



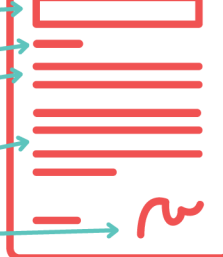
COVER LETTER TEMPLATE

A cover letter is all about making a great first impression and giving your job application the best chance of making progress. A well-written cover letter will encourage a potential employer to read your resumé and take the next steps to progress you in the application process.

For jobs that require submitting a cover letter, remember that **you're getting a valuable chance to illustrate your capabilities and share a glimpse of your authentic personality**. Take advantage of the opportunity to let your greatest strengths shine, while also showing that you respect the hiring manager's time and attention.

Always tailor the cover letter to you to the job you're applying for, by explaining why you're interested in that role, what the most relevant skills and experience you could bring to it.

A cover letter should include the following parts:

1. Header
 2. Salutation or greeting
 3. Introduction
 4. Two key relevant paragraphs
 5. Closing and signature
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Here are some key tips to create an impactful and professional cover letter.

1. Customise your header based on the format of your application

If you're writing your cover letter directly within an online job application, there's no need to include your address or other contact information, as you've probably already typed that into other areas of the application form. If you're including your cover letter as an attachment, you can use the same heading as your resume.

2. Use an appropriate greeting

If you know the name of the hiring manager for this job, begin your cover letter by addressing them directly (Example: Dear Jane). If you don't know the name of the hiring manager, you can begin your letter with a simple 'Hello', or 'Dear Hiring Manager'. Research the company's culture when deciding how formal your greeting should be. More formal introductions such as 'To Whom It May Concern': or 'Dear Sir or Madame', can come across as too formal for some organisations, while greetings like 'Hey!' and 'Hi there', are too casual for a cover letter.

3. Avoid generic references to your abilities

Whenever possible, tell meaningful anecdotes that match your skills to specific problem-solving activities or tangible business results you've worked on in your career. Any candidate can say they possess a desirable skill. To make an impression, you need to show hiring managers examples of your skills in action.

For example:

Too vague: 'My skills would be a great fit for your organisation.'

More specific: 'In my role as a sales associate, I am frequently required to provide exceptional customer service in difficult circumstances on short notice. I take personal and professional pride in exceeding customers' expectations, and I look forward to developing this skill even further in the future.'

Too vague: 'I'm a proactive team player.'

More specific: 'In my current job, I led the development of an internal recycling and waste reduction initiative. I assembled a volunteer team of people who were enthusiastic about the goal. Together, this group contributed to a 25% reduction in solid waste production at the company within six months.'

4. Keep it short and to the point

Unless specified in the job description, there is no required length for a cover letter, so focus on the details that are most important for the job. Read the job description closely to the requirements of the job. Think of examples from your past that fit those requirements, including your proudest professional achievements. Choose one or two and match them directly to the desired experience or qualifications the hiring manager is looking for, using just a few detailed but concise sentences. What traits or behaviours has the employer asked for in the job description? Consider using the cover letter itself as a way of demonstrating those traits.

Don't reiterate everything that's on your resume. You want to focus on one or two anecdotes, expanding on how you achieved something specific.

5. Always proofread before you submit

Reread your cover letter several times before submitting and keep an eye out for errors of spelling, grammar, or punctuation. Reading the letter aloud can help you pick out awkward phrasing or too-long sentences. There are certain common errors that we all have a tendency to gloss over, so make sure you do a slow, deliberate reading that examines each word. If your salutation includes the hiring manager's name, triple-check the spelling.

EXAMPLE TEMPLATE OF A COVER LETTER

[Date]

Dear [Recipient's full name],

[Introduction paragraph that states the role you're applying for and how your qualifications could help you support the organisation's business goals and leaders.]

[One to two body paragraphs that discuss your education, work experience, certifications and skills related to executive administrative duties.]

[Conclusion that summarises your qualifications, thanks them for their consideration and requests an interview to discuss the role in more detail.]

Sincerely,

[Your full name]

[Phone number]

[Email address]