

What is a Cover Letter/Email?

A cover letter or email should be no longer than one page and should be submitted to support your application (along with your CV).

The purpose of a cover letter / email is to introduce yourself and highlight your achievements in a brief summary to make you stand out from the crowd. This communication is a formal letter.

A good cover letter can engage the interest of the HR/Hiring manager and persuade them to read your CV and invite you for an interview.

Make sure you produce a different cover letter for each vacancy you apply for, tailor the content specifically to the role and company you are applying for.

Check your spelling and grammar.

Do Your Research

“By failing to prepare, you are preparing to fail” Benjamin Franklin

- ▶ What are the company's values and mission?
- ▶ What is the origin of the company?
- ▶ Can you research company employees on [LinkedIn](#)?
- ▶ Are there any articles in the local news regarding the company?

Step 1: Who to address the letter to

If you know the name of the person who will read the letter. For example:

Dear Mr Jones / Dear Ms Jones (use Ms rather than presuming Miss/Mrs)

Often you will have the name of the interviewer to hand, for example: please send your CV and cover letter to David Jones – d.jones@company.co.uk

If the person's name isn't readily available you could address the letter to HR Manager.

Never address your cover letter to Dear Sir/Madam OR To whom it may concern. Recruiters will tend to think this means you are sending out your CV to numerous employers, doing this could mean that your application and CV don't even get looked out.

Step 2: Begin your letter

You should specify the position you are applying for.

Example: I would like to apply for the administrative apprenticeship position, as advertised on your website.

Confirm your CV is enclosed / also attached (if email)

Step 3: Why are you suitable for the role?

Explain why your interests / aspirations are right for the position as outlined in the advertisement.

- ▶ Never lie about work experience / qualifications
- ▶ Keep it brief, nothing too personal
- ▶ Use your research on the company, to highlight why you want to work for them

Step 4: Your experience/qualifications (why are you the ideal apprentice?)

- ▶ Use information that is relevant to the apprenticeship you are applying for!
- ▶ Briefly give details of your experience, why this has led you to apply for this apprenticeship.
- ▶ What skills can you bring to the company? Just one or two points.

Example:

When you read my CV you will see, I have undertaken a business qualification and this has given me the knowledge to understand how businesses operate and how my role as an apprentice would fit into the structure. I am a committed student, with a proven track record to produce high quality work. My interest in maths has provided a wealth of knowledge that will be needed for this apprenticeship. I have excellent skills using Microsoft Word, PowerPoint and Excel.

Step 5: Thank you

Thank you for considering my application, I would appreciate the opportunity of an interview to discuss your apprenticeship vacancy in greater detail.

Step 6: Conclusion

If you addressed your letter Dear Mr/Ms Jones, end with Yours Sincerely.

TIPS

- ▶ Check your spelling and grammar, twice!
- ▶ If applying by email, use the subject line to highlight the position you are applying for and your name.
- ▶ Employers and training providers receive lots of applications, make yours stand out using the subject lines, keeping correspondence professional and don't be afraid to call or email for an update on progress of your application. This shows you are keen, interested in the role and proactive.
- ▶ Remember to always write a unique covering letter for each role you apply for, keep it relevant and unique.

Good luck!