

Guide for Writing Cover Letters

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Address your letter to a person – AVOID saying 'TO WHOM IT MAY CONCERN'.

Maurice Price
Office Manager
B2B Engineers
7/140 Punt Road
South Yarra, Victoria 3540

Your name and contact details.

Make sure you date your letter and say why you are writing it

3 November, 2013

RE: Events and Promotions Assistant

Your opening paragraph should stand out (in a good way) so the employer wants to read more

Dear Mr Price,

Fresh from completing a Diploma of Events at William Angliss Institute, I am ready to start my career in this field, and your position is a perfect fit with my strengths. I have found that I have a unique flair for promotional work.

Describes the skills, knowledge, experience you bring to the position.
TIP: Use key words* here.

While I am a recent graduate I am highly motivated and keen to show my ability to work independently to do whatever it takes to get the job done. Over the last two years I have developed a range of skills through my course work and in vacation roles at Phillip Island which included marketing for the MotoGP and working as a Tour Guide/Sales Assistant at the Penguin Parade. Particularly, I have undertaken PR activities, arranged trade tables and tents, prepared articles for local newspapers - and was lucky enough to have one of these accepted for the travel section of *The Weekend Australian* (May 16, 2013). I am also familiar with Excel and have used this in my work and studies.

Include something that shows you understand something about the organisation.

After speaking with Tony Agius from your office yesterday and perusing your website, I know that B2B Engineering is an environmentally-conscious firm, the work that you do in Australia and Africa to help overcome water sanity problems is amazing and I would be proud to work for an organisation such as yours.

Finish off with a 'call to action' that explains what you would like to happen next.

Thank you for taking the time to read this letter. Please find my resume attached. I am available to start work as soon as possible and look forward to the opportunity of having an interview to discuss my application further.

Don't forget to end your letter formally.

Yours faithfully

Paulo Georgiou

Make sure your cover letter fits onto a single page and is checked for correct spelling, punctuation and grammar.

*Key words from the job advertisement:

...generalist marketing communications support which will include developing into arranging trade events, social, PR and technical article preparation and distribution, manipulating excel sheets for lists and reports, advertising, marketing materials, and whatever else the marketing manager works on. This role would suit a recent graduate with an independent work ethic and feels they have the personal ability and motivation to grow quickly as an independent worker.

Please note: The font size in this guide has been reduced for training purposes. Make sure yours is 11 point Arial or similar.

Information also available on <http://careers.angliss.edu.au>

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