



European Commission



A GOOD COVER LETTER IS...

- ★ The glue between your CV and the job vacancy (translates your professional experience to correspond to the job requirements)
- ★ An introduction to your CV (it is not a copy of your CV) and in line with your CV (coherent!).
- ★ Always specific and tailored for the job you are applying for (never a generic one and never a copy of your friend's or colleagues cover letter).
- ★ Written in your own voice (not general and global statements)
- ★ Short (one-page) and interesting ... getting you an invitation to a selection interview

MOTIVATION

A good cover letter informs the recruiters why they should consider you for the job. Tell them why you believe you could do the job. **Help them to see that you have what they're looking for.** Show your added value for the job and to the entity where it is. What in your professional experience and education makes you the most suitable person for the job? **Be positive** and show that you are proactive.

+ Why (should you hire) me?

Tell them why this particular job interests you. Tell them of your "hunger" for new challenges and learning, where your hunger comes from, in your own words, of course.

+ Why (do I want) this job?

Tip: Don't tell that it is time for you to get your next step in your career. Do not base your interest in the job on private issues.

STRUCTURE

Your personal / contact information

Date
Subject / References of the job vacancy
Receiver

Text

Salutation

Your name and signature

TAILOR IT: MAKE IT RELEVANT and EVIDENCE BASED

Write a new letter for each job!

- specific and relevant information (tailored to the job, not too generic)
- specific skills and experiences within the first half page
- included examples of achievements and improvements
- information/candidate is interesting

Tip: Tell them how your competences match with the requirements of the job and in what context you have already proven such competences. However, **do not repeat the text from your CV.**

Tell about your **management experience** especially if you're applying for a management job. Information in your CV may not be explicit enough. Recruiters should not have to analyse your CV to find out about your competences.

Tell them also what other **transferable competences** you have which may help you accomplishing "your" future tasks and which offer a potential for the future employer.

In case you do not have relevant work experience: mention **the most important trainings** that you've had in relation to this job and which have increased your competences to fulfil the tasks.

TELL THE TRUTH!



Be honest and transparent. Do not invent things. And make sure that your cover letter and your CV are in line!

KEEP IT REAL and MAKE IT LOOK GOOD

- ✓ clean and neat presentation
- ✓ short and concise (aim for a **one-page** cover letter)
- ✓ clear and well-structured (organised, readable ...)
- ✓ easy on the eye layout
- ✓ consistent formatting
- ✓ interesting/creative



Tip: Be consistent with formatting, too many special features (bold, underline, italic) can make your cover letter confusing.

Tip: If you know the name of the person hiring you, write directly to them - check that all the names are right. Not only yours.

You do not need to inform about your family situation or other personal information which is irrelevant to the job. Special working arrangements you need can be discussed after the selection interview if you are selected and consider that you cannot make any compromises about them. However it is your responsibility to define an appropriate moment to discuss these issues.

MIND THE LANGUAGE

- ✓ consistent (one language used consistently)
- ✓ clear expressions that make sense
- ✓ short sentences
- ✓ neutral in writing (not using 'I' all the time)
- ✓ specific (not too generic)
- ✓ assertive and positive, dynamic (develop, organised, achieved)
- ✓ no use of jargon, abbreviations, etc.
- ✓ errors free, no spelling mistakes
- ✓ keyword friendly

