

Addressing your cover letter

It may sound obvious, but when writing a cover letter you should always try to address the letter to the person handling job applications. This is usually listed in the job advert. If you're unsure of the right contact, don't be afraid to call the company to ask for a name. After all, there's no harm in showing initiative.

If you know the person, Dear Mr Smith / Dear Ms Jones, and if you don't; Dear Sir / Madam will suffice.

What to include in your cover letter

Opening the letter

The opening paragraph should be short and to the point and explain why it is that you're writing.

Example:

I would like to be considered for the position of 'IT Manager.

It is also useful to include where you found the ad i.e. as advertised on reed.co.uk or, if someone referred you to the contact, mention their name in this section.

Second paragraph

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 the skills listed in the job description.

Third paragraph

Here's your opportunity to 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 pertinent points in your CV.

Fourth paragraph

Here's where you 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.

How to present your cover letter

Nothing's more frustrating for recruiters than attempting to read an illegible document. A typed document in an easy-to-read font will ensure the recruiter can scan your cover letter easily. Also, keep it brief. One side of A4 should be sufficient.

Your Address

Address of the company you're applying to and the name of the individual your letter should be directed to:

Attention Mel Crocker *(or you could put HR Manager if you don't know the persons name)*
Selsey Town Council
55 High Street
Selsey
West Sussex
PO20 0RB

Date of letter

Dear name of the individual you're writing or Sir/Madam,

I would like to apply for the position of *NAME OF POSITION* as which is advertised in *SAY WHERE YOU SAW THE ADVERT* for example *on your website or in the Chichester Observer*.

I would like to apply for the role as I am an experienced engineer with over 10 years' experience in this field; I led a team of nine individuals managing up to 50 projects at any one time.

I think my previous experience within the telecoms sector will be beneficial to your company and I would support the new team.

I'm very keen to progress in the telecoms sector and believe I can bring drive and technical knowledge to your new projects.

Yours sincerely,

(your signature)

Your name

Your Mobile Number

Your Email Address