



# UNIVERSITY of the ROCKIES<sup>SM</sup>

## Cover Letters

### PURPOSE OF A COVER LETTER

The purpose of a cover letter is to communicate to a potential employer why you are the best candidate for the position based on your skills, education, and experience. This letter also presents an important opportunity to demonstrate your company knowledge and the specific ways that you can contribute to the organization. Additionally, some employers use cover letters to assess your written communication skills.

### THE PROCESS

Writing a cover letter is a process. The more time and energy you spend on it, the more effective your cover letter will read to employers. Cover letters are generally three to four paragraphs long and should be tailored to the position you are seeking. The guidelines below are intended to help you create a valuable cover letter:

#### STEP 1

Review the job description and highlight important skills and qualifications the employer is seeking.

#### STEP 2

Write down the skills you possess that match the skills they are seeking.

#### STEP 3

Pick 3 to 4 skills you possess that the employer is seeking and emphasize them in the cover letter.

#### STEP 4

Give an example of where you used or obtained your skills from your resume.

### SAMPLE COVER LETTER

1. List your contact information.
2. List the information for the employer you are contacting.
3. Address a person by name whenever possible.
4. Tell them why you are writing and demonstrate some knowledge of their company.
5. Using your skills and examples, tell them why you are qualified for the position.
6. Thank them for their time and tell them what you want to happen next.

➤ Your Name  
Address

Today's Date

➤ Company Name  
Address

➤ Dear (Name of Recruiter / Hiring Manager),

It is with enthusiasm that I submit my application for the Training and Development Coordinator position at XYZ company. I learned about the opening through a posting on Indeed.com. It would be a privilege to work for an organization that is so dedicated to internal employee development and exposure to the latest management success strategies. Given my training background, I feel that I can make a positive contribution to XYZ organization.

➤ In 2010, I earned my Master of Arts in Psychology degree, with a specialization in Organizational Leadership. Through my graduate experience, I was able to conduct an organizational needs assessment at a local organization and provide strategic recommendations for improvement. These recommendations were implemented and resulted in a documented increase in employee morale and productivity.

➤ In my current role, I create and deliver monthly trainings for our incoming volunteers. I am comfortable working with new people, and I feel that I create a welcoming environment that is conducive to learning. I also have presented to a wide range of audiences on multiple topics. Most recently, I was selected to present a new project proposal to our Board of Directors.

➤ I would like the opportunity to discuss this position and my qualifications in further detail. Thank you in advance for your time and consideration.

Best Regards,  
Jane M. Doe

