

COVER LETTERS



Your cover letter is an essential part of your application and is often your first opportunity to make a good impression. It should be positive and sell your suitability for the position to the employer. The letter **must** be individually tailored to the particular position; consequently the organisation and job must be thoroughly researched.

Be sure to address all the skills and/or abilities the employer is seeking and has indicated either in their advertisement, in the position documents, or on their website.

Format

In terms of format, the example on the other side of this page can be used as a guide. Your cover letter should be:

- 1 page in length unless the employer specifies otherwise you **must** follow their instructions
- Format the date like this **1 February, 2024**
- No commas or full stops within the addresses or opening address
- Add a heading to indicate which role you are applying for.
- All paragraphs starting flush with the left-hand side margin rather than being indented
- It is good practice to address your letter to a specific person if possible. Try to find the name of the contact person for the role. Otherwise, use **To Whom it May Concern.**
- When you sign off use _____ as the closing salutation if you have a name to reference, _____ ours f _____ r _____ .

Introductory Paragraph

This paragraph should let the employer know which position you are applying for, where you found out about the position, and the date it was advertised. Make a positive statement to show why you are suitable for the role.

'Why You' Paragraph

This paragraph gives you the opportunity to show how your qualifications, skills and abilities meet the needs of the employer and the position, and why you would be an asset to their company. Be sure to demonstrate how you meet these requirements - give examples.

Selling Paragraph

In your third paragraph, you can expand on paragraph two and highlight what you know about the organisation, why you wish to work for them, and how you would make a valuable contribution. Be sure to show how enthusiastic you are about the prospect of working for their specific organisation.

Closing Paragraph

In your final paragraph, end on a positive note by thanking the employer for their consideration and restating your interest in the role. Let them know how you can be contacted. You should also specify the documents you have attached in your application.

Finally, check and double-check your letter for correct grammar and spelling. Avoid jargon and unnecessary abbreviations.

Don't forget to sign your signature on the bottom and keep a copy of your letter for your records.

Resources

Check out the following free resources for students on our website (jcu.edu.au/careers)

- [Employability Edge](#) has a module on *Master Written Applications*.
- [Resume and written application](#) feedback service.
- [Career and Job Search Information](#) - Resumes, Selection Criteria, Interviews and more, are available on our website or from our office on Level 1 of the Library.
- [Industry Events](#) find out about job opportunities and connect with employers.
- [Big Interview](#) improve your interview technique and build your confidence.
- [JCU CareerHub](#) - view job vacancies and events.
- [Career Ready Plan](#) build your career now.

Tip: Avoid using clichés and generic



