COVER LETTERS

ARE COVER LETTERS NECESSARY?

A cover letter shows an employer how your experience qualifies you for a particular position. Let them know why you want to work in their industry and for the specific organization and how you will meet the needs listed in the job listing. This is a great space to show off your writing skills. In most cases, a cover letter should accompany a resume.

WHAT IS THE BEST WAY TO SEND A COVER LETTER?

Use the method the employer requests. If none is specified, you may send an email with the cover letter in the message section and your resume as an attachment or with both your cover letter and resume as attachments. You can also insert a cover letter into the job application section of an employer's website.

- Use the same heading you use for your resume.
- If a name is unknown, personalize with the organization name and always use a colon.
  Ex: Dear CIA Recruiter:
- Conduct a spell check and review your letter carefully for errors.
- A one-inch margin all around is preferrred. If printing, use quality paper that matches your resume.
- Tailor your letter to the position description. Focus on strengths that define you as a candidate and are relevant to the position.
- If printing, leave three spaces to sign your name. If emailing, leave only one space since there will not be a signature.
- The tone and formality of a cover letter varies based on industry and company culture

SAMPLE COVER LETTER

YOUR NAME
City, State, Zip Code
Phone Number
Email Address

Date

Employer's Name
Title
Company Name
Address
City, State Zip

Dear Ms./Mr. Last Name:

OPENING PARAGRAPH: State that you are applying for a specific position and how you learned about the position. Use a contact name when possible. Personalize the letter by saying why you want to work for this organization.

MIDDLE PARAGRAPH(S): Succinctly outline the qualifications that make you a strong candidate. Avoid writing a chronology of your experiences; instead, relate your qualifications to the needs of the current job opening. Specific examples can demonstrate your skills and experiences.

CLOSING PARAGRAPH: Discuss your next action step, if relevant. Repeat your interest in the position.Thank the employer for reviewing your resume.

Sincerely,
Your Name Typed

TAILORING A COVER LETTER & RESUME

NCAA DIVISION I ATHLETICS MARKETING INTERNSHIP DESCRIPTION

The women's volleyball and basketball programs are looking for a marketing intern to help develop and execute a marketing plan for the 2016-2017 seasons. The primary goal is to help both programs create an entertaining atmosphere to increase attendance at home events. The intern will establish key strategic partnerships with outside organizations, develop promotions and advertisements and generate new ideas to market each sport.

QUALITIES AND COMPETENCIES SOUGHT IN THE CANDIDATE

- Basic computer skills: Word, Excel, PowerPoint
- Social Media: familiar with current social media formats for promotional purposes
- Exceptional communication skills via face-to-face encounters, phone, email and social media
- Highly motivated, creative and a sports enthusiast
- Able to learn and work independently on multiple tasks and projects
- Strong interpersonal and management skills, while being able to work in a team atmosphere

SAMPLE TAILORED COVER LETTER

Aaron Torero
San Diego, CA | (858) 789-4567 | aaron.torero@sandiego.edu

May 29, 2015

Marie Zidek
Assistant Women's Volleyball Coach
University of San Diego
5998 Alcala Park
San Diego, CA 92110

Dear Ms. Zidek:

I am writing to apply for the NCAA Division I Athletics Marketing Internship position that was posted on Handshake through the University of San Diego.

After reviewing the position description, I believe I have the skills you are seeking for this internship position. I am a dedicated team player with the education and internship experience needed to work in your marketing department. As a media operations intern at Rad Pad, I worked with more than one hundred clients each week to help them post and promote the properties they were trying to lease. In this role, I worked with several departments to problem solve and meet the specific needs of each client. I found that when managing numerous projects at once, the key to excellent communication is active listening and asking questions to learn what clients want from our services.

I am eager to join the USD Athletics Department, which for the past three years has won the prestigious WCC Commissioner's Cup trophy presented to the league member with the top performing athletics program in the eight-team West Coast Conference. This accomplishment shows your devotion to the top-level athletes who attend the University of San Diego. I would love to discuss in more detail how I can help your department meet its marketing goals through the NCAA Division I Athletics Marketing Internship position. Thank you for your time and consideration.

Sincerely,
Aaron Torero

Resume Enclosed