



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 write 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 at most, and tailor it to each specific role. When emailing, attach your cover letter and CV as one document with the cover letter as the first page. Name the document clearly and professionally, include your name.

Find a named contact

Address your letter to a named individual if possible, use LinkedIn to find the right name or contact the organisation to find out the correct details for the intended recipient, this is your chance to demonstrate you have gone the extra mile. If that is not possible then consider what would work best in each individual circumstance, taking into account the culture of the organisation and the sector. If you know the job title you could use that, for example, 'Dear Head of Policy' or 'Dear Recruitment Manager' or the more formal 'To Whom it May Concern'.

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 Name of Contact or Job title

Re: Job title you are applying for and/or reference number.

(Main body of the letter (sections 1-4, see previous page)

Yours sincerely/faithfully (use sincerely if addressed to a named contact or faithfully if you do not know 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 May 2023

Events R Us
Edinburgh
EF51 9PF

Dear Head of Marketing,

Ref: 38752149 Marketing Assistant, Events R Us

I am a final year BA (Hons) Business Management student at Eagleton University and was excited to see this opportunity advertised on the careers website. I will be available to start in August 2023.

This position particularly interests me as it affords the opportunity to work on a number of projects, taking accountability for their progress. I continue to take on extra responsibilities in my part-time job at Argos and I really thrive in that situation so I know that Events R Us would be an ideal organisation for me to start my career. I am also excited to work for an external agency as the challenge of working for a variety of clients on different projects also appeals to my desire to constantly learn and update my skills. I worked alongside Events R Us colleagues at COP26, and their enthusiasm for the organisation has also motivated me to apply for this role.

As you can see from my CV, I have developed a keen interest in the events industry through my work at Inhouse Events as well as volunteering at COP26 and the recent UCI Cycling Championships. Here I was initially taken on as part of the road crew and was subsequently moved to the promotions team where I was able to get involved in the marketing of the side events happening in George Square. I took on specific responsibility for building relationships with local cycling clubs, resulting in increased coverage of our events.

Alongside these work experiences, wherever possible I have chosen marketing modules throughout my Business Management degree, which have given me a core understanding of marketing principles. I have collaborated with peers on a number of client consultancy projects where I have created marketing campaigns including writing content for social media, newsletters and brochures to a wide range of client briefs and I am now keen to start applying all of this learning within a marketing role in the events industry.

I strongly believe that I have the skills and enthusiasm to make a success of this role, I hope you find my CV interesting and look forward to the opportunity to discuss this with you further.

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 reviewed?

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

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 (please provide the relevant job description and your application form or CV where possible).

Resources and further information

You'll find lots of useful information on the Careers website www.gcu.ac.uk/careers

