

## COVER LETTER TIPS & TRICKS

- **Go beyond your resume:** Your cover letter should not be just another version of your resume. Instead, this letter should provide specific evidence of what you will bring to the role and the organisation
- **Pick 2-3 skills or abilities you want to highlight:** Think of examples of times that you demonstrated these traits in your professional life. These examples are what will make your cover letter different from your resume
- **What about experience?:** If you are a recent graduate or otherwise do not have a lot of work experience, you can highlight some of your transferable skills in your resume. Provide evidence from your studies, volunteer work etc. that demonstrate you have these skills
- **Write a custom cover letter for every job:** Recruiters can quickly tell if you have written a generic cover letter that you use for every job. Instead, take the time to customise your cover letter so it accurately reflects your interest in the specific position and company you are applying to
- **Match your qualifications to the job:**
  - Carefully read the job advertisement and determine whether you have the required skills, abilities and experience to be competitive in your application
  - Select 2-3 skills or experience that the job requires that you know you have
  - In your cover letter, provide examples of times you demonstrated each of those skills
  - Make sure to include keywords from the job listing in your cover letter as well, eg. If the advertisement says the ideal candidate has experience with “data-driven decision making”, you might include an example of a time you used data or information to make a decision or solve a problem
- **Don't point out what you're missing:** If you lack a required skill or qualification, don't mention it. This will only highlight what you don't have. Instead, focus on highlighting the skills and experiences you do have and explain how they make you a great fit for the job
- **Gaps in resume:** If you have recent gaps in your work history, whether from being out of work, travelling, studying or for any reason, your cover letter gives you an opportunity to explain an employment gap. If you decide to mention this, do so very briefly, then return to highlighting your skills and abilities
- **Try to find a contact person:** It is worth spending some time trying to find the correct person to address your cover letter to. If you can't figure out who will be reviewing your application, address your letter with the greeting, “Dear Hiring Manager”
- **Format your cover letter properly:** You will want the cover letter to include the proper information but also to look polished and professional. Be sure to format your cover letter properly, including your contact information, the date and contact information of the employer at the top of the letter. A cover letter should not be longer than a page (three to four paragraphs at most) unless the job advertisement specifically requests a longer cover letter
- **Proofread and edit your letter:** Believe it or not, a small typo can make or break your chances of getting an interview. Therefore, be sure to thoroughly proofread your cover letter (and all of your application materials, for that matter). Read through your letter, looking for any spelling or grammar errors. Make sure you have the correct company name, hiring manager's name, data etc in your heading. Consider asking a friend or family member to read your letter as well
- **Follow the instructions in the job posting:** The most important part of sending a cover letter is to follow the employer's instructions. If the job posting says to submit your materials using an online application system, don't email or mail a physical application. If you need to email your application, be sure to include your name and the job title of the position in your message