

UTS Careers Service

Cover Letter Preparation Checklist

You **must** complete the following steps prior to attending a cover letter review. Please bring this checklist with you for a review, at a 15 minute “drop-in” consultation with a Recruitment Advisor - no appointment necessary.

1. Review the **cover letter samples** on the UTS Careers website (www.careers.uts.edu.au → 'Resumes and Applications' → 'Your Cover Letter' section)
2. Use the **cover letter checklist** below to complete a self-assessment of your document. Make adjustments to your document as needed. You must bring your completed checklist to your appointment
3. **Print** a copy of your cover letter for your “drop-in” consultation

COVER LETTER CHECKLIST

Review whether your cover letter incorporates the checklist guidance below. Place  in the box as you assess each item

Presentation and Formatting

- Cover letter is not more than 1 page in length - Looks well-spaced and uses a reasonable margin size
- Font looks professional - Font size is between 10-12, recommended fonts are Arial, Calibri or Helvetica
- Highlighted information uses just one formatting method – bold OR underlining OR larger font OR capital letters
- Includes a subject title – e.g. “ Re: Graduate Analyst opportunity (position ref. B382) ”

Language

- All spelling is correct – Use Australian spellcheck settings, not U.S
- Grammar and punctuation are correct
*** For writing and language support (grammar, spelling and vocabulary), you may benefit from visiting the UTS Higher Education Language and Presentation Support Office (HELPS). HELPS Office is located in Building 1, Level 3, opposite the Tower Café and UTS Careers Service
- Clear, confident, positive and direct language is used
- Unfamiliar acronyms are explained – e.g. “Beyond UTS International Leadership Development (BUiLD) program”
- A personalised greeting is used – avoid “Dear Sir / Madam” or “To Whom It May Concern”

Content

- Your enthusiasm for applying is expressed and company research is incorporated
- Specific examples are used to evidence that you possess the key skills required for the role
- Achievements are quantified using numbers and/or statistics – e.g. “ Awarded \$500 bonus after my proposal reduced costs by 14%”

UTS Careers Service Cover Letter Sample

4 Include 1-2 sentences highlighting **why you want to work for that particular company**. This will require you to do company research – find out about their key products/services, current projects, customer and client base, notable awards or recognitions and the company values.

This section should be tailored and targeted for each application.

5 As a guide, we recommend that you address how you have demonstrated **3 core competencies** mentioned in the job advertisement.

Highlight specific examples from your work, studies and extracurricular activities to show your skills and strengths, including notable achievements and contributions that you have made. Where possible, quantify those achievements.

In this sample, you can see that the core competencies addressed are communication skills, team work skills and an interest in social media.

Ms Alice I. Wunderland
16 Softley Close
Randwick NSW 2031

Ms Molly Meba
Recruitment Manager
Meba Media
100 Sussex Street,
Sydney NSW 2000

8 March 2015

Dear Ms Meba,

Re: Marketing Assistant (Position ref: G452/A)

As a recent Bachelor of Business graduate from the University of Technology Sydney, I am very interested in the above position. Achieving a distinction average over the course of my studies; along with work experience at two high profile media organisations, demonstrates that I am hardworking and self-motivated, with a passion for marketing within the entertainment industry. In particular, my previous experience in public relations, event coordination and social media management will allow me to make a valuable contribution to Meba Media.

As a market leader in providing creative strategies for social media and communications branding, I note that Meba Media's work has contributed to the success of organisations such as XYD Company and ZXY. An opportunity to learn from the expert talent at Meba Media would be a welcome challenge, enabling me to further develop my own capacity to work as a marketer and learn from experts in the field.

During my degree I completed several marketing internships, including positions at Channel 7 and ACP Magazines. In my role at ACP Magazines, I was responsible for managing key accounts and relationships with over 70 Australian media outlets and I was also the first point of contact for companies that were interested in advertising products in the suite of ACP magazines. This internship proved to be invaluable as I was able to demonstrate my skills as a confident communicator and my ability to build rapport with both internal and external clients. I also demonstrated strong written communication skills, reflected through 12 nationally published media releases.

In addition to my internships, I have been involved with various extracurricular pursuits including 6 years with the NSW Volunteer Fire Brigade and 2 years with my local Smith Family shop. Within a team of 4 Smith Family Volunteers, I helped to organise a fundraising picnic event for my local store which attracted over 350 community members. Through this, I demonstrated my team work skills and my ability to work effectively with a diverse range of people.

The internet is of particular interest to me due its ever-changing nature and I also enjoy working with social media as it is a growing market segment area. Notably, at Channel 7 I was responsible for increasing the Channel's Facebook and Twitter traffic in 2011. As a result of my efforts, Twitter traffic increased by 40% and the number of Facebook 'likes' by 30% over six months.

With my natural affinity for social media, strong communication skills and initiative, I offer a range of skills relevant for the Marketing Assistant position. Please do not hesitate to contact me on 1234 5667 890 or via email at Alice.Wunderlund@uts.edu.au. I look forward to hearing from you.

Yours sincerely,
Alice Wunderland

1 Personalise the **greeting line**. If you know the name of the relevant Recruiter or business contact, address them directly here (consider calling the company to find this out). Otherwise, you can write "Dear Recruitment Manager" or "Dear Hiring Manager".

2 Include a **subject line**. List the exact position title written in the job advertisement including the reference number assigned by the company, if applicable.

3 Use the **opening paragraph** to concisely explain why you are the right person for the job and what you can offer to that organisation. Be as specific as possible regarding the role and company i.e. state the company name versus broad terminology.

Do you possess relevant qualifications and/or work experience? Do you have a particular interest in that area of work?

6 Your **closing paragraph** should reinforce your interest in the role and should conclude the letter on a positive note. Use confident phrasing that encourages the organisation to make contact with you.

****Please note that this document is a **sample** of how an effective cover letter can be written. The most important thing is to ensure your cover letter is targeted to the specific role you are applying for. The purpose of the cover letter is to expand on the most relevant and recent experiences from your resume to highlight why they're so applicable to the job. It should not be a repetition of your resume.**

A cover letter will stand out if it is:

- Relevant : matches the reader's key interests
- Substantiated : provides convincing evidence
- Well-written : tells an engaging story
- Visually-pleasing : is attractive to the eye
- Unique : isn't identical to its competition