

A covering email

Learn how to write a covering email to accompany a job application.

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary

1. analytics
2. to fill a role
3. marketing channels
4. retail
5. initial
6. the bulk of something
7. a campaign
8. seasonal

Definition

- a. to find someone to do a specific job
- b. the main or largest portion of something
- c. a series of activities aimed at achieving a specific result
- d. ways to communicate with potential customers
- e. using data to examine or assess something, such as the success of a marketing activity
- f. the sale of goods in shops directly to customers
- g. happening at particular times in the year
- h. happening at the beginning

Reading text: A covering email

To: recruitment@new-company.com

From: Susan Nelson

Subject: Digital Marketing Executive application

Dear Ms Jones,

I'm writing in response to your advertisement for a Digital Marketing Executive. My name is Susan Nelson and I'm a Social Media Marketing Assistant. I have had this job for the past two years and I believe I am the person you need for your new role.

The bulk of my work involves designing and implementing online marketing campaigns across a range of channels. I am very comfortable using analytics to assess campaign success and drive future initiatives. I work with a range of social media platforms and tools for digital marketing.

I have always worked in the retail industry and am familiar with the seasonal nature of business such as yours and have the skills to push your business forward through creativity and innovation. I would very much like the opportunity to both bring my experience and enthusiasm to this role while continuing to develop professionally and personally.

Following initial research into your company I very much feel we would be a good fit for each other and I would welcome the opportunity to discuss this position with you in person.

Please find attached my CV.

I look forward to hearing from you.

Yours sincerely,

Susan Nelson

.....

Tips

1. Try to find out the name of the person hiring and address your cover letter to them.
2. Start with a clear statement about who you are and the role you are applying for.
3. Then give information about your current work (or studies if you are still a student).
4. Mention how and why this experience is suited to the new company and role, including any transferable skills (= things you have learned that you will take with you to future jobs).
5. End with a closing statement that suggests further contact.
I look forward to hearing from you.

Tasks

Task 1

Are the sentences true or false?

	Answer	
1. Susan's current role is the same level of responsibility as the job she's applying for.	True	False
2. She sounds confident about her ability to do the Digital Marketing Executive job.	True	False
3. She explains what she does in her current role.	True	False
4. Susan emphasises the transferable skills she would bring to the new role.	True	False
5. Susan suggests that email is the best way to continue the conversation.	True	False
6. She is sending more detail about her work history in a separate document.	True	False

Task 2

Write the phrases in the correct group.

I've had this job for the past two years.	I am very comfortable using analytics.
The bulk of my work involves ...	I have always worked in marketing.
I can work across a range of platforms.	I have the skills to push business forward through creativity and innovation.

Talking about work experience	Talking about transferable skills

Task 3

Put the words and phrases in order to make sentences.

1. a digital marketing executive. response to in your advertisement for I'm writing
2. this job had six years. I for have
3. person are am the I believe I you looking for.
4. I would bring to this role. very much like my experience and enthusiasm the opportunity to
5. with you welcome to discuss this position in person. the opportunity I would
6. attached find Please my CV.

Discussion

Do you have any tips for writing a good covering email?

Answers

Preparation task

1. e
2. a
3. d
4. f
5. h
6. b
7. c
8. g

Task 1

1. False
2. True
3. True
4. True
5. False
6. True

Task 2

Talking about work experience	Talking about transferable skills
I've had this job for the past two years.	I can work across a range of platforms.
The bulk of my work involves ...	I am very comfortable using analytics.
I have always worked in marketing.	I have the skills to push business forward through creativity and innovation.

Task 3

1. I'm writing in response to your advertisement for a digital marketing executive.
2. I have had this job for six years.
3. I believe I am the person you are looking for.
4. I would very much like the opportunity to bring my experience and enthusiasm to this role.
5. I would welcome the opportunity to discuss this position with you in person.
6. Please find attached my CV.