

Setting up Cover letters /Application letters

A cover letter should demonstrate to the reader that you have read the job ad carefully and that you are truly interested in that particular job.

- Be to the point. Should clearly link your experience to the role being advertised.
- Be no more than three to four paragraphs long.
- Be positive and upbeat. Make the hiring manager interested in reading your resume.
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The cover letter should NOT:

- Be a summary or repeat of your resume.
- Be a uniform letter you send with all job applications.
- It is suggested that letters be typed.
- Use clean, white, A4 sized paper.

As a 'rough' rule letters of application should be limited to $\frac{3}{4}$ of one page. However, if the organisation provides a detailed job description, selection criteria, etc. then you **must address each of the essential and desirable points listed**. In which case, your letter will obviously be longer. As an alternative, your application may be a compilation of the following:

- (1) A brief letter
- (2) An attachment addressing the detailed selection criteria
- (3) Your resume
- (4) References.

- Make your business language effective.
- Don't start every sentence or paragraph with 'I'.
- Make sure your letter is signed.
- Do not fold it - put it in an A4 size envelope.
- If there are a number of pages, it must be stapled neatly.

The most important thing to do **before** writing your letter is **RESEARCH**.



Example

Your name (optional)

Your address

Town, state and post code

Your phone number

Date

Receiver's name

Their position

Company name

Company address

Town, state and post code

Dear Sir

Start here for the body of the letter.

Constructing a letter of application

When constructing a letter of application there are three major paragraphs or sections. They are:



Paragraph 1

The purpose of paragraph one is to identify the letter as a letter of application.



Paragraph 2

The purpose of paragraph two is to demonstrate to employers that you **can do the job**, i.e. that you have all the essential skills, experience, qualifications and the desirable qualities needed to fulfil the job.

It is not good enough to say, "I've got all the skills you want",

You must make reference to each point individually and give examples.

It is not good enough that your skills are mentioned elsewhere in your resume. You must include them in your letter of application.



Paragraph 3

The purpose of paragraph 3 is to tell the employer

How much you want the job and how much you would enjoy and get job satisfaction from this job.

Also make reference to the two other main qualities that an employer looks for:

(a) **Enthusiasm for the job, and**

(b) **People skills.**

Letter of introduction

A letter of introduction is, by definition, is a letter sent to a company requesting work when the writer is unaware if there are any vacancies.

You should always introduce yourself and present some skills FIRST.

Therefore **NEVER** start a letter like this,

Dear Sir
I'm looking for a job because...



Your prime objective for a letter of introduction is to get a face-to-face meeting.

Other General Points for a 'Letter of Introduction'

1. Always find out the full name and **title** of the decision-maker and address the letter to them personally.

But because you have not spoken to the person you should always use Mr, Mrs, Miss or Ms **Surname**.
2. In the second paragraph you should list the skills and experience which would arouse their interest.
3. You have to decide whether to include or leave out your resume, e.g. you can send it later after a phone call, or use it as a reason for a follow-up visit.
4. You must always keep in control e.g. **NEVER** end a letter like, "If you are interested, you can contact me"

Common Abbreviations

Newspaper advertisements sometimes use abbreviations. To help you through the maze, here are some examples.

Jargon Abbreviation	Meaning	Jargon Abbreviation	Meaning
k's	thousand dollars	co. or coy.	company
a.h.	after hours	mt.	month
b.h.	business hours	accom.	accommodation
reqd	required	ad. or advert.	advertisement
temp.	temporary	ann. sa	annual salary
neg.	negotiable	asst.	assistant
exp.	experience	awd	award
hrs.	hours	cert.	certificate
pref.	preferred	E.E.O.	Equal Employment Opportunity
prev.	previous	f.t.	full-time
jnr.	junior	p.t.	part-time
snr.	senior	gross.	gross pay
a.s.a.p	as soon as possible	lic.	licence
loc.	location	o.t.	overtime
quals.	qualifications	p.a.	per annum
approx.	approximately	super.	superannuation
cond.	conditions	O.H.& S	Occupational Health & Safety
appt.	appointment		
immed.	immediately		



Example 1.

William Smith
4 Street Avenue
ECHUCA VIC 3564
0444 555 666

23 April 2009

Mr. John Robertson

Manager
XYZ Fencing
36 Norm Street
ECHUCA VIC 3564

Dear Mr. Robertson,

I am writing to apply for the position of Fencing Labourer which was advertised in the Riverine Herald on 21st, August.

During my recent employment with the ABC Building company, I was mainly involved with picket fence construction, erecting emu wire and chain-mesh fences on a regular basis, during which time I was able to interact and communicate with customers effectively. I consider myself a highly motivated and enthusiastic person who presents himself well. I take pride in my work and have an excellent work ethic. I also hold a current Victorian driver licence.

Thank you for considering my application. I am genuinely interested in the position and will be available for an interview to discuss further my experiences with you at your own convenience. I can be contacted at any time on the number provided above.

Yours sincerely

**Sign here if you are sending the letter by
post or handing it in person.
Leave blank if e-mailing**

William Smith



Example 2.

Kathy Porter
1 Looking Street
Adelaide SA 5000
(08) 8123 4567
0405 111 111
kporter@somewhere.com.au

Date in full

Ms Sarah Job
The Principal
Burnleigh Primary School
11 High Street
Burnleigh SA 5432

Dear Ms Job,

Ref: Teacher Aide

I wish to apply for the position of teacher aide as advertised in the Adelaide Advertiser on 2 September 2002.

Last year I completed year 12 at Valley View Secondary School. I obtained good results in english, mathematics, home economics, biology and geography. I am particularly keen to obtain a position as a teacher aide as I am interested in working with children and have held several voluntary and paid positions as a baby sitter for children up to ten years old. I relate well to children and can sing and play the guitar. I also have a portfolio of my art work.

Since leaving school, I have been employed part-time as a checkout operator. In this role I have demonstrated that I am responsible and reliable and a good team worker. Customers have often complimented me on my attention to their needs and my willingness to go beyond the call of duty.

Thank you for considering my application. I have enclosed a copy of my resume. I look forward to meeting you and providing further information in an interview. I can be contacted at any time on the above mobile number.

Yours sincerely,

← **Sign here if you are sending the letter by post or handing it in person.
Leave blank if e-mailing**

Kathy Porter