

SESSION IV

How To Make A Job Application Letter

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A Job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. **A cover letter** is like the introduction to your resume; it gives you a chance to show some personality and demonstrate to an employer that you've researched their company and understand exactly what they're looking for.

Not everyone agrees on the importance of a cover letter. Some employers say they skip it and go straight to reading the resume, but there are plenty of employers who say they do value a well-written introduction, so even though you get no guarantees that it will be seen every time, it's generally best to include one anyway.



How to get started

1. Consider what information you want to include

Remember!

This letter is making a case for your candidacy for the position. But you can do better than just regurgitating your resume — instead, highlight your most relevant skills, experiences, and abilities.

2. Know what the employer wants
3. Match your qualifications with the employer's wants and needs.

4. Make a list of your relevant experience and skills.

For instance, if the job ad calls for a strong leader, think of examples of when you've successfully led a team.

Writing Guidelines for Job Application Letters

Remember!

Writing a job application letter is very different from a quick email to a friend or a thank-you note to a relative.

- **Length**

A letter of application should be no more than one page long.

- **Format and Page Margins**

A letter of application should be single-spaced with a space between each paragraph. Use about 1" margins and align your text to the left, which is the standard alignment for most documents.

- **Font**

Use a traditional font such as Times New Roman, Arial, or Calibri. The font size should be between 10 and 12 points.

Section Of a cover letter

1. Heading

A letter of application should begin with both your and the employer's contact information (name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature.

Example :

351 King's Fork Road
Suffolk, VA 23434
November 8, 2004
(This is the heading. The heading is the address of the person sending the letter.)

Mr. D. Ward
123 Alphabet Way
Suffolk, VA 23434
(This is the inside address. The inside address is the address of the person receiving the letter.)

2. Salutation

This is your polite greeting. The most common salutation is "Dear Mr./Ms." followed by the person's last name.

Example :

- Dear Mr. Ward:
(This is the salutation. The salutation is the greeting of the letter.)
- Dear Ms. Leader:

Tips :

Whatever you do, don't start out with a generic "Dear sir/madam" or "To whom it may concern," as this is impersonal and defeats the whole purpose of your cover letter. If it's not immediately clear who to address your letter to, do a little digging on the company website and LinkedIn - if necessary you can always pick up the phone and call the company to find out.

3. Body of the letter

Think of this section as being three distinct parts.


- 1st paragraph : mention the job you are applying for and where you saw the job listing.
- 2nd paragraphs : The most important part of your letter. Remember how you gathered all that information about what employers were seeking, and how you could meet their needs? This is where you'll share those relevant details on your experience and accomplishments.
- 3rd and last paragraphs : Will be your thank you to the employer; you can also offer follow-up information.

4. Complimentary Close

Sign off your email with a polite close, such as "Best" or "Sincerely," followed by your name.

Tips for Writing A Job Application Letter

Always write one.
Unless they say not to, it never hurts to include one.



Elizabeth Johnson
12 Jones Street
Portland, Maine 04101
555-555-5555
email@emailaddress.com

January 14, 20__

Mark Smith
Human Resources Manager
Veggies to Go
238 Main Street
Portland, Maine 04101

Dear Mr. Smith,

I was so excited when my former coworker, Jay Lopez, told me about your opening for an administrative assistant in your Portland offices. **A long-time Veggies to Go customer and an experienced admin.** I would love to help the company achieve its mission of making healthy produce as available as takeout.

I've worked for small companies for my entire career, and I relish the opportunity to wear many hats and work with the team to succeed. In my latest role as an administrative assistant at Beauty Corp, I **saved** my employer thousands of dollars in temp workers by **implementing** a self-scheduling system for the customer service reps that cut down on canceled shifts. I also **learned** web design, time sheet coding, and perfected my Excel skills.

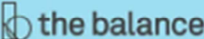
I've attached my resume for your consideration and **hope to speak** with you soon about your needs for the role.

Best Regards,
Doug Jones
Doug Jones

● **Sell yourself.**
Include your skills and accomplishments.

● **Use keywords.**
Try to include words from the job listing.

● **Edit, edit, edit.**
Proofread for any grammar or spelling errors.



Job Application Letter Example:

Sherry Armwood
22 Toledo Blade Boulevard
Port Charlotte, FL 33948
(941) 255-7500
sarmwd@inn.com

Heading or Contact Information

September 1, 2006

**Employer's Name
Professional Title
Organization Name
Mailing Address
City, State and Zip Code**

Gerald Noran
Director of Recruiting
Century Hospital
2121 Main Boulevard
Port Charlotte, FL 33952

**Name position you are applying for
and how you learned about it**

Dear Mr. Noran:

Professional Salutation

I am applying for the position of Practical Nurse, which was advertised on August 28, 2006 in the Charlotte Sun Herald. From my enclosed resume, you will find that my education, experience, and background meet your stated position requirements, and I believe my strong initiative and organizational skills, combined with my ability to work well under pressure, would enable me to make a substantial contribution to your institution.

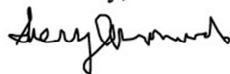
Tell why you are best candidate for the job

As a current student in Charlotte Technical Center's Practical Nursing Program, I will be a candidate for graduation on September 20, 2006. I have worked in long-term care for more than nine years, and as a Certified Nurse Assistant, have provided care and support to sub acute rehabilitation patients and long-term care residents. Both areas of practice were challenging and rewarding, and I am anxious to begin my Practical Nursing career in this arena. I am confident that my performance in this position would exceed your expectations.

Follow up information

I would appreciate the opportunity to meet with you to discuss how my experience can best meet your needs. If you would care to arrange an interview, I can be reached at (941) 255-7500. Thank you for your consideration.

Sincerely,



Always sign the letter

Sherry Armwood

Enclosed: Resume



THINGS TO DO

- ✔ Grab the reader's attention. Use a question or leading statement to entice further reading.
- ✔ Fill in the blanks left on a resume. A cover letter is your chance to say anything about your skills that can't be said on a resume.
- ✔ Stick to one page. Employers don't have time to read a short story.
- ✔ Include evidence that you have done research on the company.
- ✔ Tie your own skills to the job description.
- ✔ Ask for an interview. Confidence can land a job.



THINGS NOT TO DO

- ✗ Give too much personal information.
- ✗ Talk about how the organisation can help you. Remember, at this point, it's how you can help the organisation.
- ✗ Be boring. A little zing in a cover letter can go a long way to landing an interview. However, be careful to not use too much humour in a cover letter. Humour is difficult to decipher when not face-to-face.
- ✗ Rehash what is written on the resume. Give information that enriches your resume.
- ✗ Use the same letter for all jobs. Cater each letter to the particular position/organisation.
- ✗ Forget to follow up. A call to the company asking about the progress of the search may keep your name relevant.
- ✗ Copy someone else's cover letter. Be original!



What is CV ?

A CV (also known as a Curriculum Vitae, or résumé), is a written overview of your skills, education, and work experience. They may be used for a variety of reasons, however, the most common of these is to send to prospective employers when looking for a new job.

CV used for :

1. Application stage for a job
2. Internships
3. Work Experience
4. Volunteer Work

An employer will then be able to judge it in line with their person specification and company needs, to see if you're a good fit.

If you are, you'll usually be invited to interview, whether it's on the phone, face-to-face, or through a video format. If that goes well, you could then be offered the job.

How To Write A CV.

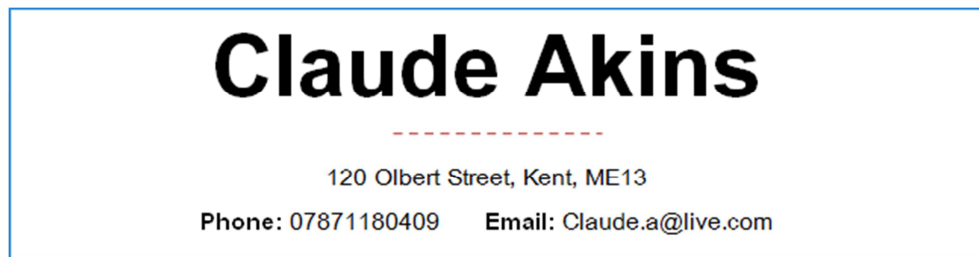
Information you should include on your CV

CVs should never be completely formulaic, but there are a few things they should always contain :

1. Personal details :

It may sound obvious, but you'd be surprised how many people forget to include their name, email, contact phone number and address. To avoid any awkward moments, make sure these are clearly presented at the top of your CV. 'Curriculum Vitae' is an unnecessary title – your name is not.

Example :



2. Personal statement :

As it's the first thing that's shown on your CV, a personal statement is an essential part of standing out from the crowd. It explains who you are, what you're offering, and what you're looking for. Aim to prove why you're suitable in one short and succinct paragraph.

Example :

Personal statement

A highly motivated and hardworking individual, who has recently completed their A-Levels, and received excellent grades in both Maths and Science. Seeking an apprenticeship in the engineering industry to build upon a keen scientific interest and start a career as a maintenance engineer.

Mechanically minded, with a methodical approach to working and an eagerness to learn and develop personal skills in a practical setting. Eventual career goal is to become a fully-qualified and experienced maintenance or electrical engineer, with the longer-term aspiration of moving into project management.

3. Work experience :

This section should include all of your relevant work experience, listed with the most recent first. Include your job title, the name of the organisation, time in post, and your key responsibilities.

Example :

Work Experience

Sales Assistant, Shop Name. Location

(April 2012 – Present)

Key results:

- Achieved four out of five revenue targets, equating to over 150% against overall targets set during entire period of employment.
- Personally billed over £25,000 since starting position.
- Demonstrated resilience and ability to upsell products, consistently meeting KPIs set for adding more value to sales.
- Significantly improved negotiation skills, regularly converting customers from point of enquiry to sale, something which earned me Sales Assistant of the period during the month of June.

Bartender, Bar Name. Location.

(2010 – 2012)

Duties include:

- Serving customers in a polite and professional manner.
- Replenishing and restocking the bar, always ensuring high level of stock management efficiency.
- Helping train new team members in key competencies.
- Demonstrating an in-depth knowledge of key health and safety standards used within the industry.

4. Achievements

This is your chance to show how your previous experience has given you the skills needed to make you a suitable candidate. List all of your relevant skills and achievements (backing them up with examples), and make it clear how you would apply these to the new role.

Example :

Achievements

Awards:

- Employee of the Month, December 2011
- Completion of major project within budget and ahead of schedule, March 2009

Leadership:

- Nominated as Project Manager on numerous occasions
- Elected Business Representative, Finance & Accounting Ltd.

5. Education

Your educational experience and achievements should be listed here, along with dates, the type of qualification and/or the grade you achieved – although the specific parts of education that you include in your CV will depend on your individual situation. For example, if you have more educational achievements than work experience, placing an emphasis on this section is a good idea.

Example :

Education

BSc Economic Computing Degree Classification: 2:1 Honours.	Sheffield University	2009 – 2012
BTEC National Diploma in ICT Grade: Distinction Distinction Merit	Woodbourne College	2007 - 2009
BTEC First Diploma in ICT Grade: Distinction*	Woodbourne College	2006 - 2007

6. Hobbies and interests

You don't always need to include hobbies and interests in your CV, but mentioning relevant ones could back up your skills and help you to stand out from the crowd – not to mention give you something to talk about at an interview. Just don't say you enjoy socialising with friends just for the sake of including something. If it's not going to add value, leave it out.

Example :



Hobbies and Interest

- Poetry writing and Reading Books.
- Blogging (<http://theskr.blogspot.com>)
- Professional Networking (<http://www.linkedin.com/in/sumantkumar>)
- Travelling
- Photography

Words you should include on your CV

Appropriate keywords for your CV could include:

- ✓ Accurate
- ✓ Adaptable
- ✓ Confident
- ✓ Hard-working
- ✓ Innovative
- ✓ Pro-active
- ✓ Reliable
- ✓ Responsible

In addition to using the right words, you should also back up your attributes up with genuine accomplishments. Not only will you stand out from others with identical skills, you'll also be able to prove your suitability more effectively.

Words and Phrases you should avoid on your CV

There are certain words and phrases you should try to avoid – and they mostly consist of overused clichés. Here are just a few of the worst CV words :

- ☒ Excellent communication skills
- ☒ Goal driven
- ☒ Flexible
- ☒ Motivated
- ☒ Multi-tasker
- ☒ Independent
- ☒ Detail oriented
- ☒ Self-motivated

Things you should present on your CV

Your CV is the first thing an employer will see when hiring for a vacancy, and how it looks at first glance will be the reason they decide to read it in more detail. Even if your skills match the role perfectly, a messy and confusing CV probably won't even get a second look.

To ensure you're painting yourself (and your skills) in the best light, you should always:

- ✓ Keep it short and succinct – two sides of A4 will almost always suffice.
- ✓ Choose a clear, professional font to ensure that your CV can be easily read (leave Comic Sans and Word Art back in the 1990s where they belong)
- ✓ Lay it out in a logical order, with sufficient spacing and clear section headings (e.g. Work experience, Education)
- ✓ Order your experience and education in reverse chronological order to highlight your most recent experience and achievements
- ✓ Check your grammar and spelling thoroughly

Final thoughts

Every job is different and tailoring your CV accordingly is vital to standing out. Edit it in line with the job description whenever you make an application, and you'll be able to ensure it matches the specifications every time.

Highlight that you're the right match for the job by outlining:

- The specific skills you have to offer the employer
- Relevant accomplishments and achievements
- The work and educational experience you have in their field
- Personal qualities that will make you right for the role
- An understanding of the job requirements

CV Example :



Tyler Vader

Personal information

10 Manchester street N21, Madison, WI 53703
(999) 999-9999

Tyler Vader
www.kickresume.com/cv/tyler
hello@kickresume.com

Profile

Hardworking business-management graduate with proven leadership, organisational, and product-development skills seeking to apply my abilities to the position of [position] at [company name]

Experience

09/2013 - present

Associate Sourcing Manager

Lands' End, Dodgeville

- Manage the product-development process, from concept through introduction to market, ensuring design intention, merchant pricing and assortment strategies are achieved
- Primary interface for design group, merchandising and vendors through all stages in the product-development cycle (concept to customer)
- Responsible for overall costing of each component of the product so as to attain year-on-year increase in gross profit
- Negotiate pricing, quantity and lead-time delivery terms for key product inputs from factories, producers and suppliers
- Verify that data documented within internal software systems is entered accurately and in a timely manner by team members
- Designed reporting format, leveraging multiple database systems, to streamline data used by members of global product team

10/2007 - 01/2013

Rental Office Assistant Manager

Concours Motors, Milwaukee, WI

- Responsible for logistic management of a multi-site 75+ car rental fleet
- Developed understanding of customer service and relations

Education

07/2013

Supply Chain and Operations Management

University of Wisconsin - Milwaukee

- Study abroad - Australia
- Dean's List

Achievements

- Manage category driving over \$40 million annually
- Lead costing negotiations to increase gross margin by 15% on key products
- Excellent reporting and presentation skills
- Highly proficient with MS Excel, MS Access, PLM (product lifecycle management) software
- Completed course work in ERP software implementation

Interests

Technology

Sciences

Literature

Film

Camping

Hiking

Tennis

Woodworking