
Creating Your Cover Letter

What is a cover letter?

- The main role of a cover letter is to clearly outline how you fit what the employer is looking for and to show them your enthusiasm to do the job.
- Each job vacancy will attract many applicants. To stand out to the prospective employer you need to demonstrate how your skills, experience, attributes and abilities match the job.
- Cover letters accompany a resume and are usually read before the resume.
- If you personalise your cover letter to the role you are applying for, you are more likely to trigger the employer's interest in reading your resume and hopefully get shortlisted for a job interview.
- Make both your cover letter and your resume strong and standalone documents aimed at convincing the reader that they should meet you for an interview.

