

JOBSEEKERS

COVER LETTERS TIPS





COVER LETTERS

Many jobs, especially those you apply for online, require you to also submit a cover letter with your resume. This is an opportunity for you to introduce yourself to the company, explain why you're applying for the job, and convince the hiring manager to schedule you for an interview.

There are **three goals of a cover letter**:

- Tell your professional story and describe how you will add value to the company.
- Address career transitions or explain gaps in your work history.
- Add details that focus on your skills and accomplishments, rather than a summary of your resume.

Dear Manager

CUSTOMIZING

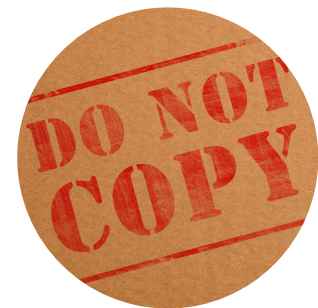


Check the Instructions

Sometimes companies have specific things they would like included in your cover letter. For instance, they may want you to answer a specific question within the letter.

Do Not Repeat Your Resume

use your cover letter to elaborate on your career highlights that don't fit into your resume. Cover letters are not meant to repeat what you have already included in your resume.



Make it Personal

Do your research on the company and include that information in your cover letter. Explain why you want to work for them, and how your skills will enhance their company's mission, and goals. Also, how do the company's values reflect your own?



BEST PRACTICES

Outline

- Use the same header as your resume.
- Include a date, job posting number (if applicable) and the contact information of the company.
- Address it to a specific person or use, "Dear Hiring Manager"

Highlighting Skills

Provide a balance of hard and soft skills. Quantify and qualify your experience; including your proof of success, expertise, and abilities.

The Job vs. You

The cover letter should be about what you bring to the job and the company, not about what you need or want from the job.

Fonts

In order for ATS to effectively read your resume, stick to these fonts:

Arial | Calibri | Helvetica
Tahoma

Use an 11-point font. 12-point is also acceptable but not larger, or smaller.

Length

Keep the letter to one page unless otherwise specified. Keep it simple.

AVOID

Avoid using the following:

- Poor formatting.
- Being generic - do your research
- Not using keywords from the job description.
- Ignoring the instructions.
- Typos and misspellings.



LETTER ANATOMY

Usually a cover letter is about three paragraphs in length. This is a guide; not a hard and fast rule. However, one page is the standard length.

Salutation

Do your research. Visit the company's website, LinkedIn, or other social media to determine if you can find the name of the person likely to read your resume. If you're not 100% sure, use phrases like "Dear Hiring Manager" or "Dear Hiring Team at [Name of Company]".

Introduction

The opening paragraph should explain why you are writing ("Please accept my application for your Social Media Manager position..."). Explain why you're excited about the role or what attracts you about the position in the company. This is a chance to make it personal by talking about a relevant story or experience that relates to the company.

Body

This is where you explain why you are a good fit for the role and convince the hiring manager to schedule you for an interview. In this paragraph, you can also mention your skills and accomplishments that make you an ideal candidate for the position. Try to convey that you aren't just applying for any job – this is the job, AND the company you want to work for.

Conclusion

The final paragraph should be brief but is also where you ASK FOR THE INTERVIEW. This can be by telling the employer you look forward to a direct conversation and you will follow up to make sure all materials have been received. Thank them for their time.

DON'T FORGET TO PROOFREAD!

EXAMPLE

COVER LETTER

DATE

Contact Name

Name of Employer

Address of Employer

City, State Zip

Dear First Name Last Name (or Hiring Manager):

Please accept my application for the position of administrative assistant at [Company Name]. After thoroughly researching your organization's commitment to quality and innovation, I felt compelled to apply. Your emphasis on fostering a team-oriented environment resonates with my professional values and work history.

During my tenure at XYZ Corp, I spearheaded an initiative to revamp our scheduling and task management systems, which led to a commendable 20% increase in overall productivity for over 100 employees. My hands-on experience in enhancing operational efficiency and team leadership, highlighted by the Employee of the Year award I received in 2022, underlines my capacity to contribute meaningfully to your team.

I am eager to discuss how my background, skills, and dedicated approach to administrative excellence can be a great fit for your company. I'm looking forward to the opportunity to discuss how I can contribute to the overall success of your organization. Please feel free to contact me at your earliest convenience to schedule an interview.

Sincerely,

YOUR NAME