

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 November, 2022**
- No commas or full stops within the addresses or opening address
- 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 **Dear Sir/Madam**.
- When you sign off use 'Yours sincerely' as the closing salutation if you have a name to reference, otherwise use "Yours faithfully" or 'Kind regards'.
- Add a heading to indicate which role you are applying for.

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 put 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.
- [Information Sheets](#) - 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.
- [JCU Career Directory](#) – view graduate and internship opportunities, virtual experiences and national virtual careers fairs.
- [Career Planning](#) and decision making support.

Tip: Avoid using clichés and generic phrases. Focus on showing examples of your skills and experience.

[insert your name]
[insert your address]
[insert your phone number]
[insert your email address]
[insert link to your LinkedIn]

[insert title and name of recipient – e.g. Mrs S Smith]
[insert their position if known – e.g. Manager – Graduate Recruitment]
[insert the organisation name – e.g. Queensland Health]
[insert the organisation address]

[insert the date]

Dear [person's name e.g. Mrs. Smith, or Sir/Madam if unable to obtain name]

Application for position of [insert name of role], Reference Number [insert if given]

I wish to apply for the position of *[position title]* with *[company name]* as advertised *[where advertised]* on *[date]*. I am currently studying a *[degree title]* at James Cook University and expect to complete my degree in November *[year]*. My experience in the area of *[specify area]* and *[specify area]* has allowed me to develop skills in *[skill]* and *[skill]* and I am keen to extend this experience with *[company name]* who are a recognised leader in this field.

My studies in *[specify area]* and my active participation in the *[name of organisation]* has allowed me to develop my leadership and communication skills. As part of my studies, I acted as a Student Mentor to first year students which required me to advise groups of 20-30 students on studying at university and how to best organise their timetable to maximise their study opportunities. In addition to maintaining an overall grade point average of 5.8 (highest being 7), I also coordinated a fundraising program for the Cancer Council of Queensland. Through activities that included weekly BBQ's, raffles, and seeking corporate sponsorship, I raised \$5000 for my local Cancer Council branch. This achievement required excellent organisational skills, the ability to communicate with a broad range of people and a flair for marketing.

I am aware that *[company name]* seeks to *'[mission statement]'*; this is an area that I am passionate about and am enthusiastic about contributing to. My thesis research on *[detail on thesis topic]* allowed me to develop my *[ability]* and *[ability]* abilities and I am keen to apply these to the position of *[position title]*. Throughout my degree, I have undertaken work experience with a variety of *[discipline]* firms including *[company name]*, my supervisors regularly commented on my strong work ethic and my diligent attention to the projects I was assigned.

I look forward to the opportunity of discussing my application with you and would be pleased to supply any further documentation you require in addition to my attached resume, statement addressing selection criteria and academic record. I can be contacted at any time on 0400 111 222 or email@email.com.au. Thank you for considering my application.

Yours sincerely
[insert signature]
[insert your name]

Enclosures: *[e.g. resume]*

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