

COVER LETTERS

The cover letter is your opportunity to introduce yourself to the employer. The goal is to demonstrate the match between the job requirements and your skills/qualifications. It's important to target and customize your cover letter to the company and to link your unique interests and skills to the specific job opportunity.

Before you get started:

- Address your cover letter to a specific person; if you don't know who that is, contact HR
- Include your contact information
- Be professional: do not use contractions or slang

Introduction

1

- Identify the job you are applying for and how it came to your attention (where you saw the posting or if a friend referred you; quote the job ID number where possible)
- Include a strong statement linking your skills to the requirements of the position
- Be sure to answer the question, "**Why should I hire you?**" The goal of the cover letter is to convince the employer to interview you. This is not the time to be modest!



Dear Sir/Madam...
Dear Potential Customer...
Dear fellow citizen...
Dear friend...
Mon ami...
Hey you gorgeous thing, you...
Dude...

Match/Fit

2
+
3

- Before you start to write, take the time to *thoroughly read* the job posting: highlight important skills, knowledge and responsibilities
- Ask yourself, "What have I done that is similar to what this job entails?" (class projects, extracurricular activities, volunteer experiences, summer jobs, etc.)
- Focus on 2 or 3 examples from your experience that relate to the requirements of the job; use these to *prove* that you are the best candidate
- Make sure your cover letter is direct and **to the point**

Knowledge of the Organization

4

- Do your research! Find out how your interests relate to those of the organization.
- Tell the reader why you want to work for them; **what can you do for them?**

Closing

5

- Two or three sentences thanking the reader for their time/consideration
- Be sure to mention your interest in an interview and the best way to be contacted

**Get in Touch with the Career and Leadership
Development Centre**

Location: 4th Floor Student Union Building
Gen Inquiries: cldc@dal.ca
Telephone: 902.494.3537
www.dal.ca/cldc



**DALHOUSIE
UNIVERSITY**

Project Coordinator

Organization: Fundy Limited

Location: Halifax, NS

Start Date: May 01

Reports To: Senior Project Coordinator

Due Date: April 17

Description:

The Project Coordinator position is accountable directly to the Senior Project Coordinator. This position is responsible for assisting in the planning, development and maintenance of program implementation and evaluation. The position requires an individual to work in a creative team environment. The successful applicant is expected to assist members of the senior coordination team while also supervising coordination interns to help with developing and implementing ongoing projects. This position is also expected to work collaboratively and cooperatively with other Fundy Ltd. staff and partners in order to efficiently and effectively meet project goals.

Qualifications:

- Bachelors degree in a related degree with approximately 2 years experience in a coordination role
- Strong organizational and coordination skills – must be able to effectively oversee a project from initial stages of implementation to completion
- Strong teamwork skills in collaborating with other team members both internally and externally
- Creativity and innovation in creating promotional materials
- Experience and proven results with designing and implementing various projects aimed at increasing company profits
- Strong communication skills and a client focused mindset
- Experience with Microsoft Office
- Supervisory experience is a definite asset
- Knowledge of industry standards and “norms” an asset

Peter Coordinator
123 Oxford Street
Halifax, NS

April 12, 2015

Mr. Gregg Whitman
Director - Fundy Limited
123 Barrington Street
Halifax, NS

Dear Mr. Whitman:

Please accept my application for the position of Project Coordinator with Fundy Limited as advertised on the Career Services website (Reference #27980). I am confident that my previous experience in project coordination and strong community involvement in creating and organizing fundraising initiatives will make me a perfect candidate for this position.

For the past two summers I had the opportunity to work as a Project Intern for Smith Incorporated. One of my main responsibilities was to oversee a marketing project which involved conceptualizing a marketing plan for a new product and carrying it forward. Working together with Senior Project and Marketing Coordinators, as well as overseeing two junior Project Interns, I was able to effectively design and implement an eight week strategic plan that increased profits by 30%.

My extensive community involvement has also given me an opportunity to organize fundraising initiatives that raised over 200,000. I wrote press releases for 4 major newspapers, developed various print materials for province wide distribution and created a national e-marketing campaign. Working in a team environment was essential in ensuring province wide communications were tailored and consistent. This opportunity also enhanced my interest in creative and innovative print communications which I hope to contribute to Fundy Limited.

Based on my research, I know that you recently launched a new product. With my strong work ethic, enthusiasm and knowledge of industry expectations I am confident my experience and skills can benefit your current sales strategy and ultimately your year-end numbers.

Thank you for your time and consideration. I am enthusiastic about the opportunity of working as part of the Fundy Limited team. I can be contacted at (902) 485-3980 to arrange a time for an interview.

Sincerely,

Peter Coordinator