



Writing a Cover Letter

Tips and examples to help write your cover letter

TOP TIPS FOR YOUR COVER LETTER

We have collated our top tips to help you get started writing your new cover letter.

GIVE SOME THOUGHT TO EACH OF THESE AREAS, AND THEN NOTE DOWN YOUR THOUGHTS AND IDEAS BEFORE YOU GET STARTED...

- Tailor your cover letter each time you apply for a role, it is important to make sure it is relevant for the job requirements and the employer
- Talk about what you can offer your prospective employer
- Convey your career goals in a clear and focused way
- Use the person's name where you can – this might be the recruitment consultant, or the manager, or someone else who is looking after the recruitment process
- Use words from the advert or job description in your cover letter, to show that you understand what is required to be successful
- Avoid negative remarks about your situation or any previous employers
- Provide enough information whilst being concise, and avoid making empty claims that you would be unable to back up or expand on in an interview
- Use bullet points to make it easier to read
- Check, and then check again for typos and other errors
- Keep it simple and short, but powerful – less is often more when you focus on the most relevant content
- Seek feedback from people you trust if you feel that you need support or advice
- Indicate that your CV is attached as part of your application
- Confirm that you would like an interview
- Print it out or convert it to a PDF to see what it looks like before you send it

COVER LETTER CONTENT

Hiring Managers name
Hiring Managers position
Company Name
Company Address

Your name
Your address line one
Your address line 2, City Post Code

[Today's date]

Dear [First name of Hiring Manager],

Re: [name of position/vacancy - including reference number if available]

The Opening

This is where you tell potential employers who you are, why you are writing and how you heard about the available role or why you would like to work for the organisation. Mention the basic facts about you and your situation, only highlight information relevant to the employer.

The Sales Pitch

In this section, it is best to get right to the point. The objective of this part of the letter is to list, either in paragraph form or as an actual list of bullet points, the reasons why you are a viable candidate. Start with a statement that provides an overview of your relevant qualifications/experience, then go into them more specifically, using the examples you identified before you started writing.

Use this section to clarify any irregularities in your CV such as unusual changes, gaps or inconsistencies.

The Flattery

This is the “why them” section of your letter. It is where you flatter them by commenting on something positive about the organisation/division and saying why you would want to work there. You might mention the organisation’s reputation, corporate culture, management philosophy, corporate responsibility record, anything that shows you know more about them than just their name. You want to make them feel special and that they are not just part of a mass marketing campaign that you are undertaking to get a job, however the balance is ensuring that you avoid excessive flattery as that can be perceived as insincere.

The Closing

The closing paragraph is not just about thanking the reader for taking the time to read your letter or for considering you as a candidate for a job. It is also about where to go from here, reiterate your desire to be considered for an interview and where appropriate open the door for further contact instigated by yourself. You may suggest how to proceed by saying that you will call or email the reader to follow up the receipt of the application. The important thing is to conclude confidently by stating that you welcome the opportunity to meet and discuss your application further, do note the best way of contacting you.

To finish

If you have personalised your greeting then use “Yours sincerely”

If you have used ‘To whom, it may concern’, then use “Yours faithfully”.

COVER LETTER EXAMPLE 1

Adam West
Commercial Manager
ABC Services Limited
Auckland

Angela Walker
16/12A Outer Harbour Road
Browns Bay, Auckland 1234

5th June 2021

Dear Adam,

RE: Desktop Support Engineer

I am writing to express my interest in the Desktop Support Engineer position for ABC Services Limited.

Having spent the last 10 years in Level 1 to Level 3 support positions I am now looking for an opportunity to utilise my skills and experience in a different organisation and feel that there is a synergy between the role at ABC and my most recent work history.

In my current role I provide Level 1 and Level 2 support, resolving service desk requests according to the SLA in a MS Windows, Citrix environment. I provide support across desktops, laptops and mobile devices. I am used to high pressure, volume situations. I believe I am a well organised individual who maintains a high level of attention to detail. I also thoroughly enjoy building positive working relationships with others and pride myself on providing an exceptional level of customer service.

I have previously worked in roles where it was my responsibility to coordinate the daily activities of the service desk and I thoroughly enjoyed doing so. This included team leading, purchasing of equipment and preparing cost/benefits analysis. I get personal satisfaction from assisting others and ensuring that the experience is a positive one.

Personally, I enjoy all aspects of my role and I would be genuinely excited about the opportunity to work for ABC in a Desktop Support position.

I would appreciate the opportunity to meet with you and outline my experience and suitability further. I can be contacted at any time throughout the day.

I look forward to hearing from you.

Yours sincerely,

Angela Walker

021 123 1234

COVER LETTER EXAMPLE 2

HR Manager
ABC Services Limited
Auckland

Samuel Smithe
3/42 Cavalli Ave
Mt Albert, Auckland 1234

Mob: 021 123 123
Email: sam.smithe_ABC@gmail.com

5th June 2021

To whom it may concern,

RE: Infrastructure Services Team Leader (reference ASA67674)

I am writing to apply for the above role as advertised on Trade Me Jobs.

For the last 3.5 years I have been working as a Team Leader at Infocomco, more recently in the Systems Management Group (Server team). This has enabled me to develop my leadership and management skills to be able to grow my career. While I have thoroughly enjoyed working at Infocom and have been given the opportunity to grow my career with a number of great roles offered, I feel I am ready for a new challenge to be able to push me further and to be able to take the next step on my career ladder.

In support of my application, I have attached a copy of my CV. It shows that I will bring important skills to the position, including:

- People Management/Leadership.
- Initiatives around reducing workload and overheads through automation and processes.
- Experience in team reorientation to evolve into a better smarter team.
- Experience in managing a Server team covering BAU, AD, Patching, Anti-Virus, provisioning VMs and appliances etc.

Thank you for considering my application. I look forward to hearing from you and discussing the role further.

Yours faithfully,

Samuel Smithe