

What is a Cover letter?

A cover letter provides detailed information on why you are qualified for the job you are applying for. It includes specific information related to the organization or the role that demonstrate that you are a strong match for the employer's job requirements or organisation.

Think of your cover letter as a sales pitch that will market you and lead the person reading it to want to find out more.

A cover letter or personalized e-mail should accompany each CV you send out. It should complement, not duplicate your CV and is intended to interpret your CV and add a personal touch to your application.

How is it used?

Employers use cover letters as a way to screen applicants for available jobs and to determine which candidates they would like to interview. If an employer requires a cover letter, it will be listed in the job posting. Even if the company doesn't ask for one, you may want to include one anyway. It will show that you have put some extra effort into your application.

As it is often your **earliest written contact with a potential employer**, creating a critical first impression, it is important to ensure that you do not make any small errors, such as spelling or grammar mistakes, that can get your application immediately knocked off the list.

What should it include?

Effective cover letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences. Determine relevance by carefully reading the job description / or researching the organisation, evaluating the skills required and matching them to your own skills.

Each cover letter you write should be customized to include:

- Which job you're applying for (*include the job title in your opening paragraph*)
- How you learned about the job (*and a referral if you have one*)
- Why you are qualified for the job (*be specific*)
- What you have to offer the employer, and why you want to work at this specific company (*match your skills to the job description, and read up on the organization's mission, values and goals to mention in your letter*)
- Thank you for being considered for the job

TIP: Take a highlighter and highlight what it is about the nature of the organisation that makes you a good fit – this needs to be mirrored in the cv / cover letter. Think of the organization as a whole and what part of it do you want to be involved in. Make sure to outline this in your cover letter highlighting how you can contribute or learn in this context / from the experience.

For further tips please visit:

<https://www.thebalancecareers.com/how-to-show-your-personality-in-a-cover-letter-4174695>