

Writing a Cover letter for a Job Application

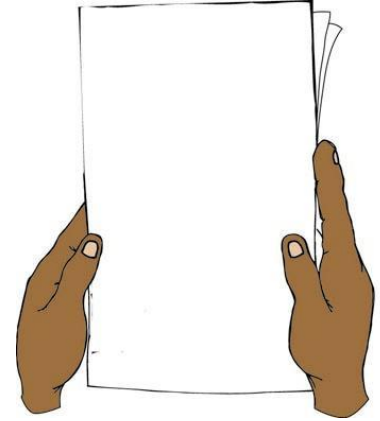
A cover letter is the type of letter used for seeking employment. The cover letter introduces the reader to the job applicant and it usually includes a curriculum vitae or a resume.



- Learn how to write a formal letter of application
- Use techniques to make your application stand out from the rest
- Write a single page letter of application that is short, clear and concise.

Cover Letter Structure

You will need a covering letter whenever you send a CV or application form to a potential employer. The covering letter tells the employer what job you are applying for. It provides the employer with a first impression of you and as such only the most important information should be included:



Contact Person

Each cover letter should ideally be addressed to the person who is going to hire you.

Opening

Your cover letter should open by mentioning how you came to hear of the position, what job you are applying for by stating that you are applying for the job (see example letter below). If possible, the opening should capture the attention of the reader.

Body

The body of the letter should tell the reader about your unique qualifications or skills that apply to the position. You should spend time designing the letter around why you are suitable for the job. Why you are applying for the job? Give a short background on your experience and knowledge and how they apply to the position for which you are applying. Introduce any supplementary materials that may apply to the job.

Closing

At the end of the letter request an interview and suggest a time and a date when you will be available. Use a standard complementary close such as "yours sincerely"

Cover Letter Example

Your address → 8 Your Street
Rianaspruitfontein
1765
Date → 17 January 2003

*Name and address
of contact person*

Mr. Jacob Banda
Human Resource Manager
Animale Clothing LTD.
132 Oxford Road
Rosebank
1932

or Ms/Miss/Mrs/Sir/Madam

Dear Mr. Banda:

Reference to the job, date and name

Assistant Purchasing Manager (Ref No. 178)

On 12 January 2006, I read your advertisement in the Cape Times for Assistant Purchasing Manager. I am writing to apply for this position.

According to your advertisement, the position requires a person with some a relevant qualification and some experience in clothing retail. I will be graduating with an Institute of Marketing Management diploma at the end of this year. I have held a number of retail positions on a part-time basis. My job-description has included the following: staff management, stock loss control, customer service and retail administration. I understand that the position also requires a person with computer skills including Point of Sale (POS) knowledge. I have recently received on-the-job training on POS, and I have attended numerous computer courses listed in my curriculum vitae.

My academic background, as my enclosed curriculum vitae shows, well-prepared me for the position. I am confident that I am able to perform the job effectively, and I am exciting by the idea of working for a dynamic fast growing retail chain.

I trust that it will be acceptable for me to call you next week to see if my credentials fit your company's needs. If necessary I will make myself available for an interview on Tuesdays and Thursdays during the week.

Thank you for your consideration. I look forward to talking with you soon.

Learning Area: Life Orientation
Learning Outcome: Careers and career choices
Additional Resources: Job Hunting Skills

Yours sincerely,

George Green