COVER LETTERS

Your first opportunity to make an impression!

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Arcadia University
Office of Career Education
Knight Hall, Suite 133
215-572-2939
careerhelp@arcadia.edu
www.arcadia.edu/oce

Specific Types of Cover Letters

Letter of Inquiry: Letter written to inquire about opportunities or request general information about a company.
Letter of Application: Letter written to apply for a specific position within the company.

General Guidelines

- Use a cover letter when you are unable to introduce yourself face-to-face.
- Use block or modified block business letter format; keep the wording professional.
- Send each letter to a specific person; make it personal.
- Individualize the letter by incorporating information you have acquired through company research; avoid form letters.
- Laser print the letter on high quality paper that matches your resume.

Purpose of a Cover Letter

- Give you the opportunity to convince an employer to read your resume.
- Allows you to express your interest and enthusiasm in the position and the possibility of working for the organization.
- Enables you to target your resume and highlight your transferable skills.
- Strengthens your chances of securing an interview.
- Demonstrates your written communication skills.

Parts of a Cover Letter

Introductory Paragraph

- Be sure to capture the employer's interest in the first few sentences – give them a reason to keep reading.
- Briefly give some background information about yourself.
- If sending a letter of application:
    - State the specific job title of the position for which you are applying.
    - Mention how you learned of the job opening.

- If sending a letter of inquiry:
    - Specify your reason for writing; indicate if you are inquiring about employment opportunities.
    - Indicate your knowledge and/or interest in the organization.

Body Paragraph(s)

- Avoid restating your resume.
- Highlight your strengths and qualifications. Use specific examples to provide evidence of skills, experiences, and accomplishments.
- Mention how your career plans, skills, education and /or experience are relevant to the position and/or how they coincide with the organization's needs.
- Make a good first impression; this is your first chance to "sell" yourself.

Concluding Paragraph

- Refer them to your resume.
- Indicate what actions you would like to have happen next:
    - State your desire for a personal interview – OR –
    - Encourage them to contact you if they have questions regarding your qualifications/experience.
- Express your appreciation for the employer's time and consideration.

Follow-up

Unless the employer has requested "no phone calls," you should contact the organization by phone within one week after submitting your cover letter and resume. Ensure they have received your materials and learn more about the position or organization. This follow-up also allows you an opportunity to promote your skills for the position and remind them or your interest in their organization.

Kelly C. Maloney
Current: 8440 Limekiln Pike • Wyncote, PA 19095 • (215) 555-5555
Permanent: 763 Village Drive • East Stroudsburg, PA 18301 • (570) 444-4444
kmaloney@arcadia.edu

December 21, 2011

Dr. Pierre T. Price
Superintendent of Schools
Underfunded Public Schools
90210 Beverly Boulevard
Pittsburgh, PA 15122

Dear Dr. Price,

The ability to make a difference in the lives of children and young adults and the satisfaction of working with students initially drew me into the education sector. My choice of education as a career has been confirmed through further study and in-depth experiences during the past few years. Now I'm ready to take the next step in my career! Because of the excellent work you do with inner-city youth, I was excited to find through the Arcadia University's Career Development Office that you have a position open for a Middle School Math and Computer Teacher. I am confident that my experiences have well-prepared me for such a role.

As a student teacher in Enfield Elementary, I had the opportunity to hone my teaching and planning skills. I created and implemented a weekly "Mathematics Mystery" series for seventh and eighth grade students. This program required a high level of organization, creativity, and attention-to-detail and increased student enthusiasm for the use of math in solving common, everyday problems. As a result of the programs success, it will be continued after my student teaching experience ends in December.

In addition to classroom knowledge and relevant work experiences, I have participated in volunteer activities where I had the opportunity to develop many important skills. As a member of the Interfaith Hospitality Network Planning Committee, I worked as part of a team to create and execute meaningful activities for disadvantaged youth. This role made me into an effective team member capable of leading brainstorming sessions and directing conversational flow. Additionally, I developed the ability to publicize and promote events efficiently in order to increase student participation in the program.

Enclosed you will find my resume which further outlines my educational background and experiences. I would like the opportunity to meet with you in person to discuss the Middle School Math and Computer Teacher position. I will contact you on Monday, November 2nd to ensure the arrival of my materials and inquire about scheduling an interview. You may also reach me at (215) 555-5555 or *kcmaloney@arcadia.edu*. Thank you for your time and consideration and I look forward to talking with you soon.

Sincerely,

Kelly C. Maloney

Morgan A. Brunelli
Campus: 450 S. Easton Rd, Glenside, PA 19038 215-555-0000
Home: 233 Maxwell Lane, Binghamton, NY 13901 607-555-2222
brunellima@aol.com

December 21, 2011

Ms. Anita Promotion
Director of Human Resources
Signing Bonus Public Relations
1 Payroll Street
Harrisburg, PA 17101

Dear Ms. Promotion,

The importance of communication, leadership, and problem solving in the public relations field prompts me to respond to your recent vacancy announcement for a Marketing and Special Events Coordinator. I became aware of the position while exploring the job listings through the Arcadia University Office of Career Development. Signing Bonus is a leader in working with the public sector, which is why I am particularly interested in your company.

At ESPN Television, I had the opportunity to work with a wide variety of people as a media relations intern. I coordinated press conferences and interviews with athletic teams and assisted with daily events and shows for ESPN broadcasts. These tasks required a high level of verbal communication skills, attention to detail, and the ability to interact with a diverse range of people. During my overseas study experience in Barcelona, Spain, I had the opportunity to live, study, and explore different cultures and customs. I believe my experience meets the position requirements that an individual be comfortable with a wide range of audiences.

The public relations sector requires strong leadership skills. As a Resident Assistant at Arcadia University, I was responsible for the supervision and safety of more than 25 undergraduate students on a daily basis. In this role, I established monthly floor meetings to promote a "team" atmosphere and to resolve minor issues before they became major problems. Not only has this experience allowed me to develop my leadership skills, but I have also been able to foster a collaborative environment amongst a diverse student population.

I believe my education, work experience and leadership abilities make me a strong candidate for the Marketing and Special Events Coordinator position. Enclosed is my resume that further outlines my education and work experience. I am excited to learn more about Signing Bonus Public Relations and look forward to the opportunity to discuss this position with you in person. Thank you for your time and consideration and I look forward to meeting with you soon.

Sincerely,

Morgan A. Brunelli