

# COVER LETTERS

Get to the interview phase with a specific cover letter. Each job you apply to needs to show how your strengths, skills, and goals relate to the role. Help the employer understand what makes you a good fit for their organization when you tell your story.

## 1. Tell your story

Demonstrate how you have the relevant skills and experience by describing your previous experience and also showcasing your personality. To prepare your cover letter, consider a few of these questions: what interests you in the role? What value do you have to offer? What kind of problem do you want to solve? What kind of impact do you want to have through your work? What are your values and how do they align with the company?

## 2. Structure your letter

**Opening paragraph:** genuine, authentic, and tailored expression of interest; state why your skills fit the role and what you can contribute; convey your knowledge about the organization

**Second paragraph:** your most recent and relevant experience in detail; incorporate results and outcomes

**Third paragraph:** describe additional or more diverse experiences and skills that complement the role; be clear and descriptive; highlight notable results; give a larger sense of scope to your skills, interests, past experiences and capabilities; relate these experiences back to the role you are applying for

**Fourth paragraph:** summarize what you know about the company and how you fit in with this organization; request the interview and thank them for reading

## 3. Focus on key skills or experiences

Your cover letter is the place where you can go into more depth about your experiences. Focus on describing two key skills or experiences and share the actions you took, skills you used, and results you observed. Next, draw connections to the role you are interested in. Link these skills to the role and describe how they will help you to succeed.

## 4. Be consistent

Use the same contact information header on all of your documents: resume, cover letter, and anything additional. Keep your letter to one page and ensure your document is error-free.

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Greg Smith  
Executive Director  
Digi BC  
3478 Canada Way  
Vancouver, BC V4L 1R9

**RE: Communications Assistant**

Dear Mr. Smith,

I am excited by the opportunity to be a part of a company focused on community engagement like DigiBC, working to support and accelerate British Columbia's digital media industry. After learning more about your company's business and mission at the TechVancouver Meetup in July, I am confident I would be an excellent addition to your team in the Communications Assistant position advertised on your company website.

In my current position as a Communications Specialist at Metro Vancouver, I am known around the office as the "ideator" due to my passion for brainstorming and problem solving. Over the last 10 months, I have written regular blog updates and newsletter articles, and maintained a Twitter account to engage and build a conversation with our alumni. These efforts have contributed to a measured increase in readership and a rise in re-tweets of key events and event promotion. Our follower base has also grown by more than 200 members and discussions often stay active for days.

As a result of developing and polishing my writing skills while completing a Bachelor of Arts degree in English and also while volunteering as a Public Relations Assistant in the tech industry, this has helped me develop the discipline to produce high quality copy in a deadline-driven environment. Some of my articles have been published through student publications at UBC, including The Ubysey and The Garden Statuary, which helped drive website traffic by creating compelling conversations that were highly relevant to student readers. I have also published a number of articles on social media-related topics on my personal blog ([www.katechu.com](http://www.katechu.com)), seeing a 24% increase in site views over the last 4 months.

I understand that DigiBC represents some major wireless providers, like Nokia and TELUS, and also creative companies like EA. I would greatly appreciate an opportunity to meet with you in person to discuss how I could contribute to serving these important industry players in the Communications Assistant role. Please feel free to contact me to schedule an interview by phone or e-mail at your convenience.

Sincerely,

*Kate Chu*

## 5. Do your research

A job posting is a valuable source of information about the company's values and priorities, the skills and past experiences they're looking for, and the duties of the role. Go further in your research by reviewing the employer's website, their social media channels and the news to get an idea of their current priorities, recent successes and the way they live out their values. This knowledge will help you write your cover letter and resume, and you will stand out from other candidates.



THE UNIVERSITY  
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# Applied Learning Opportunity: Tailoring in Action

## Capturing Your Audience's Attention

Practice writing an introductory statement for your cover letter. While this statement should be revised for each application, usually it expresses core strengths that you bring to this role. Start by trying to fill in the blanks below, and then write something more unique afterward.

**Exercise 1:** Fill in the following blanks with your own details.

As a ..... with skills in ..... and .....,  
and experience ....., I'm eager/excited to apply for (position X). The work of your  
organization aligns closely with my value of ..... and interest in  
.....

**Exercise 2:** Try to write something in your own style. You can use the same skills, values and interests as above but try to frame the sentences differently. See which one you prefer.

**Pro Tip:** Convince the employer why they should hire you over another candidate. What makes you unique (eg. motivations, goals, aspirations) What specific contribution do you want to make? How might you do that?

