

# Effective Cover Letters

...make an impact. Show a connection.

## Tips for a Cover Letter for Job Applications

- Keep it short. In one page, focus on your purpose and invite follow-up – an interview.
- The body text should be in a font size **equivalent** to Times New Roman 11 (but the font could be any common font type).
- Do your research on the company. Check out their website and their social media – these sources can provide a lot of info on their products, services, goals, values, mission statement, latest projects, plans for expansion, etc. Referring to one or two of these things shows that you know who they are and what they do.
- Give the employer a sense of your personality and speak directly to the match between your abilities and the organization's requirements. Tell them what you can do for them.
- Make it interesting and remember to use keywords and keyword phrases (found in the job ad). Do not just list all your qualifications, like in your résumé, because they've probably read your résumé before reading your cover letter.
- Demonstrate your great writing skills. Ensure proper spelling, grammar, and style. Proofread!

## Format for a Cover Letter

**Use the same "letterhead" set-up as your résumé**  
(name, address, email, phone number, LinkedIn address)

**Date of writing**

**Employer's address including title of contact person** (if given)

**Subject line** (Re: stating the position, Job ID#)

**Salutation including name of contact person** (if unknown, you can skip this or use a generic one such as, "Dear Hiring Manager")

The first paragraph tells the reader why you are writing and how you heard of the position. Essentially: Here's who I am, what I want, and how I came to know about you. This is also the time to distinguish your letter from other applicants by telling the employer why you want to work for them. Let them know that you know what they do. Make sure you do your research.

In the next paragraph(s), tell them why they should hire you. Highlight the major skills, personality traits, and areas of knowledge and expertise that you have to offer. Indicate how these match their needs. Remember to use keywords from the job ad. Include general and specific evidence of your skills. Tell a BRIEF story/example that demonstrates your skills. You want the reader to be able to visualize you in the position.

The last paragraph includes a call to action. Emphasize your keen interest in speaking with them, let them know how they can easily contact you, and suggest possibilities for follow-up.

**Closing**, (e.g. Sincerely, Regards, etc.)

**Your signature** (if hard copy; if submitted electronically, use a digital signature or it can be omitted)

**Your name, typed in full**

## Ivanna Job

32 Anywhere Lane  
Peterborough ON K9J 7B8

(705) 555-1234  
ijob@trentu.ca

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March 18, 2019

E.M. Ployer,  
Promotion Manager  
ABC Radio Station  
22 Broadcast Street  
Peterborough ON K9J 2R8

### RE: PROMOTION ASSISTANT POSITION

Dear E.M. Ployer,

I was very excited after seeing the above-mentioned vacancy on the Trent Student Job Board, not only because I enjoy interacting with the public, but also because my skills and experience match your requirements. ABC Radio has the largest market share in the Peterborough listening area, and I would be able to use my skills to promote brand awareness and generate increased interest in ABC Radio.

Having worked in different marketing and public relations roles as a member of Trent's student government, I have acted as an on-campus liaison and have been responsible for creating and executing the marketing campaigns for a variety of student activities and fundraisers. On many occasions, I have organized special events and coordinated volunteers. Through my studies as a psychology major, I have developed exceptional writing and presentation skills. These skills include my ability to research, create and facilitate large group presentations – all of which will be of benefit when promoting ABC Radio.

Not only does my marketing experience complement this position, but I have strong interpersonal qualities. In my role at a small retail store, I interacted with clients daily, which required someone with an outgoing, positive and approachable personality. These are personal characteristics that I believe I have developed as a result of working in public relations and social roles. I thoroughly enjoy public speaking, leading groups and being involved in the community.

I look forward to the opportunity to meet with you to discuss my fit for this position in more detail. I can be reached at (705) 555-1234 or via email. Thank you in advance for your consideration.

Sincerely,

Ivanna Job