

CRAFT A GREAT COVER LETTER



Many people ask me how important a cover letter is in the application process. The key is in reading the advertisement. If it specifically asks for a letter to be included or it is not mentioned then you should always craft a compelling and targeted letter to be included with your application.

Not knowing whether it is your cover letter or CV which gets the initial 10 second scan (recruiters and hiring managers have different preferences), means that both of these documents need to be spot on. The difference with your cover letter is that it will be re-written and tailored to each and every job you apply for providing a snapshot of the relevant skills, experience and achievements you have in a concise one page document and what motivated you about the ad to apply. Your CV is longer (2 - 4 pages), usually in third person and less personal than your cover letter.

Below are some tips on how to craft a great cover letter for each and every role you apply for followed by an example.

1

Address your letter to the recipient wherever possible. If you know who is advertising the role, look up the company address on the internet. If as is sometimes the case, there is no way to know, then "To whom it may concern" will suffice. Also make it easy for the reader to contact you. Always have your contact details on your cover letter and your CV.

2

Grab attention with your opening sentence and paragraph. What excited you about the role and why is it such a great fit for you? Does the organisation or sector align with your values? Is the challenge being offered one that you have been seeking?

3

Include some aspect of your experience related to the advertised role in the second paragraph. This may be something from your current or most recent role or from a role you held in the past if more relevant.

4

Next, list any skills, qualifications and experience asked for in the advertisement if you have them. Bullet points work well here. Use the same words and phrases to help your letter get screened in. Back up your skills with achievements if you can. This is the most important part of your letter. Make it count.

5

Finish with one or two brief paragraphs mentioning additional skills or attributes you have which reinforce why you would be the perfect candidate. Close by asking to meet rather than thanking them for considering your application. Be confident in what you have to offer.

And finally proof read it once, twice and three times

Example Cover letter

Sandra Smithson
Phone: 028 123 4567
Email: ss.smithson@myemail.com

20th August 2020

Wanda Wearing
Bits and Bobs for Cars
33 Boulevard Way
Rangiora

Dear Wanda

Re: Product and Marketing Manager, Seek 15th August 2020

As an experienced Product and Marketing professional and certified car geek the opportunity to provide innovative solutions to bring Bits and Bob's brand to life and work with a well oiled and tight knit team to deliver measurable results in an industry I love, is just the challenge I have been seeking.

I have deep experience in a range of Product and Marketing roles, most recently as Product and Marketing Assistant Manager for Accelerate, an automotive parts and accessories manufacturer where I was responsible for developing and implementing product and marketing campaigns across both print, media and digital platforms to grow brand awareness and revenues. I took an active part in product development and was responsible for much of the market research for the business.

I believe I can make a meaningful and ongoing contribution in this role and particular skills, experience and qualifications which match your requirements include:

- Over six years Product and Marketing experience, the last three within the automotive industry where I have successfully developed and implemented Accelerate's digital and social marketing strategy which measured an increase in engagement and brand awareness of over 50% over a 12 month period
- An experienced Marketer and tertiary qualified with a Bachelor in Sales and Marketing. I have strong technical marketing skills including developing and activating campaign ideas across multiple mass and digital channels, tracking, analysis and reporting of metrics, and conducting market research
- Highly creative, energetic, and resilient, I am a self-starter and at ease in fast paced environments where challenging the status-quo is the norm. In my role at Pets R Us, I successfully managed over 80 separate SKU's and contributed to the launch of over 10 new products in an 18-month period which became market leaders for the company, generating revenues of over \$3m p.a
- I am highly organized, a quick learner and comfortable working with multiple systems and platforms
- I build strong relationships with my team, bosses and with external agencies, suppliers and customers. I have an open and honest communication style and relate well to people at all levels within an organisation

As a reliable and tenacious marketer who is skilled in working with multiple products and brands simultaneously, and thinks outside of the box to deliver product and marketing strategies that enable business growth, I would welcome the opportunity to meet with you to discuss the role further and demonstrate the contribution I can make. I have attached my CV with more details of my experience and achievements and look forward to hearing from you.

Yours sincerely

Sandra Smithson