

## WHAT DOES A COVER LETTER LOOK LIKE?

Here are a few examples of what a cover letter might look like. We've included samples for a 1) standard cover letter, 2) bulleted cover letter and 3) prospecting cover letter. We've included the corresponding job postings on page 4 as a reference. Need help? Use the [DECONSTRUCT A JOB POSTING WORKSHEET](#) as you develop your cover letters.

### 1) Standard cover letter

**Jane Smith**

**3800 Finnerty Road, Victoria, BC • V8W 3P2 • 250-555-5555 • sample@uvic.ca**

This should match the heading on your résumé.

November 1, 2017

Professor Snape  
Hogwarts School of Witchcraft and Wizardry  
1234 Spookytime Lane  
Hogwarton, England V8N 2B9

Include the organization address.  
Address the letter to a specific individual if possible.

**Re: Position and competition number (if provided on the job posting)**

Dear Professor Snape,

I am writing to apply for the Recreation Assistant Position with Hogwarts School of Witchcraft and Wizardry (Sports Division) as posted on the UVic posting site. Throughout high school and university I have been involved in peer support and special needs assistance. I have a strong belief that recreation should be available to all members of our society.

Use real and detailed examples to highlight your qualifications.

While working as a counsellor at Camp Thunderbird, I gained experience leading groups of teenagers in outdoor activities. This experience also allowed me to work with teens with special needs, helping to accommodate them so that they could get the most out of the Camp Thunderbird environment. Additionally, I have been volunteering as a peer helper at the University of Victoria, where I counsel students who are having a difficult time. These experiences have opened my eyes to how important it is to be inclusive and supportive in all environments.

My volunteer background also includes coaching athletics at the high school level, where I worked mainly with girls basketball and volleyball teams. My coaching experience has helped me develop the interpersonal communication and leadership skills that will help me excel as a Recreation Assistant. My enthusiasm and dedication are key attributes that I bring to everything I do. I also have a Class 4 driver's license.

Focus on why you'll be an asset to the employer, not how you'll benefit from the job.

Thank you for considering my application. I look forward to meeting with you to discuss this position in greater detail.

Sincerely,

Jane Smith

Thank the employer for considering your application and request an interview.

Tell the employer what other competencies you have to offer.

## 2) Bulleted cover letter

This type of cover letter may be appropriate if you want to include an extensive list of qualifications, or if it's appropriate for your sector (e.g. technical sectors).

This should match the heading on your résumé.

**Jennifer B. Student**

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**1000 Invisible Lane • Victoria, BC • Phone: 250-555-5555 • Email: sample@uvic.ca**

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May 1, 2017

Albus Broadsetter  
Ministry of Magic  
Integrated Apparitions Bureau  
London, England V8N 2B9

Include the organization address.  
Address the letter to a specific individual if possible.

State why you're writing. If you have a connection with an employer, identify this in your cover letter.

Dear Mr. Broadsetter,

I recently attended a Co-op and Career Fair open to students in the Bachelor of Commerce program, and was impressed by the breadth of public services offered by the Integrated Apparitions Bureau. After reviewing the key objectives of the bureau and learning of the GoProject initiative, I understand the need for innovation in marketing this project and am excited to be considered for the Marketing Analyst position. I am a strong academic performer with comprehensive training in research and marketing and the high degree of professionalism and technical skills required to support your team in its goals.

Focus on why you'll be an asset to the employer, not how you'll benefit from the job.

As a student leader with more than three years' experience in marketing, I can offer:

- + Familiarity with marketing principles and personal management, demonstrated by my success in several university-level marketing courses while working part-time
- + Ability to produce marketing materials, both online and in print
- + Creative and innovative thinking with experience running a small community-based arts collective
- + Strong research and analytical skills, developed through case competitions and volunteer experience with Researchers Ltd.
- + Significant experience with standard marketing software (Corel, Microsoft Publisher, Photoshop) and statistical/database software (SPSS, Excel, Access)

You may consider using a bulleted cover letter to simplify your writing or cover a long list of qualifications. Make sure to vary your bullets from the wording in your résumé – don't just repeat your résumé.

As a self-motivated business student with a genuine interest in the GoProject, I look forward to sharing my strengths in an organization devoted to providing quality services to all the constituents in BC. I meet all of the funding criteria outlined in the position description and am available to begin immediately.

Thank you for considering my application and I look forward to hearing from you.

Kind regards,

Jennifer B. Student

Thank the employer for considering your application and request an interview.

### 3) Prospecting letter

A prospecting letter, also known as a letter of interest or inquiry letter, is sent to prospective employers who may be hiring, but who haven't listed a specific job opening.

**James B. Student**

2000 Lightning Lane • Victoria, BC • Phone: 250-555-5555 • Email: sample@uvic.ca

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May 1, 2017

Andy Warhol  
National Judicial Institute  
250 Albert St.  
Ottawa, Ontario K1P 6M1

Dear Mr. Warhol,

I could not pass up the opportunity to inquire about a potential employment opportunity at the National Judicial Institute. I am presently enrolled in the Master of Arts in Dispute Resolution Program at the University of Victoria. In my attached résumé, you will see I have a proven ability to design, plan and lead high-impact programs, possessing the organizational and administrative acumen needed to translate a strategic vision into a results-producing action plan. In addition, I am motivated and enthusiastic, and would appreciate the opportunity to contribute to your organization's success.

With strong communication skills and a dynamic presentation and public speaking style, let me note that one of my greatest strengths is my ability to build relationships within and outside an organization. My experience working with community groups is as extensive as it is diverse. As a consultant and program manager, I was often tasked with the administration, development and implementation of strategies to assist and/or improve various programs, using my natural ability to establish consensus among cross-functional lines.

Key competencies:

- + Proven ability to design, plan and lead high-impact training programs and curriculum, possess the organizational and administrative acumen needed to translate a strategic vision into a results-producing action plan
- + Strong interpersonal skills including listening, communication and mediation skills
- + Manage the creation and development of training programs and materials and evaluation systems to meet the needs of internal and external stakeholders
- + Continuously capitalize on best practices and lessons learned in order to optimize use of available resources and ensure the key program objectives are met
- + Demonstrated ability to communicate at all levels of an organization
- + Advanced ability to think conceptually and strategically, through understanding and analyzing complex situations or problems, identifying patterns or connections and developing innovative solutions, in an environment of change

I am goal oriented, driven, and not afraid of hard work. I will follow up to see if we can arrange a meeting in the future.

Sincerely,

James B. Student

This should match the heading on your résumé.

Include the company address.  
Address the letter to a specific individual if possible.

State why the company interests you and how your skills and experience would be an asset to the company.

Focus on why you'll be an asset to the employer, not how you'll benefit from the job.

## Job posting for cover letter 1

<b>Job title:</b>	Recreation Assistant
<b>Job location:</b>	Victoria
<b>Region:</b>	Victoria (Capital Region)
<b>Salary/wage:</b>	12.50
<b>Hours per week:</b>	37.5
<b>Number of positions:</b>	2

### Job description:

The person in this position will facilitate the recreation inclusion of people with disabilities into community based leisure and recreation opportunities. This occurs under the overall supervision of the Board of Directors of Hogwarts School of Witchcraft and Wizardry, the general supervision of Hogwarts Administrator and the specific supervision of the Co-ordinator of Services, or their designate. Evaluates leisure and recreation needs of clients and the assistance they require in order to participate in community leisure and recreation opportunities. Provides assistance to individuals with disabilities while they pursue their leisure and recreation interests. Encourages relationship building by facilitating the inclusion of clients with their non-disabled peers. Other related duties as assigned.

### Skills required:

- + Commitment to the recreation inclusion process
- + Ability to work independently
- + Knowledge and/or experience working with people with disabilities
- + Good communication skills
- + Good organizational skills
- + Valid Standard 1st Aid and CPR certification
- + No transcript required with your application

### Special job requirements:

- + Class 4 Driver's license

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## Job posting for cover letter 2

<b>Position:</b>	Marketing Analyst
<b>Employer:</b>	Ministry of Magic, Integrated Apparitions Bureau
<b>Address applications to:</b>	Mr. Albus Broadsetter

### Job description:

This position reports to the Senior Marketing Analyst with the Integrated Apparitions Bureau responsible for the GoProject Initiative and will provide general support to that role including such activities as:

- + Working with the team to develop a comprehensive marketing plan for the GoProject Initiative
- + Researching past marketing practices and best practices in other jurisdictions
- + Analysis of survey and test marketing results using database software (Excel/Access)
- + Development of marketing materials using a variety of media

### Candidate qualifications:

- + Demonstrated interest in marketing field
- + Basic research skills
- + Strong Excel skills, familiarity with other statistical/database management software an asset
- + Familiarity with any marketing software would be an asset