

COVER LETTER DEVELOPMENT

Employers use cover letters as a way to screen applicants for available jobs and to determine which candidates they would like to interview.

1. What is a cover letter?

- ✓ A cover letter is a document sent with your resume to provide additional information on your skills and experience
- ✓ It consists of one page that is included at the front of your resume
- ✓ Consists of an introduction of yourself to the employer, and references why you feel are the best candidate for the job, and why you would like to work for the company

2. Types of cover letters

Cover Letter Type	Use When
Response Cover Letter (Most Common)	To respond to an employer's job posting.
Broadcast Cover Letter	If there is no job posting or advertised job opening, and you are advertising your skills, qualifications, and availability to the prospective employer.
Referral Cover Letter	Someone has referred you to apply and/or contact the hiring manager to discuss a specific employment opportunity. Normally, the 'referral' is someone who has a close connection to the hiring manager and/or works at the company.

3. Cover letter format: header

The cover letter starts with a header, which contains your contact information, the date of your application and the advertising organization's contact information.

Your Contact Information Consists Of	The Employer Contact Information Consists Of
Your Name Your Address Your City, Province, Country, Postal Code Your Phone Number Your E-Mail Address	Name Of Employer (If Known)* Employer's Job Title (If Known) Company Name Company Address Company's City, Province, Country, Postal Code

4. Cover letter format: greeting

A greeting will consist of using “Mr.” for a male or “Ms.” for a female, followed by their last name*. Other titles, including “Dr.”, can be used when applicable. If you do not know the gender of your contact, you can write out the person's full name instead of using a formal title (for example: "Dear Dale Smith" or "Dear Ashley Anderson.")

** Note: If you do not have a contact name, you can use a generic greeting (for example: “Dear Hiring Manager”, “To Whom It May Concern”). Ideally, candidates should try to obtain the name of the person doing*

the hiring if it is not available. It is recommended to contact the organization to find out who is the most appropriate person to receive the letter.

5. Cover letter format: body

A cover letter consists of three paragraphs. See next page for example.

John Smith

46 Elm Street
Winnipeg, Manitoba R2P 6Y7

Telephone: (204) 555-1234
E-mail: john_smith@outlook.com

August 13, 2014

Ms. Jane Doe
Human Resources Consultant
ABC Systems Canada Inc.
5656 Portage Avenue
Winnipeg, Manitoba R3C 1T2

The first paragraph will introduce yourself, explain which position you are applying for, and how you heard about the position. It can also include a brief statement on your motivations for applying or acknowledging your eligibility for the position.

Dear Ms. Doe:

I am in the process of pursuing a career in banking and through my research of this field and your website I came across your ongoing recruitment for a **Customer Service Representative** with your organization. I am very interested in applying for this position and I have attached my résumé for your review and consideration. I would love to work for your organization because I feel I can contribute to your terrific reputation and I feel I match your organization's passion for the products and services you provide.

My background involves over 1 year of experience working for an organization focusing on Customer Service, Money Management, and Administration. I have a strong grasp of financial matters such as cash handling, loans applications and processing, balancing cash flows, and the tracking and recording of all daily sales transactions. As well, I possess a certificate in Business Administrative Assistant from Manitoba Institute of Trades and Technology, completing courses in Accounting and Microsoft Excel including a practicum as a Bank Teller responsible for the opening of new accounts and performing bank transactions for new and existing clients.

The second paragraph will have the most important information for the employer, and is your opportunity to explain why you are the best candidate for the job. It will include how your experience, skills and education qualifies you for the significant duties of the position, provides examples of skills and attributes for the position.

I strongly believe that with my qualifications and skills I can be successful working as a **Customer Service Representative** for your organization. I thank you sincerely for your time to review my submission and I am looking forward to the opportunity to discuss the position in person. I can be contacted at (204) 555-1234 or by e-mail at john_smith@hotmail.com.

Sincerely,



John Smith

Encl.

The third paragraph is a short ending that thanks the employer for time and attention. It consists of starting interest in meeting the employer for an interview, with ways of getting in contact with the applicant. It also contains the closer, which consists of the applicant's first and a last name with an optional signature, and an enclosure of resume.