

# THE COVER LETTER / APPLICATION EMAIL

## What is the purpose of a cover letter?

A cover letter is a one-page document that, along with your CV, is sent with a job application. Your cover letter is your chance to tell any potential employer why you're the perfect person for the position, and how your skills and expertise can add value to the business you are applying to. Your cover letter should be professional but personable, and serve as an introduction.

## Do I need to send a cover letter?

**YES!** Even if an employer doesn't request a cover letter, it's a great opportunity to help your application to **stand out**.

## Opening the letter

Keep your opening short and simple. Highlight the role you're applying for and where you saw/how you became aware of the vacancy. If someone referred you to the contact, this is the right place to name-drop!

**Example:** I would like to apply for the role of Apprentice Engineer, as advertised within the careers section of your website. Please find enclosed my CV for your consideration.

## Second paragraph – why are you suitable for the job?

Briefly describe any qualifications which you believe are most relevant to the role or business you are applying for. These may include GCSE's and any other qualifications you may have attained. If you haven't had your exam results confirmed, stating your projected grades will be acceptable.

**Example:** As you will see from my attached CV, I have recently completed my A-levels, earning an A and a B in Physics and Mathematics respectively, which I believe I can put to practical use in this role.

### Third/fourth paragraph – what can you do for the company?

Use practical examples here to demonstrate what you could do for the company if you were to be hired. These might be performance based (i.e. from previous positions) but will most likely be concentrated on your academic career.

Be as specific as possible and include any extra details or modules studied which you feel may be of particular interest. If you feel there are any extra-curricular activities you've undertaken which may help to reinforce your skills, your cover letter is the perfect place to highlight these.

Examples to use in this section could include books/articles you've read around the subject, seminars you've attended, or any volunteer or work experience positions you've taken to help build the foundations for your career.

**Example:** This position particularly interests me because of my passion for Mechanics. During my studies, my coursework focused on X, which helped to build my knowledge around the subject.

I further added to my interest in this field independently. I recently completed two weeks work experience with a leading manufacturing business, which has helped me to expand upon, and start practically applying, what I've learned in my studies.

### Fifth paragraph – reiterate

Here's where you reiterate your interest in the role and reinforce what makes you the **perfect candidate**.

If you're running out of adjectives, or feel like you're not sure which skills are most relevant, here's a clue – use the job description. This will undoubtedly include a list of preferred characteristics, giving you a great idea of what their perfect candidate would look like.

**Example:** I see the role of Apprentice Engineer as the perfect position for me to make the most of my passion and enthusiasm, and also build the foundations for a successful career in the Mechanical Engineering industry. Despite my limited work experience, I believe my eagerness to learn, coupled with my hard-work and dedication, will help X Company LTD build upon their reputation as one of the most respected infrastructure providers in the Isle of Man.

## Closing the letter

Thank the employer for their time, and sign off your cover letter with 'Yours sincerely' (if you know the name of the hiring manager)/'Yours faithfully' (if you do not), and your name.

**Example:**

Thank you for your time and consideration. I look forward to meeting with you to discuss my application further.

Yours sincerely,

[Your name]

## Remember

The success of any cover letter takes time, and should always be tailored to the role, and business, with sufficient research and preparation.