

English for Business

Chapter 7

Effective Cover Letters (Part 2)

Lecturer: Lerissa Daniela, S.S., M.Pd.

Effective Cover Letters (Part 2)

1. Writing an effective final paragraph
2. Using appropriate language

Dear Ms Tisdall,

I am writing in response to your advertisement for the position of Public Relations Officer and enclose my curriculum vitae for your consideration.

I am currently working as a Press Officer for the Swedish Ministry of Industry.

(1) This experience has enabled me to gain a broad understanding of the media and public relations. (2) _____ monitoring the Swedish and foreign media, and establishing and maintaining key media contacts. I also write press releases and organise media events. Through the successful undertaking of these responsibilities (3) _____ the Swedish political system. (4) _____ theoretical knowledge attained as part of my university degree in Political Science, and put this knowledge into practical application.

Previous experience at the Swedish Embassy in Warsaw gave me an opportunity to work with the diplomatic services. During my time there I learnt to promote the strengths of Sweden through public relations events, as part of a team. Poland's entry to the European Union was the main focus of the Embassy at the time, which significantly influenced my work there. (5) _____ writing reports, organising official visits to Poland, and developing various internal and external projects.

(6) _____ considerable experience in the area of public relations from my years at university and subsequent jobs. I am confident that the combination of my political science background and relevant skills makes me an ideal candidate for the position available. (7) _____ ideas and enthusiasm to the job.

(8) _____ I am very suited to Embassy work and feel this move would be a logical career step. The role of Public Relations Officer would allow me to develop my existing skills in an environment in which my political, linguistic and diplomatic skills could be utilised to their greatest potential.

I would be available for interview at your convenience. I look forward to hearing from you.

Yours sincerely,

Hanna Ahigren

Ms Hanna Ahigren

Cover Letter of Hanna Ahigren

1. What position is Hanna applying for?

Public Relations Officer

2. What is her current job?

Press Officer for the Swedish Ministry of Industry

3. What subject does she have a degree in?

Political Science

4. What skills and experience does she have?

Hana has gained professional experience as Press Officer for the Swedish Ministry of Industry and also at the Swedish Embassy in Warsaw. Skills: teamwork, organizational skills, drafting skills, project management skills, and linguistic skills. Also, political and diplomatic knowledge, which is relevant for her application to Australian Embassy.

Cover Letter of Hanna Ahigren

- a. I feel I have significantly strengthened my knowledge and understanding of ...
- ~~b. This experience has enabled me to ...~~
- c. My employment experience leads me to the conclusion that ...
- d. My employment experience has enabled me to build on ...
- e. I think that I could bring ...
- f. My responsibilities included ...
- g. Within my position at work I am responsible for ...
- h. As you can see from my CV I have ...

Dear Ms Tisdall,

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I am currently working as a Press Officer for the Swedish Ministry of Industry.

(1) This experience has enabled me to gain a broad understanding of the media and public relations. (2) _____ monitoring the Swedish and foreign media, and establishing and maintaining key media contacts. I also write press releases and organise media events. Through the successful undertaking of these responsibilities (3) _____ the Swedish political system. (4) _____ theoretical knowledge attained as part of my university degree in Political Science, and put this knowledge into practical application.

Previous experience at the Swedish Embassy in Warsaw gave me an opportunity to work with the diplomatic services. During my time there I learnt to promote the strengths of Sweden through public relations events, as part of a team. Poland's entry to the European Union was the main focus of the Embassy at the time, which significantly influenced my work there. (5) _____ writing reports, organising official visits to Poland, and developing various internal and external projects.

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(8) _____ I am very suited to Embassy work and feel this move would be a logical career step. The role of Public Relations Officer would allow me to develop my existing skills in an environment in which my political, linguistic and diplomatic skills could be utilised to their greatest potential.

I would be available for interview at your convenience. I look forward to hearing from you.

Yours sincerely,

Hanna Ahlgren

Ms Hanna Ahlgren

1. B

2. G

3. A

4. D

5. F

6. H

7. E

8. C

Writing an Effective Final Paragraph

1. The final paragraph should express willingness to provide any further information that the reader may want.
2. It is not necessary to mention any items (including the C) you are enclosing/ attaching.
3. It is polite to thank the reader for their time and consideration.
4. The final paragraph may actually consist of two short paragraphs.

Writing an Effective Final Paragraph

1. The final paragraph should express willingness to provide any further information that the reader may want. (T)
2. It is not necessary to mention any items (including the C) you are enclosing/ attaching. (F)
3. It is polite to thank the reader for their time and consideration. (T)
4. The final paragraph may actually consist of two short paragraphs. (T)

Closing paragraphs: American vs British

1. I look forward to hearing from you in the near future to schedule an interview at a time convenient to you. During the interview I hope to learn more about your company's plans and goals and discuss how I might contribute to the success of the service team.
Sincere regards,
2. Should you have any queries regarding my application, or require any further information, please do not hesitate to contact me. I would like to thank you in advance for your time and consideration. I look forward to hearing from you.
Yours faithfully,

Closing paragraphs: American vs British

3. I know that CVs help you to sort out the probables from the possible, but they are no way to judge the personal caliber of an individual. I would like to meet you and demonstrate that along with credentials, I have the personality that makes for a successful team player.
Yours truly,
4. You will find enclosed a copy of my curriculum vitae, which gives further details of my education and my career to date. I would welcome the opportunity to discuss my professional history and qualifications with you in greater detail.
Yours sincerely,

Self Evaluation

1. Which approach do you prefer and why?
2. Which approach would be most suitable for the country you are applying for work in?
3. What, if anything, would you need to change if you wanted to use one of these paragraphs in your own cover letter?

Self Evaluation

I look forward to hearing from you.

I would welcome/ appreciate the opportunity to ...

Please do not hesitate to contact me.

Should you have/ require ...

Thank you in advance for your time and consideration.

Using Appropriate Language

About | additional | contact | employer | employment | ensure | give | looking | more | ~~receive~~ | request | require | show | talk about | tell | want

Informal

Get

Extra

3. ...

Need

5...

Get in touch with

7...

Make sure

Formal

1. **Receive**

2. ...

Would like

4. ...

Discuss

6...

Concerning/regarding

8...

Using Appropriate Language

About | additional | contact | employer | employment | ensure | give | looking | more | ~~receive~~ | request | require | show | talk about | tell | want

Informal

Get

Extra

3. **Want**

Need

5. **Talk about**

Get in touch with

7. **About**

Make sure

Formal

1. **Receive**

2. **Additional**

Would like

4. **Require**

Discuss

6. **Contact**

Concerning/regarding

8. **Ensure**

Using Appropriate Language

~~About~~ | ~~additional~~ | ~~contact~~ | employer | employment | ~~ensure~~ | give | looking | more | ~~receive~~ | request | ~~require~~ | show | ~~talk about~~ | tell | ~~want~~

Informal

9...

10...

Boss

12...

13...

Ask for

Work/job

16 ...

Formal

Provide somebody with

Inform

11....

Further/greater

Searching

14....

15...

demonstrate

Using Appropriate Language

~~About~~ | ~~additional~~ | ~~contact~~ | employer | employment | ~~ensure~~ | give | looking | more | ~~receive~~ | request | ~~require~~ | show | ~~talk about~~ | tell | ~~want~~

Informal

9. **Give**

10. **Tell**

Boss

12. **More**

13. **Looking**

Ask for

Work/job

16. **Show**

Formal

Provide somebody with

Inform

11. **Employer**

Further/greater

Searching

14. **Request**

15. **Employer**

demonstrate

Practice: Using appropriate language (1)

1. I am writing in response to our telephone conversation on 9th May **regarding** the secretarial vacancy.
2. I have recently graduated with a Master's degree in computing and am currently ... for suitable ... in the electronics field.
3. I would appreciate the opportunity to meet you, where I could ... my skills, capabilities and professional experience in ... detail.
4. I would be happy to ... you ... further references should you require them.
5. Should you ... any ... information ... my application, please do not hesitate to ... me.

Practice: Using appropriate language (1)

1. I am writing in response to our telephone conversation on 9th May **regarding** the secretarial vacancy.
2. I have recently graduated with a Master's degree in computing and am currently **searching** for suitable **employment** in the electronics field.
3. I would appreciate the opportunity to meet you, where I could **discuss** my skills, capabilities and professional experience in **greater/further** detail.
4. I would be happy to **provide** you **with** further references should you require them.
5. Should you **require** any **further** information **regarding** my application, please do not hesitate to **contact** me.

Practice: Using appropriate language (2)

1. I am writing about your ad for a Business Development Manager in *The Economist*. (response)
in response to your advertisement
2. I am writing to ask if you've got any vacancies at the moment in your human resources department. (currently)
3. I am writing to apply for the financial administrator job. (position)
4. As you will see from my CV, my experience and qualifications are what you're looking for. (requirements)

Practice: Using appropriate language (2)

1. I am writing about your ad for a Business Development Manager in *The Economist*. (response)
in response to your advertisement
2. I am writing to ask if you've got any vacancies at the moment in your human resources department. (currently)
to enquire whether you currently have any vacancies
3. I am writing to apply for the financial administrator job. (position)
the position of financial administrator
4. As you will see from my CV, my experience and qualifications are what you're looking for. (requirements)
meet the requirements for the advertised position

Practice: Using appropriate language (2)

5. The manager of your Milan Branch told me to get in touch with you about the opening for a media consultant. (recommended)
6. Here's a copy of my CV, and I look forward to an opportunity to demonstrate how my professional experience and skills would benefit Star Electronics. (attach)
7. If you need any more info about my application, please do not hesitate to contact me. (should)
8. Thanks for your time and consideration. (would)

Practice: Using appropriate language (2)

5. The manager of your Milan Branch told me to get in touch with you about the opening for a media consultant. (recommended)
recommended that I contact you regarding
6. Here's a copy of my CV, and I look forward to an opportunity to demonstrate how my professional experience and skills would benefit Star Electronics. (attach)
I attach
7. If you need any more info about my application, please do not hesitate to contact me. (should)
should you require any further information concerning
8. Thanks for your time and consideration. (would)
I would like to thank you in advance

Example of Informal Cover Letter

Dear Sarah,

I saw your advert for a job as a secretary on the Internet last week. I want to apply for the job.

I've been working as a secretary at Gordon's Financial Services in Barcelona for the last three years, but I'm looking for a new job in Milan because my husband has just got a new job with his company in Milan.

I've heard a lot about your company. I think it's one of the biggest financial service companies in Milan. I've worked for years in this area (over six years) and think that this has given me the experience that your company needs.

If you want to meet to talk about how my skills and experience can benefit your company in the future, I would be happy to come in and meet you.

Kind regards, Jane.

Change to Formal Cover Letter

Dear Sarah,

I am writing to apply for the position of secretary, which is advertised on your website. I am currently employed as a secretary at Gordon's Financial Services in Barcelona, a position I have held for three years.

I am searching for new employment in Italy, as my husband has recently been asked by his company to move to Milan. I understand that Carnali Carretta is one of the leading financial service providers in Italy.

Six year's international experience in the area of financial services has helped me to develop the knowledge and skills that a market leader such as Carnali Carretta requires.

If you would like to meet to discuss how my skills and experience can benefit your company in the future, I would welcome the opportunity to come in and meet you.

Yours sincerely,
Jane Nuttall

Thank you and see you in the 8th session.

Yours sincerely,

Lerissa Daniela, S.S., M.Pd.

Original Source:

The original source of this chapter is taken from the book entitled
“ **Cambridge English for Job-hunting**”
written by **Colm Downes** and the series editor is **Jeremy Day**.
Published by **Cambridge University Press** in **2008**.