

Beginning a cover letter

The first paragraph of your cover letter should detail the job you are applying for and, if relevant, where you heard about the job (for example an advertisement, or personal recommendation).

2 a Complete the following opening paragraphs using the words in the box.

advertised application consideration enclosed enquire
graduate qualified recommended requirements response

1 I am a final-year student who is about to graduate with a bachelor's degree in Industrial Engineering from Bristol University. I am writing to _____ about possible employment opportunities with Mendoza. I am interested in a position related to transportation management.

2 I am writing in _____ to your job posting for an investment banker on your company's website. I have _____ my CV for your consideration.

3 I was recently speaking with Mr Fox from your firm and he _____ that I send you a copy of my CV. Knowing the _____ for the position, he felt that I would be an ideal candidate, given my experience in international sales.

4 I would like to apply for the post of a Commercial Solicitor in your firm as _____ on Legalpositions.com. As a recent graduate, I was particularly happy to see that the position is open to newly _____ lawyers.

5 Please accept this letter as _____ for the Marketing Manager position currently listed on Monster.com. My CV is attached for your _____.

b Match the opening paragraphs (1–5) in Exercise 2a to the type of cover letter (a–c) they come from. Which type of letter do you think is most likely to be successful?

- a A reply to a job advertisement
- b A 'cold' speculative job application
- c A letter following a personal recommendation

c Evaluate the following opening paragraphs. What do you think is good or bad about them?

1

After attending the recruitment talk presented by Financial Investments, I am extremely interested in the post of graduate trainee in the International Sales Department. I have absolutely no doubt that my qualifications, skills and professional experience will make me an indispensable member of your team.

2

I am writing to apply for the graduate trainee position as advertised online in the *New York Times*. I am a final-year student majoring in Business Administration, with US and Chinese business relations as the focus of my dissertation. I believe I am suitable for this position because I am very interested in banking.

3

I would like to apply for a job in your organisation. I have always wanted to work at the cutting edge of global strategy with a firm whose greatest assets are its people, and I have decided that Rivers & Co. is the ideal place to start my career.

d ▶ 3.3 Listen to two recruitment experts, Grace and Oliver, discussing the letters. In which order do they discuss them?

e ▶ 3.3 Listen again. What advice do they give? Do you agree with their comments?

f Find a job advertisement that interests you, and write the opening paragraph of a cover letter in response.