

The make-up of a cover letter

● Contact information

The person who is being addressed should have their contact details here. This is normally the hiring manager and should include their name, title and address.

● Personal details

Your personal information should go here. This is crucial as if you are successful the hiring manager needs to be able to contact you. This should therefore include your place of residence, mobile number and email address.

● Salutation (Opening greeting)

Try not to use generic salutation here. If possible, this should match the contact information. If a hiring manager is unknown, try ring the company who are hiring to gather further information. This will also show you are keen to build a rapport with company.

● Aim

The opening paragraph should explain briefly why you are reaching out to the hiring manager. Hiring managers can have multiple vacancies running alongside each other. This helps the recruiter understand which role is being applied for.



● Suitability

This paragraph should explain why you are suitable for the role, detailing professional and academic qualifications which are specifically relevant to the role. What experience do you have which is appropriate to what the employer is looking for? A good tip is to look at the job description as it normally gives clues as to what a company is looking for.

● Deliverables

A third paragraph on what you can bring to the organisation is advised, which is a great place to detail any USPs that stand you out from other candidates. Have you undertaken any paid qualifications or training which could qualify you further for the role and impress hiring managers?

● Closer

Finally, signing off a cover letter is just as important as its opening. It is advised to sign off the letter with 'Yours sincerely' followed by your full name.