

HOW TO WRITE A COVER LETTER

Just like a CV, a good cover letter is essential when looking for work. But what should it contain?

Building upon the information in your CV, it allows you to explain why you want to work for their company, as well as explain why you're a great fit for the role. It should encourage the recruiter to give your CV the attention it deserves.



Research

Do some research on the company and the job you're applying for. Things to know include: what the company does, their recent achievements/news, and who their customers/clients are.

This allows you to tailor your cover letter and CV to the company, demonstrating that you have a real interest in the role and the company.



Personalise who you address the letter to

Try to address the letter to the person handling job applications. This is usually listed in the job advert. If you know the person, **Dear Mr Smith / Dear Ms Jones**, and if you don't, **To whom it may concern** will suffice.



What to include

Opening the letter

The opening paragraph should be short and explain why you're writing.

Example: 'I would like to be considered for the position of 'Apprentice'.

It is also useful to include where you found the ad.

i.e. as advertised on the Exeter College website OR if someone referred you to the job, mention their name in this section.

Main paragraphs

- Why are you suitable for the job? Briefly describe your professional and academic qualifications that are relevant to the role and ensure you refer to each of the skills listed in the job description.
- Emphasise what you can do for the company. Outline your career goal (make it relevant to the position you're applying for) and expand on important points in your CV.
- Reiterate your interest in the role and why you would be the right fit for the role. It's also a good time to indicate you'd like to meet with the employer for an interview.

Closing the letter

Sign off your cover letter with 'Yours sincerely' and your name.