

Cover Emails

Quick Tips

Sometimes it is more appropriate to use an email instead of a Word or pdf cover letter.

WHEN SHOULD A COVER EMAIL BE USED?

As networking becomes increasingly popular in the workplace, employers are requesting potential candidates to email through their job application, rather than applying online through the usual job-seeking websites such as Seek and CareerOne.

When contacting employers directly through email, you still need to include your resume and cover letter along with a short cover email outlining the specifics of your application.

WHAT SHOULD I INCLUDE IN A COVER EMAIL?

- **Engaging subject line** – include the job title you are applying for and your name
- **Personal salutation** – Dear Mr / Ms Last Name, or Sir/ Madam if you do not have the contact person's name
- **Introduction paragraph** – highlight the position you are applying for and why the employer should select you for an interview
- **Middle paragraph** – demonstrate what you have to offer the employer. Ensure you address the employer's expectations, enabling you to highlight the connection between your abilities and their needs
- **Conclusion** – mention that you have attached your resume and cover letter. Thank the employer for considering you for the position. Request an interview and provide your contact phone number
- **Sign off** – Yours Sincerely or Kind Regards, and your name

Remember: you are interpreting your resume, not repeating it!

DO

- Just because you are using an email format does not mean you should abandon standard business letter writing guidelines.
 - Make sure to include a salutation
 - (for example, "Dear Ms. Smith")
 - Use a standard closing (such as "Yours sincerely")
 - Leave blank lines between paragraphs
- Use key words that have been used by the employer
- Attach your resume and cover letter and any other documentation the employer requires
- Ensure you proof read; check spelling and grammar before you press the send button

DON'T

- Copy and paste your cover letter into an email – it's too long and overwhelming for an email
- Use emoticons, abbreviations and shortcuts used in everyday emails and text messages
- Include wild colours or pictures. Remember: this is a professional document
- Use HTML or fancy typography in your email; keep it simple



COVER EMAIL EXAMPLES

Example One –

Dear Sir/ Madam,

I saw your advertisement on Seek for a Graduate Marketing Research Assistant. With your recent acquisition of XYZ Corporation, I imagine that understanding the needs of your new customers and integrating these needs into your product lines are major priorities.

My recent completion of a Bachelor of Commerce majoring in Marketing at Swinburne University of Technology, along with my two years of experience working at 123 Corporation as a Telemarketer, has given me a solid background in surveying and facilitating focus groups together with a solid understanding of client needs and concerns.

Please find attached my resume and cover letter for your review for the Graduate Marketing Research Assistant position. I look forward to meeting you at an interview to discuss my application further. I can be contacted on 0412 345 678.

Yours faithfully,
Jack Martin

Example Two –

Dear Mr Smith,

Jane Doe recommended that I submit my application for the Graduate Journalist vacancy that XYZ Magazine currently has available. As I have previously worked with Jane in a volunteer Journalist capacity for the Baptist Monthly magazine, she is able to attest to my skills, abilities and enthusiasm for journalism.

Through my journalist work experience and the recent completion of my Bachelor of Media Communications, I have developed solid skills and confidence in interviewing and article writing.

Please find attached my resume and cover letter; for examples of my work, please see my online portfolio www.sallygraduate.live.com. I would welcome the opportunity to discuss my skills and experience further. I can be contacted on 0412 345 678.

Kind regards,
Sally McLean

Example Three -

Dear Ms Jacobs,

Having published twelve 110-page full-colour trade magazines in the past year where I managed the complete production process and a staff of 7 professionals, I am an ideal candidate for the position of Publishing Coordinator with ABC Publishing.

Publishing is a dynamic and exciting industry, and I am convinced I can help ABC Publishing grow its reputation and dominant position within the industry.

I would like to meet you to discuss the position and look forward to hearing from you in the near future. I have attached my resume and cover letter for your review. I can be contacted on 0412 345 678.

Yours sincerely,
Amy Simmons