



## Writing a Successful Cover Letter

A cover letter is the introduction to your resume and should demonstrate to the potential interviewer that you have not only read the job ad carefully, but can show your fit for that particular job. It is acceptable to have your covering letter embedded into your introductory email as much as a separate document.

The cover letter should be to the point and **should**:

- \* Should clearly link your experience to the role being advertised.
- \* Kept to three paragraphs long.
- \* Show you understand the company and why you want to work there.
- \* Be positive and upbeat. Make the hiring manager interested in reading your resume.
- \* Include a LinkedIn URL badge for your profile (If you have one), paste it with your contact details

The cover letter **should NOT**:

- \* Be a summary or repeat of your resume
- \* Be a uniform letter you send with all job applications.
- \* Detail any negativity or criticisms surrounding why you are leaving / have left your current employer

Here is an example:

12<sup>th</sup> December 2017

Jane Smith  
HR Manager  
Email address here

Dear Jane,

Thank you for the opportunity to apply for the position of Call Centre Supervisor as advertised on SEEK on 12<sup>th</sup> December 2017. The job reference number is 123456.

I have enclosed my resume to provide you with an overview of my experience and training. I bring ten years' call centre experience and a solid commitment to this important customer service field. To demonstrate, the last two years has seen me step up to a team leader position where I have been supervising a wonderful team of twenty.

I wish to build on my achievements and take on a management position in this area. To ensure I get there, I recently completed a six-month course titled Managing Customer Service Centres. As a result of this, I can offer you a combination of practical experience and up to date industry accredited qualifications.

I am quite keen to discuss my application further with you at your earliest convenience. Please feel welcome to contact me via email or my mobile listed above. Looking forward to hearing from you soon.

Best regards,

John Citizen