

COVER LETTER GUIDE

The purpose of the cover letter is to introduce your resume and express your interest in working for a prospective employer. Your letter should be one page in length and written in standard business form.

SALUTATION

Address the letter to the person and department you are applying to. If there is not a contact person use “Dear Hiring Manager”.

Sample:

Recipient Name
Position Title
Company Name
Street Address
City, Province Postal Code

Dear <Recipient Name>,

PARAGRAPH 1: INTRODUCTION

State your intention to apply for a position. If you are applying in response to a job advertisement, include the position title and identification number if available.

Sample:

- Please accept the enclosed resume as my application for the <name of position> position currently being advertised in/on <name of media>.
- Based on the criteria you listed, I believe I am an excellent candidate for the <name of position> position advertised in/on <name of media>. Please accept the enclosed resume as my application for the position.
- I am extremely interested in obtaining a position with <name of company>. I have outlined some background information about myself below and attached a copy of my resume for your consideration.
- If your firm is seeking a professional who has demonstrated sound business judgment, decisiveness, well-developed planning, analytical and communication skills and a consistently high level of performance in a variety of progressively responsible and challenging assignments, please see my enclosed resume.

PARAGRAPH 2: BODY

Highlight your skills, experience, accomplishments, and achievements as they relate to the job you are applying for. Specify how your qualifications match specific requirements found in the job advertisement.

Sample:

- Adept at applying myself to a wide variety of responsibilities, I know I would be an ideal candidate for your consideration. As a detail oriented professional I take pride in my work and I am seeking a challenging position, which utilizes my office skills. As an administrative professional I have one year of experience with office procedures. Proficient in the use of various software packages including MS Office I am capable of recording meeting minutes, reports, email, slide presentations, data compilation and other documents.
- Accustomed to a fast-paced environment where deadlines are a priority and handling multiple jobs simultaneously is a requirement, I enjoy the challenge of prioritizing and organizing tasks. Although I work well independently, I am equally comfortable working as a part of a team as displayed through my three years of sales experience. Frequent, clear communication with co-workers and management has strengthened my interpersonal skills and I am confident with communicating professionally via social media, email, telephone, presentation and on a one-to-one basis with clients.
- Having supported clients with disabilities for two years I have demonstrated that I am a quick learner and highly adaptable to change, as well as able to interact effectively in high stress situations. As following individualized support plans are crucial to this position, I know I would excel because my personal motto is to help my clients develop their own sense of accomplishment. In my most recent position as a Direct Care Professional I support clients with Acquired Brain Injuries to perform their morning routines. Some of the functions of this role that relate to your position include medication administration, bathing support and meal preparation. I will uphold the quality service that your organization currently exhibits in the area of developmental services by offering just the right level of care to clients that allows them to be independent and trust in my care techniques as well.

PARAGRAPH 3:

CLOSING

Repeat your interest in working with the employer and that you are confident in your ability to fulfill their requirements. Ask for an interview and thank the employer for their time.

Sample:

- I am confident my background provides the skills you require for this position. I would welcome the opportunity for a personal interview to further discuss my qualifications. I can be reached anytime at the contact information listed above. Thank you for your time and consideration.
- I look forward to the opportunity to meet with you to discuss our mutual interests. You can reach me at the contact information above to arrange an interview. Thank you for your consideration.
- I am available for an interview at your convenience. I look forward to hearing from you. Thank you for your time and consideration.
- Should you have an opening that would utilize my skills, I would welcome the opportunity to meet with you personally to explore the contributions that I could make to your corporation. I can be reached anytime at the contact information above. Thank you for your consideration.
- Though my resume is detailed and comprehensive, it cannot fully demonstrate the manner in which I have achieved success. Character, personality, and the ability to work in a team environment can be demonstrated in a personal meeting. I would welcome an interview at your earliest convenience. I am certain that I would become a valuable addition to your staff. Thank you for your time and consideration.

SAMPLE COVER LETTER

JOHN SMITH

Kingston, ON | (613) 544-5400 | johnsmith@student.sl.on.ca | linkedin.com/in/johnsmith

June 1, 2023

Olivia Castle
Hiring Manager
Four Media
123 Gardiners Rd
Kingston, ON, K7M 3Y4

Re: Social Media Marketing Manager - K11-2023

Dear Olivia Castle,

Please accept this as my application for the **Social Media Marketing Manager** position currently advertised on your company website. As a Business Marketing student at St. Lawrence College, I appreciate the dedication involved in operating a business striving to provide both excellent value and superb content while also producing a captivating online brand.

My previous experience includes one year as a Marketing Intern; providing social content for a range of platforms to promote coming charity events. In this position I frequently used software programs such as Microsoft Office and Adobe Creative Suite to create content. As a dedicated employee who accepts tasks with positivity, I reliably performed functions such as planning fundraising events, organizing speeches and generating and maintaining relationships with donors.

Furthermore, as a Business Marketing student, I have exceptional teamwork, presentation, and communication skills. Most recently in my studies I gained knowledge on the relationships between organizations and their management, employees, customers, suppliers, and community. The knowledge acquired through my first year of studies allows for an understanding of business dynamics and the importance of client satisfaction. With my marketing experience and business knowledge I can offer reliability, team cooperation and quality social media content.

I am confident that my skills and experience make me a strong candidate for this position. I would welcome the opportunity to contribute my expertise to your team and help your organization achieve its goals. Thank you for considering my application. I look forward to discussing my qualifications further.

Regards,

John Smith

John Smith