

Writing an effective and engaging cover letter

A cover letter is your first opportunity to make an impression beyond your CV. It's your chance to tell your story, show your enthusiasm, and explain why you're a great fit for the role. Follow these tips to craft a cover letter that stands out.

Suggested structure

The content and style of your cover letter are up to you, but it's great to use a solid structure to have the best chance of success. Here are some guidelines:

1) Introduction

- Introduce yourself
- Explain why you're writing
- If you're responding to an advert, briefly mention where you saw it

2) Why this job?

- Explain why you're interested in the role and would like to work at the organisation
- Check the organisation's website, LinkedIn, and other channels for specific information
- Make it clear that you haven't used the same letter for multiple applications

3) Why me?

- Explain why you're a good fit for the position
- Describe how your relevant skills and experience directly correlate to the job requirements. Try to avoid repeating the same phrases that appear on your CV

4) Conclusion

- Reiterate your desire to join the organisation
- Add a closing remark, such as 'I look forward to hearing from you'
- End the letter with "Yours sincerely" and your name.

Top tips for a successful covering letter

- Keep it brief: aim for a single page, around 300-400 words
- Read the job advertisement carefully for submission details
- Address it to the hiring manager, if you can, rather than Dear Sir/Madam
- Proofread your letter for correct spelling and grammar
- Don't start every sentence with "I"
- Give specific examples to back up your claims
- Be enthusiastic
- Take this as an opportunity to add to, rather than repeat, your CV