

Covering Letters (Dec 2024)

What is it and why do one?

- Vital part of application with CV. Further opportunity to sell yourself.
- Re-confirms motivation and suitability for job, company and industry.
- Highlights most interesting/relevant parts of your CV adding more depth/detail. i.e. qualifications, experience, skills, strengths, your interest/suitability for, and understanding of, role/company. Join dots for the reader!
- Send out the right signals of enthusiasm, appropriate focus and create a business-like impression overall.

Structure

- **Opening paragraph – Who you are and why you are writing** e.g. role applying for (advertised or, if speculative, the area of interest (shows willing to take on varying roles); course/university name; availability to work; results expected/gained.
- **Why you want to work for/are interested in that specific organisation.** Give specific examples of what attracts you, why you/they are perfect fit e.g. key projects, area of focus; awards achieved; state-of the art technology/innovation; training offered; company culture; progression opportunities; relevant to your key interests/projects/modules. Shows you have done your research. Avoid saying ‘because you have a good reputation’. Research company’s website, relevant articles/reports, speak to current/past employees.
- **Why you?** Highlight what you have to offer; how you stand out from other candidates; how you meet the person specification i.e. the skills, qualifications and experience you have that are particularly relevant.
- **Closing Paragraph** – End on a positive note. Statement showing your desire to discuss employment opportunities; you look forward to hearing from the individual; your availability for interview. Avoid apologetic endings like “thank you for taking the time to read this letter”, “Sorry to have bothered you”.

Top tips!

- Be concise - 1-page A4. 3-4 paragraphs max.
- Professional business letter layout - your address top right, recipient name/job title/company name/address top left.
- Ideally, address it to a specific person rather than “Dear Sir or Madam”. (Simple call to organisation to establish who is in charge of recruitment). Make sure details are correct!
- If hard copy application - one sided A4, good quality paper (bonded A4)
- Tailor your letter to specific job/organisation
- Closing. ‘Yours sincerely’ used when know/include name/address of recruiter; Yours faithfully if not.
- Show consistency between Cover Letter and CV. Nothing new appears on letter that hasn’t been referenced on CV. Not all employers read letters!
- Check spelling, typos and overall appearance. Ask someone to read your cover letter before you send it.
- Keep copies of all letters you send out. It may be some time before you get a reply by which time you may have forgotten what you wrote in your letter.

Web Resources

Free AI Online CV/Cover Letter Checker (www.careerset.com/tudublin)

Good examples of cover letters - both speculative letters and letters answering advertisements – see the following websites and look at the examples below

- gradireland: [‘How to Write a Cover Letter’](#)
- Prospects: [‘How to write a cover letter’](#)
- Targetjobs: [‘Covering Letter Essentials for Graduate Vacancies’](#)
- Targetjobs: [‘CVs, Applications & Tests’](#)

Mr. Michael Adams
Human Resource Manager
Ryanair
Dame Street
Dublin 2

152, Badger's Walk
Blanchardstown
Dublin 15

x/x/2024

Dear Mr. Adams,

Having recently attained a 2:1 honours degree in International Business and Languages (French and Spanish) from Technological University Dublin, I was very interested to see your vacancy for European Sales and Marketing Executive as advertised with Gradireland. Ryanair's business ethos is one that I find most progressive and constantly challenges the 'establishments' of traditional rival carriers. I have followed with great interest the innovative ways that you have recently developed your controversial marketing and advertising campaigns to reach your customer target market right across your thirty one European bases.

I can appreciate to be successful in this role, the individual will need to be capable of working to tight deadlines and collaborate effectively with European sales & marketing team. As part of my academic study, projects were examined on a continuous assessment basis. This enabled me to develop high level communication and team-working skills in addition to excellent time management. I further developed these skills through my work with the Dublin Tourist Office where I was required to provide information and advice to tourists in a friendly and timely manner.

I note that you are seeking an individual with a strong knowledge of the media market in both France and Spain. In my final year I completed a group case-study on a comparative analysis of new media advertising techniques used in France and Ireland in the food industry. As part of this project, I gained a thorough understanding of the changes that have happened in French media which has seen a dramatic decrease in national newspaper readership and fundamental changes within the constitution regarding media freedom. During my Erasmus year in the University of Navarra, Spain, I attended a module on media studies which I believe would also stand to me in this role.

I understand that this position will require an individual with excellent leadership potential and good interpersonal skills. You will see from the attached Curriculum Vitae that I took part in a student enterprise competition in TUD. As leader of our team, I fostered an inclusive supportive working environment that worked to the completion of a tight scheduled marketing plan. I ensured the team played to individual strengths and maintained good open working relationships.

I am confident that these skills and personal attributes would be of benefit to Ryanair and would allow me to succeed in this role. I would be delighted to discuss any aspect of this application at your earliest convenience.

Yours sincerely,

Paul O Connor