithfully if you use Sir/Madam; sincerely if you use their name)

(Your written Signature—if appropriate)

(Your Name)

For further information, including worked examples of covering letters see [prospects.ac.uk/cover\\_letters.htm](https://prospects.ac.uk/cover_letters.htm)

Example

66 Dumfries Crescent  
Glasgow  
AB77 9HG

6th August 2021

Events R Us  
Edinburgh  
EF51 9PF

The reader can see at a glance the purpose

Dear Sir/Madam,

Who you are and why you are writing

Graduate Internship with Events R Us Ref: 38752149

I am a final year MA (Hons) in Business Management at Egleton University and was excited to see this Marketing Internship advertised on the Careers website.

Demonstrate your research

Events R Us is exactly the type of organisation where I would like to start my career. Having been voted Edinburgh's top event management company by The Skinny, coupled with your recent announcement of expansion the West Coast; the wide range of clients you are now attracting would allow me to demonstrate all the skills and experience I have gained throughout my studies and career to date.

Link to role

I am particularly interested in Events R Us as I greatly enjoyed and excelled in leisure and sporting events modules, choosing to focus my final year dissertation on "Marketing Bowls to Millennials". I see marketing in this field as an important area for growth within the industry. I noted that this internship offers an exciting opportunity to drive-up attendance at non-match day events; being able to come up with and implement new ideas is another reason why I am so passionate about this role.

Your highlights

As you can see from my CV, I offer relevant skills and experience. Last September I was elected Social Secretary for my Class, successfully promoting events across a range of channels including, Facebook, Twitter and Instagram. I also wrote marketing copy for the newsletter and designed flyers using Photo Shop. I was thrilled to be recognised with a Student Star award for generating extra sponsorship from local businesses.

Alongside my studies, I have worked as a university Open Day Assistant, touring prospective students and promoting facilities and courses. I am confident I could use these verbal communication skills along with my ability to write persuasively on both online and informal promotional campaigns at Events R Us.

Positive ending

I strongly believe that I have the skills and enthusiasm to make a success of this internship and look forward to the opportunity to discuss this with you further.

Correct sign off

Yours faithfully

Lester Kenopf

## Final Checklist

Do you:

- Know who to address it to?
- Understand the role and have done your research?

Have you?

- Specified exactly why you are writing?
- Tailored your letter to the job you are applying for?
- Checked that all references to the company and any of their products and services are correct?
- Formatted your letter correctly – does it look professional? Used appropriate language – no jargon or acronyms/abbreviations?
- Shown them why you are interested in the job?
- Demonstrated why you want to work for their company?
- Highlighted your key qualities/attributes for this role?
- Concluded the letter appropriately?
- Checked the spelling and grammar is correct?
- Got someone you trust to read it?
- Named the file logically and professionally?
- Brought it to your Careers Service to be checked?

Good Luck!

## Advice and guidance

Our professionally qualified Careers Advisers can help with your career planning and study options, including advice on job search, CVs and applications, interviews, selection tests and assessment centres. We offer a number of ways to speak to a Careers Adviser – book online via the Careers Service website [gcu.ac.uk/careers](http://gcu.ac.uk/careers)

**Careers clinic (15 minutes):** For quick career enquiries that will focus on:

- Sections of your CV, covering letter, application, personal statement or LinkedIn profile
- Understanding aspects of the recruitment process (applications, interview techniques, assessment centres and tests)
- Part-time, internship and placement job search
- Change of course or withdrawal

Please be realistic about what can be discussed during a 15 minute clinic session.

**Careers appointment (45 minutes):** These can be used to explore your career options and for in-depth discussions on:

- Detailed review of only one of: CV, covering letter, application, personal statement or LinkedIn profile. Please bring a paper copy to your appointment.
- Career planning and decision making
- Further study, including postgraduate options and applications
- Graduate job search and recruitment process
- Work and Study abroad

**Practice Interview (45 minutes):** Designed to give you the chance to practice your interview skills and receive feedback to help you prepare for the real thing. You will be asked to email your CV or application as a Word document at least 3 working days in advance of the appointment, along with the relevant job description.

## Resources and further information

You'll find lots of useful information on the Careers website [www.gcu.ac.uk/careers](http://www.gcu.ac.uk/careers)



University for the Common Good

Contact us:  
Careers Centre  
Campus Life Lounge, George Moore Building  
W: [gcu.ac.uk/careers](http://gcu.ac.uk/careers)  
Blog: [gcu-careers.wordpress.com](http://gcu-careers.wordpress.com)  
Facebook: [GlasgowCaledonianUniversityCareersService](https://www.facebook.com/GlasgowCaledonianUniversityCareersService)  
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