

*Covering letter*



**Work in pairs. Read the letter of application. Find and underline the following key elements of a covering letter. Compare your answers.**

1 the job applied for

2 where and when it was advertised

3 the candidate's current situation

4 why the writer is a good candidate

5 where and when the candidate can be contacted

6 thanks for their time



**Dear Mr Fairburn,**

**In response to your advertisement in last Tuesday's *Guardian* newspaper for a Trainee accounts manager, please find enclosed my CV. The job attracted me because it emphasised that your company had great opportunities for people who were keen to learn. I also know that your company is a world leader in the creation of innovative products.**

**As a recent graduate from university, I am well aware that I still have much to learn and it is exactly this kind of challenging environment that I am seeking. You will also see from my CV that I am someone who believes in getting results. My two proudest achievements are raising over £15,000 for a local charity and finishing the London Marathon.**

**Regarding the other requirements you mention, I think I am a suitable candidate as:**

- I have a degree in Economics**
- I am flexible about where in the south-east I work**
- I have good organisational skills, acquired when I was Treasurer of the Student Social Committee**

**I am available for interview at any time. Thank you for considering this application and please do not hesitate to contact me at any time by phone or in writing if you have questions about any of the above.**

**I look forward to hearing from you.**

**Yours sincerely**

***Phillip Morrissey***

**Philip Morrissey**

Dear Mr Fairburn,

In response to your advertisement in last Tuesday's *Guardian* newspaper for a Trainee accounts manager, please find enclosed my CV. The job attracted me because it emphasised that your company had great opportunities for people who were keen to learn. I also know that your company is a world leader in the creation of innovative products.

**Salutation:**

Include the person's name whenever possible

**First paragraph:**

- Who are you?
- Why you are writing
- Why them?
- Mention a mutual contact – “*name drop*”
- Create interest – *Tell a story*

As a recent graduate from university, I am well aware that I still have much to learn and it is exactly this kind of challenging environment that I am seeking. You will also see from my CV that I am someone who believes in getting results. My two proudest achievements are raising over £15,000 for a local charity and finishing the London Marathon.

Regarding the other requirements you mention, I think I

am a suitable candidate as:

- I have a degree in Economics
- I am flexible about where in the south-east I work
- I have good organisational skills, acquired when I was Treasurer of the Student Social Committee

**Second & Third Paragraphs:**

- Tell about your previous work experience (and possibly about studies)
- Give specific examples
- Refer to keywords from job ad
- Tell how you can contribute

**Salutation:**  
Include the person's name whenever possible

**First paragraph:**

- Who are you?
- Why you are writing
- Why them?
- Mention a mutual contact – “name drop”
- Create interest – Tell a story

**Second & Third Paragraphs:**

- Tell about your previous work experience (and possibly about studies)
- Give specific examples
- Refer to keywords from job ad
- Tell how you can contribute

**Dear Mr Fairburn,**

In response to your advertisement in last Tuesday's paper, please find enclosed my CV. I have emphasised that your company had great opportunities to learn. I also know that your company is a world leader in its products.

As a recent graduate from university, I am well aware that I still have much to learn and it is exactly this kind of challenging environment that I am seeking. You will also see from my CV that I am someone who believes in getting results. My two proudest achievements are raising over £15,000 for a local charity and finishing the London Marathon.

Regarding the other requirements you mention, I think I am a suitable candidate as:

- I have a degree in Economics
- I am flexible about where in the south-east I work
- I have good organisational skills, acquired when I was on the Sports Committee

**Final paragraph:**

- Thank them
- Invite them to contact you

I am available for interview at any time. Thank you for considering this application and please do not hesitate to contact me at any time by phone or in writing if you have questions about any of the above.

I look forward to hearing from you.

Yours sincerely

*Phillip Morrissey*

Philip Morrissey

- Closing
- Signature (scanned or a photo)
- Your name (typed)

**Look at the statements about a covering letter. Using the letter as a model, are the statements true (T) or false (F)?**

1. Keep it short. The letter should basically just refer the reader to your CV.
2. Show interest in the reader and knowledge of the organisation you are writing to.
3. Just mention your general suitability for the job. The letter should not respond to specific requirements the company has listed.
4. The letter should give a personal touch to your application.



### 3 Writing skill fixed expressions

The writer follows the conventions of letter writing by using certain fixed expressions. Find words and expressions in the letter with the following meanings.

- a) I am looking for
- b) I am sending
- c) a good person to consider for the job
- d) I am free to come
- e) the things you say you need
- f) I am writing to apply for the post advertised
- g) please feel free to
- h) I was interested in the job

# Parts of a Cover Letter

Contact details should be the same as on your CV

## Reference:

Include the job title and reference number (if there is one)

**Gloria Sanchez Ruiz**

Vinörsavägen 4, 971 87 Luleå

gharu@gmail.com

Mobil: +46 70 123 45 76

 [se.linkedin.com/in/gharu](https://se.linkedin.com/in/gharu)

Date

22 January 2015

## Salutation:

Include the person's name whenever possible

**Reference: International Trainee in Real Estate Finance at SEB**

## First paragraph:

- Who are you?
- Why you are writing
- Why them?
- Mention a mutual contact – “name drop”
- Create interest – *Tell a story*

Dear Benita Axelsson,

I believe in life-long learning and continually improving oneself. So when I saw the trainee position in Real Estate Finance at SEB I knew I wanted to apply. As a master's student about to graduate with a degree in International Business and a BSc. in Economics, I feel I would be an ideal candidate for the position.

During my studies, I have built a strong foundation in macroeconomics and finance. As you can see from my attached CV, I work hard to achieve excellence for which I have been rewarded. In many of my courses it was necessary to work in small groups where I often took the leadership role while contributing ways to find new solutions. As a finance officer for the Luleå Student Union, I am involved in the planning and budgeting of the union's expenditures as well as managing the accounting.

In the past, I have worked both in a bank and as a tour guide where I not only gained experience in finance, but was also able to develop good customer service skills and learn the importance of building strong relationships with clients. My experience as a tour guide has also exposed me to working with different cultures.

Thank you for taking the time to read my application. If you think I would be a good candidate for the trainee position, please contact me for a personal interview.

Best regards,

*Gloria Sanchez Ruiz*

Gloria Sanchez Ruiz

- Closing
- Signature (scanned or a photo)
- Your name (typed)

## Second & Third Paragraphs:

- Tell about your previous work experience (and possibly about studies)
- Give specific examples
- Refer to keywords from job ad
- Tell how you can contribute

## Final paragraph:

- Thank them
- Invite them to contact you

Dear Benita Axelsson,

I believe in life-long learning and continually improving oneself. So when I saw the trainee position in Real Estate Finance at SEB I knew I wanted to apply. As a master's student about to graduate with a degree in International Business and a BSc. in Economics, I feel I would be an ideal candidate for the position.

During my studies, I have built a strong foundation in macroeconomics and finance. As you can see from my attached CV, I work hard to achieve excellence for which I have been rewarded. In many of my courses it was necessary to work in small groups where I often took the leadership role while contributing ways to find new solutions. As a finance officer for the Luleå Student Union, I am involved in the planning and budgeting of the union's expenditures as well as managing the accounting.

In the past, I have worked both in a bank and as a tour guide where I not only gained experience in finance, but was also able to develop good customer service skills and learn the importance of building strong relationships with clients. My experience as a tour guide has also exposed me to working with different cultures.

Thank you for taking the time to read my application. If you think I would be a good candidate for the trainee position, please contact me for a personal interview.

## 4 Task:

Write a covering letter to Oxtail Housing, the company described on page 16 (next slide). →



# *Oxtail Housing*

**Passionate about communities - Diversity at work champion**

We own and manage over 12,000 properties, providing accommodation and care services to vulnerable people: the elderly, disabled and young.

We have a wide range of career opportunities in all aspects of housing management and maintenance, marketing, business management and care services roles.

Interested? Give us a call.

# 5

**Exchange letters with your partner. Look at their letter as if you were the employer. Use these questions to check your letters.**

1. Is it well organised? Does it include all the key points?
2. Is it grammatically correct and without spelling mistakes? How about punctuation?
3. Does it use appropriate fixed expressions?
4. Do the skills offered match the needs of the organisation?
5. Is it interesting and does it have a personal touch?
6. Would you call this person for an interview?