

APPLICATION LETTER – Advertised Position

STOP! Have you researched the position, the company, reviewed your skills and decided that you are a match for the position? If you haven't, see Advertised Position – Should I Apply?

This letter is extremely important. It is the first thing and often the only thing the employer will read. It sells what you have to offer and how you meet their needs.

Your letter should -

1. Show your ***genuine interest*** in the position. If you aren't really interested in the position why are you applying?
2. Demonstrate that you have some ***knowledge*** of the company and what they do.
3. Give the employer a ***personal insight*** by telling them something about yourself that relates to the position eg Position in the hospitality industry – '*I am outgoing and enjoy meeting new people*'. Avoid cliches – '*I am a people person*'.
4. ***Address the selection criteria*** specified in their advertisement/position description by demonstrating how you meet the criteria and where you got the skills or experience. Try to state not just what you did but how well you did it. eg Ability to maintain a database - '*During my two years with Tektronic Electronics I was responsible for the maintenance and integrity of the database. I would interrogate aspects of the database on a regular basis and take corrective action if a problem was detected. My maintenance system was used as the 'model' for all branches in Queensland*'.
5. Put yourself in the employer's shoes when writing. Provide ***extra information about your other skills and experience*** that are not mentioned in the advertisement but which you consider would be an asset to the employer's business.
6. Mention ***your resume*** as being enclosed.
7. Ask for an ***interview***.

Your letter should be -

- Concise and clear
- Persuasive
- No longer than one page
- Use action words to describe your suitability. See handout *Action Words*
- Typed unless there is a specific request for a handwritten application

The Font used should be easy to read and no smaller than 11 point.

It is acceptable to use "bullets" or "dot points".

Sending Your Application

- Is it interesting so that they will want to read your resume?
- No spelling or grammatical errors. Get someone else to proofread.
- Place it in an A4 envelope so that you don't have any folds in the documents.
- Get it to the employer a few days before the closing date. Allow for post delivery time.
- Print on quality paper.

Ensure you read Application Letter Examples for further information.

SAMPLE COVER LETTER LAYOUT

<Your full name>
<Street Address>
<City> <State> <Postcode>
<Telephone Number>

Always include
your contact details.
The current style is
all on the left-hand

<Date>

Ring to get the name of the person to
whom you need to send your application if
their name is not mentioned in the
Advertisement. The Personalised
approach is much more effective!

< Mr / Mrs/ Ms Contact Person's Name>
<Contact Person's Job Title e.g. Human Resource Manager>
< Company / Business Name>
<Company / Business Street address or P.O. Box>
<Company City> <State> <Postcode>

Avoid
Dear Sir/Madam
Use the contact
Person's Name.

Dear < Mr / Mrs / Ms Contact Person's Last Name>

<Identify the position you are applying for and why you are interested in this position! >

<Address the selection criteria specified in their advertisement/position description by demonstrating how you meet the criteria and where you got the skills or experience. Try to state not just what you do but how well you do it. >

<Provide free (extra) information about your other skills and experience, which are not mentioned in the advertisement and that you feel, would be an asset to the employers business. >

<Refer to your resume and any other supporting documents being enclosed. >

<Demonstrate some knowledge of, and personal interest in the industry or their company by telling the employer something about yourself that relates to the position. >

<Request an interview and provide them with your telephone number>

Yours sincerely

< Your Signat

Make sure you personalise
your letter by including
your signature.

<Your Name>

<Encl.>