



ADVICE AND TIPS ON COVERING LETTERS

Covering Letters

While your CV should link you to the area of work you are applying for, the covering letter should link you to this particular job. It provides the opportunity to highlight the key things you can offer and to get over your enthusiasm for the job.

You should always include a covering letter with your CV - to ensure your CV is directed to the appropriate vacancy and clarify issues relating to your suitability for the job.

Be clear about the purpose of your letter by stating at the beginning the job you are applying for (if responding to an advert), or the opportunity you are seeking (if applying speculatively). Refer to your enclosed CV at the appropriate points.

The main content of your letter lies in the second section. Aim to address the following questions:

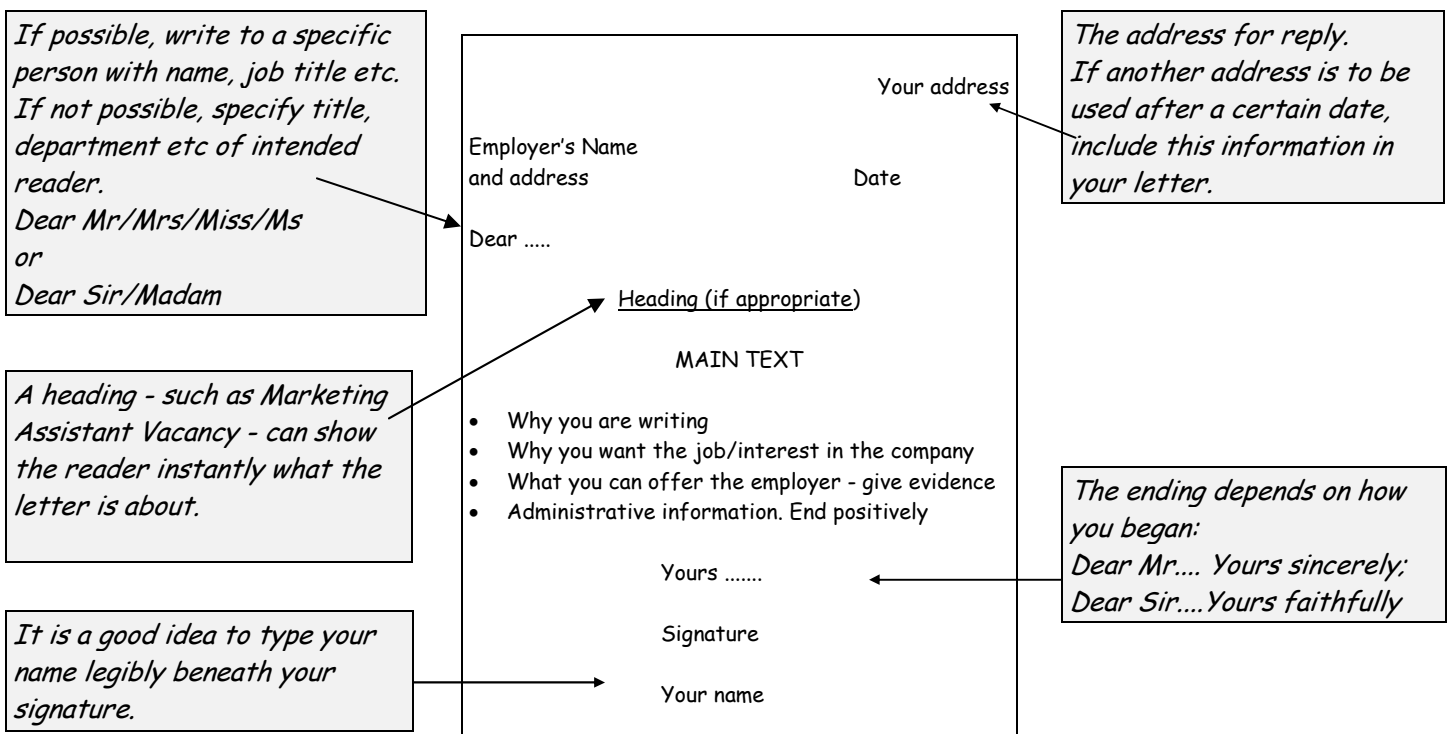
Why Them?

- Why are you interested in this organisation?
- Why are you interested in this type of work?

Why You?

- What do you have to offer them?
- How relevant is your degree?
- How relevant is your work experience (including voluntary work)?
- What skills and qualities do you have to offer?

Remember to close the letter on a positive and confident note, expressing your enthusiasm and an interest in attending for interview/taking follow up action.



Mrs R Smith
HR Manager
HR Department
Hillier & Ferguson
Business Park Way
Edinburgh
EH19 4XY

1, The Wynd
Dundee
DD1 4SD

1st May 2011

Dear Mrs Smith

Trainee Investment Analyst

I am writing in response to the post advertised in The Scotsman on 29th April 2011 for the post of trainee Investment Analyst with Hillier and Ferguson. I am presently in my final year of a History and Economics degree at the University of Dundee, where I hope to graduate in June 2011 with 2:1.

My interest in finance stems largely from the Financial Economic Analysis module I took this year. My work experience at Scotia Life last summer confirmed this interest and I now keep up to date with the financial press. I am extremely interested in working for Hillier and Ferguson after speaking to representatives from your company at the Careers Fair at the University of Dundee. The training scheme provides broad insight into investment analysis and the opportunity to make an impact early on in my career.

I believe that I would be able to contribute to the success of your organisation for the following reasons: I have a relevant degree and took modules in business strategy, financial economic analysis and risk management in my final year. My degree has enabled me to develop strong communication skills through giving presentations, an ability to work in a team during my History group project in 3rd year, and advanced analytical and problem solving skills in the completion of my dissertation. My part-time work in catering and retail has enabled me to work in situations of constant pressure, requiring energy and an ability to successfully work with customers and clients.

My experience of working with the stockbroker Scotia Life was really useful as it gave me an opportunity to observe the work of brokers and analysts, and spend time in both the private client group and mid-to-large corporate group. This experience confirmed my enthusiasm and suitability for this type of work.

As you can see from my CV, I have had a number of positions of responsibility and displayed leadership qualities in my personal commitments.

I am available for interview at any time and am able to supply references.

Yours sincerely

Emma Rait

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<http://www.dundee.ac.uk/careers>
Updated: Summer 2011