

DeakinTALENT COVER LETTER GUIDE

When you apply for a job, your cover letter is the first thing the employer will read about you. It is your opportunity to make a positive impact and demonstrate how you are a suitable candidate. This guide will support you in developing a cover letter that gets noticed.

Five Steps to Develop an Effective Cover Letter

1: Understand the purpose of your cover letter

- A cover introduces your application to an employer and is as important as your resume. The purpose of a cover letter is to provide additional context to your resume and entice the employer to want to find out more about you.
- A cover letter should be specifically written (tailored) for each position you apply for.
- A cover letter can also be speculative when expressing your interest in a potential opportunity with an organisation that isn't currently advertised.
- A cover letter should always be sent with your resume unless otherwise stated.

2: Know how an employer will read your cover letter

- Typically, when reading your cover letter, an employer will:
 1. **Assess formatting and readability:** If your cover letter isn't set out as a structured business letter or if it isn't easy to read, it probably won't be read in detail or will be immediately discarded.
 2. **Read in further detail:** Following a positive first scan, the employer will then read your cover letter in further detail. Assume you have about 10 seconds of their time at most. While reading, an employer will ask themselves, does this person:
 - Meet the selection criteria and provide specific examples?
 - Demonstrate a strong interest in, and understanding of the position and organisation?
 - Provide a positive first impression and do I want to know more about them?
 3. **Review in line with your resume:** Your cover letter and resume go hand-in-hand and need to appear that they belong together as part of one application package. The employer will be looking for strong alignment and consistency.

3. Conduct research

- To develop an effective cover letter, you need to have an understanding of the organisation, and the broader industry in which they operate. A good place to start is:
 - What specifically does the company do? What are their core products/services? What is the organisational structure? Who are their key clients? How is the company different to their competitors? What are the culture and values of the company?

4: Develop a tailored cover letter

- If you are applying for multiple roles, you will need to develop a separate cover letter for each role.
- Every company is unique and every employer has a unique set of needs. Your cover letter must be tailored so it clearly highlights aspects of your education, experiences, skills, and accomplishments most relevant to the employer's requirements.
- Start with the DeakinTALENT cover letter template. Save/rename the file. You can then edit the document directly opposed to recreating it from scratch.
- Use the examples included in this guide to help you develop and tailor your cover letter. It is important to use your own words opposed to replicating the examples word-for-word.

5: Critique, edit and proof-read

- Start with a thorough self-review. Read over each paragraph carefully. Ensure you have carefully tailored your cover letter to the requirements of the position. Double check that you have clearly conveyed the relevant education, experiences, skills, and accomplishments.
- Use the DeakinTALENT Cover Letter Checklist (included at the end of this guide) to help you self-review. Deakin's [Study Support](#) services can provide written English assistance if required.
- Submit your cover letter to DeakinTALENT for review.

Cover Letter Structure

Contact Information

Your Name
Your Street Address
Your Suburb, State and Postcode
Your Phone Number
Your Email Address

Date

Contact's Name
Contact's Position Title
Organisation Name
Organisation's Street Address
Organisation's Suburb, City and Postcode

Greeting line,

Reference line

Introduction

What is the purpose of your cover letter?

Provide a brief greeting and explain why you are writing. Specify the full, correct position title and the full, correct name of the organisation you are applying to. If the role is advertised, state where you found the job opening. If you were referred to a hiring manager by a current or former employee of the organisation, or a mutual industry contact, include the person's name in your cover letter (with their permission). If you met an employee of the organisation at a networking event or expo, you may like to reference to this. Consider including 1-2 lines outlining why you are interested in the opportunity.

Body (typically 1-3 paragraphs)

How are you a suitable candidate for this position? Why, specifically, do you want to work for this organisation?

Describe how you are a suitable candidate for the position. Highlight your current degree and other relevant qualifications. Consider highlighting your expected completion date, any significant awards, and academic average (e.g. distinction average).

Describe, in detail, 2-3 relevant skills, experiences, and qualities you would bring to the role and organisation. Consider examples from paid employment, internships, volunteer work, or extra-curricular activities. The skills, experiences, and qualities you include need to directly align to the requirements outlined in the position description/job advertisement and must be supported with specific, robust examples and evidence.

Demonstrate you have researched the organisation and have some knowledge of the organisation's brand. Describe what has attracted you to the organisation. Be specific - you need to move beyond basics. Convey enthusiasm for the industry and show an interest in and understanding of their work.

Closing and sign off

What do you want to happen next?

Reiterate the value you can provide the organisation and your alignment to the position and organisation. Refer to any included (or attached) documents requested by the employer (resume/academic transcript). State your interest in attending an interview for the role. Thank the employer for their consideration.

Sign-off,
Your Name

Cover Letter Example – Graduate Program

Ashley Siqqi
123 Laser Avenue
Collingwood, Vic 3000
ashleysiqqui@gmail.com
0421 000 000

Wednesday, 29 August 2018

Chloe Example
Graduate Recruitment Manager
Telstra
Telstra Corporate Centre, 242 Exhibition Street
Melbourne, Vic 3000

Dear Ms Example,

RE: Application for Telstra Graduate Program

I wish to apply for the Telstra Graduate Program as advertised on the DeakinTALENT Jobs & Internships Board. I have a particular interest in marketing and I hope to put my interests and learning into practice with Telstra. I am in my final year of a combined Bachelor of Commerce/Bachelor of Laws at Deakin University, with majors in Management and Marketing, achieving a distinction average in both degrees to date. While completing my studies, I have balanced ongoing part-time work commitments with academic achievement, personal interest activities, and volunteering. For the past two years, I have been included on the Dean's Merit List in recognition of outstanding academic achievement.

I recently completed an internship through the Interns@Deakin program. In my role as Marketing Assistant with Deakin's Marketing Division, I was given the challenging assignment of designing a survey to assess future students' careers and employability needs and to implement a marketing campaign to encourage them to complete the survey. Using my strong analytical skills, I organised and analysed the survey data in a report. As a result, additional workshops and programs were implemented to fulfil the needs of the students. I enjoy working with numbers and translating results into meaningful insights, and feel confident this would assist me in making a valuable contribution as a Graduate with Telstra.

I currently work part-time as a Team Leader with Boost Juice which involves preparing rosters, managing the cash drawer, delivering product knowledge to customers, and providing back up to Team Members. By working collaboratively with management and staff, I have developed my skills in planning, goal setting, professional communication, and providing staff training and support. In addition, as a Deakin Peer Mentor I work collaboratively with other mentors to support commencing Deakin students with their social and academic transition to study. By developing trust, responding to questions, and sharing advice, students are better positioned to tackle the challenges they often face early in their university experience. These activities have developed my skills in public speaking, organising, communicating with diverse groups, and taking responsibility for managing an activity program.

Telstra has remained an organisation of particular long-term interest to me. To support my application, I have enclosed a copy of my resume and academic transcript as requested. I would welcome the opportunity to discuss my application in further detail at an interview. Thank you for your time and consideration. I look forward to hearing from you.

Yours sincerely,
Ashley Siqqi

Cover Letter Example – Graduate Role

Charlie Nguyen
20/52 Averson Road
Box Hill, Vic 3128
charlieng@gmail.com
+61 422 223 445

Thursday, 28 June 2018

Robin Example
Operations Director
National Australia Bank
Level 6, 800 Bourke Street
Docklands, Vic 3008

Dear Mr Example,

RE: Application for Systems Analyst position

I am writing to apply for the position of Systems Analyst with National Australia Bank (NAB) that was recently advertised on the DeakinTALENT Jobs & Internships Board. I graduated from Deakin University at the end of 2017 with a Master of Information Technology (Professional) and my education and experiences in computer science are a strong match with the responsibilities outlined in the position description.

I have learnt that many challenges exist with systems analysis within a large organisation like NAB. These issues stem from both the continual upgrading of systems and the diversity of application needs. Through my internship as a Systems Administrator with Deakin University's Technology Services team (which I secured through Deakin's Interns@Deakin Program), I have gained valuable insight and experience within a similarly large-scale IT environment. On one occasion, I advised a university department on their selection and setup of LAN hardware and appropriate new software. This required me to use appropriate and professional communication, problem solving, and technical skills. I was able to adapt well to working in a fast-paced IT environment and I enjoyed tackling problems as they arose. I would bring this adaptability with me to this role with NAB.

In addition to a strong technical base, I perform well both independently and as part of a team. I communicate effectively with all levels of staff, as reflected in my experience working with both senior and more junior staff within the Technology Services team. Additionally, as part of my internship, I was offered the opportunity to deliver a 15minute presentation to the team on a relevant project I had recently completed as part of my degree. I asked some initial questions to ensure I had understood the task, and prepared and delivered my presentation using supporting slides. The audience was engaged and I received generous applause and many positive comments afterwards.

I would greatly appreciate the opportunity to work with NAB. In addition to my interest in complex IT operations, the organisation's commitment to innovation and inclusion through your involvement in the TedX Charity Conference every year and your progressive, inclusive policies are exciting and important to me.

My qualifications, skills, experiences and motivations ensure I am well suited for this role. Please find my resume enclosed. I hope to be able to discuss my experience and this position in further detail with you at interview. Thank you for your time and consideration.

Sincerely,
Charlie Nguyen

Cover Letter Example – Graduate Role (Interaction at Expo)

Sasha Creedy
28 Glossop Avenue
Burwood, Vic 3125
+61 421 123 123
sashacreedy@deakin.edu.au

Thursday, 28 August 2018

Elizabeth Example
Graduate Recruitment Manager
PGK
Level 17, 100 Bourke Street
Melbourne, Vic 3000

Dear Ms Example,

RE: Graduate Accountant – Ref. No. PGK5018

I am writing to apply for the Graduate Accountant position with PGK as advertised on the Deakin University Jobs & Internships Board on 14 August. I became interested in PGK after meeting Alex Example, one of PHK's current graduates at the Deakin University Experience and Employment Expo in March. Her experience and in-depth description of her role in the Assurance team captured my attention. Assurance is an area of accounting I am particularly interested in, as I believe financial accuracy and transparency are key to good business. I am keen to play a role in ensuring organisations have the information they need to make informed financial decisions, while remaining honest and efficient in the practices.

I have recently completed a Bachelor of Commerce at Deakin University, majoring in Accounting and Finance. During my final year, I completed a one month internship with Biggs Accounting Firm, which allowed me to put theory into practice and confirmed my interest in assurance and auditing. During my internship, I assisted in the annual and quarterly audit of two large construction firms. I contributed to the efficiency of the audit by designing a cross-referenced Excel spreadsheet to ensure all entries have been verified accurately. Studies and experience have developed my strong knowledge of accounting principles and principles which I would apply in the role of Graduate Accountant.

For the past two years, I have worked part-time as an Administrative Assistant for Nilsson Buckley Accounting. Working in a team of four administrators, with three being part-time, it is essential to communicate clearly and concisely when working together on ongoing tasks. In this role, I also regularly liaise with senior leaders within the business via email and in-person to schedule meetings and arrange logistics. This has further developed my ability to communicate professionally with people at all levels and adapt my communication style to suit my audience.

PGK places emphasis on integrity and courage, both values I believe are important. As a casual soccer umpire, I often have to make tough and sometimes unpopular calls to enforce the rules of the game. It takes courage to do what is right and to maintain fairness and trust, whether in an office or on a sports field.

The combination of my qualifications, skills, experiences and motivations ensure I am well suited for this role. Please find attached a copy of my resume and academic transcript as requested. I hope to discuss my application in further detail with you at interview. Thank you for your consideration.

Yours sincerely,
Sasha Creedy

Cover Letter Example – Graduate Role (Referral)

Ali Beeza
5 John Street
Collingwood, Vic, 3088
alibeeza@email.com
+61 423 456 970

Wednesday, 20 June 2018

Michael Example
Better Rehabilitation
150 East Parade
Melbourne Vic 3000

Dear Mr Example,

RE: Application for Graduate Occupational Therapy position

Following a recent meeting with Sam Example, a Senior Occupational Therapist with Better Rehabilitation, I am writing to apply for the role of Graduate Occupational Therapist. Sam provided me with an insight into what it takes to be an exceptional practitioner with the practice and described a strong and positive organisational culture. Following my meeting with Sam, I am confident my skills and abilities will allow me to be both successful in the position and as a valued member of the Better Rehabilitation team.

I am currently in my final year of my Bachelor of Occupational Therapy at Deakin University, achieving a high credit average to date. Over the past two years, I have worked part-time with Green Valley Facility in Werribee. In my role as Assistant, I work closely with qualified Occupational Therapists to assist patients in defining their individual goals, and evaluate progress through weekly check-ins. I successfully assist with treatment for up to eight patients each day, and ensure all correct documentation is completed in a timely manner.

In addition to my work with Green Valley Facility, I am also an avid tennis player and an active, long-standing volunteer with Royal Park Tennis Club. My involvement with the club has included organising member events, training other volunteers, and ensuring an active social media presence for the club. The skills I have developed through this volunteer work has provided me with a broad range of professional skills and interpersonal abilities in addition to my clinical capabilities, strengthening the value I am able to provide Better Rehabilitation.

The Graduate Occupational Therapy position with Better Rehabilitation would enable me to contribute my clinical education, research skills and volunteer experiences I have gained over the past four years. I am eager to contribute my knowledge of occupational therapy techniques, and I am confident I would be a productive member of your team. I have enclosed my resume for your review, and would welcome the opportunity to speak with you in further detail at interview. Thanks you for your time and consideration

Your faithfully,
Ali Beeza

Cover Letter Example – PhD (Industry Role)

Reese Willner
56 Josephine Crescent
West Melbourne, Vic 3003
reesewillner@gmail.com
0411 577 577

Monday, 10 September 2018

Recruitment Manager
Cardno
Level 4, 501 Swanston Street
Melbourne VIC 3000

Dear Recruitment Manager,

RE: Senior Consultant position

I am writing to apply for the Senior Consultant position with Cardno as advertised on your website. Having read a number of recent publications about Cardno's methodologies for creating real social impact, I am convinced that Cardno offers the environment in which I will thrive, finding solutions to the increasingly complex problems of today.

For the past three years I have been engaged with a PhD project determining how a protein implicated in cancer and memory loss switches genes on and off in the developing embryo. This has been an invaluable opportunity to develop my analytic and reasoning skills, and the constant challenge of devising novel approaches to tackling difficult problems has been immensely rewarding. While academia has afforded me a great deal of intellectual and creative freedom, I am seeking new challenges in a more dynamic, industry context.

This desire drew me first to consulting and then to Cardno. On hearing Alexis Example speak on the Emerging Leaders Panel in Sydney in October, I was excited by the scope of work the firm undertakes, both in terms of industries and capabilities. Of particular appeal was the firm's values focus, exemplified by the commitment to building lasting client relationships. I was left with the impression that Cardno fosters an environment in which talented, passionate individuals can thrive.

I am confident my experiences and skills make me uniquely suited to contribute to your team. Over the course of my research in human life sciences, I have acquired a broad range of analytical skills from statistics to computer modelling. The competitive and collaborative nature of scientific research necessitated that I learnt to rapidly interpret data, formulate a response and clearly articulate those insights in presentations and grant applications. These communication skills have been further honed during my teaching experience where I have needed to quickly recognise and adapt to the needs of my students, just as a consultant must identify the needs of a client.

In all my endeavours I have relished the opportunity to deliver real change. Whether designing award-winning research projects, helping students acquire new skills, or helping to build an orphanage in rural Vietnam, I have always enjoyed seeing the fruits of my labour. In Cardno, I see the chance to have that impact in a truly global firm, delivering tailored solutions to clients while acquiring the skills necessary to take on the most pressing challenges facing the world. Please find my resume enclosed. Thank you for your consideration. I look forward to hearing from you.

Yours sincerely,
Reese Willner

Cover Letter Example – Internship (Advertised)

Alex Matthews
100 Fig Street
Geelong, Vic 3220
alexmatthews@deakin.edu.au
+61 400 000 000

Monday, 25 July 2018

Ashely Example
Director of Communications
Edstart
Level 2, 101 Collins Street
Melbourne, Vic 3000

Dear Mr Example,

RE: Application for Marketing and Communications Internship

I am writing to apply for the Marketing and Communications Internship with Edstart posted on the DeakinTALENT Jobs & Internships Board. I'm very interested in, and excited by the field of education, and would welcome the opportunity to bring my strong communication skills, creativity, and marketing experience to your team. Edstart's commitment to early education for every child is of particular interest to me because of my passion for youth development.

I am in my second year at Deakin University studying a Bachelor of Communications (Public Relations) and have achieved a distinction average to date.

Over the 2017/18 end of year university break, I worked as a Volunteer Program Officer with Summer Learning Camp (SLC), run by the City of Greater Geelong Council. The camp is dedicated to providing continued summer learning for children in the greater Geelong region. I designed and taught fun, interactive classes to a group of 10 students aged 8-12, and planned and led local excursions and workshops daily with a Program Manager. Throughout summer, I consistently strived to create maths, science, and reading lessons and activities that were engaging and tailored to my students' needs.

Additionally, in my position as the Director of Marketing and Communications for the Deakin Marketing Society, I currently lead our social media strategy to drive member recruitment efforts and promote our programs and events on platforms including Facebook, Twitter, and Instagram. With so many competing events on campus, I need to be continually creative in my approach to developing and delivering content that will be effective. As a result of a recent promotional campaign, our society experienced a 15% increase in our membership base and an increase in overall social media engagement.

I'm excited at the prospect of bringing the skills I have developed through my experiences to the Marketing and Communications Internship with Edstart. Please find my resume enclosed. Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this opportunity.

Kind regards,
Alex Matthews

Cover Letter Example – Internship (Speculative)

Rae Sans
100 Willoughby Road
Carlton, Vic 3053
raesans@hotmail.com
0455 555 555

Monday, 25 July 2018

Arjun Example
Production Manager
SBS
Level 2, Alfred Deakin Building, Federation Square
Melbourne, Vic 3000

Dear Mr Example,

RE: Summer Internship position

I am writing to explore whether an opportunity might exist to join SBS as a Summer Intern. Through my online research, I understand SBS are currently working on a number of new documentary series'. Gaining insight into SBS's production processes and broader business operations would provide an opportunity for me to bring my strong technical/interpersonal skills and dedicated work ethic to your team, and in turn provide me with valuable industry insight and experience.

Being in my second year of a Bachelor of Film, Television and Animation at Deakin University, I am a long-term and avid SBS viewer and consistently find the series produced by SBS deeply engaging. In particular, I found the recent three-part documentary series, The Great Human Odyssey, a beautifully shot, intriguing, and culturally sensitive exploration of this broad and complex topic.

My relevant work experience includes casual work with Schwartz Media, specifically in assisting The Monthly magazine team with their research and investigations into current affairs topics. This experience has provided me with valuable industry insights, enhanced my ability to conduct thorough research, and enabled me to work effectively as part of a fast-paced creative team. These are skills I would bring with me to an internship role with SBS.

In addition to my study and paid work experience, I am actively involved in a number of personal interest areas. For example, I recently finished making a short film which I shot in Tasmania (with borrowed equipment) about local historical topics. I also volunteer as a researcher (pop-culture and festivals) for a local community radio station, SYN 90.7. These experiences have broadened my perspective and enabled me to hone my technical and communication skills.

My enclosed resume details my experience and long-term interest in film and television production in further detail. I am keen to pursue a career in this field, and feel confident that I would make an effective contribution to the SBS team. I would welcome the opportunity to discuss any possible internship openings with you and look forward to hearing from you.

Kind regards,
Rae Sans

Cover Letter Example – Casual/Part-time Work

Jamie Silver
100 Fig Street
Geelong, Vic 3220
alexmatthews@deakin.edu.au
+61 400 000 000

Monday, 25 July 2018

Recruitment Manager
Mecca Cosmetica
Shop 54-55 Melbourne Central, Ground Level, 211 La Trobe Street
Melbourne VIC 3000

Dear Recruitment Manager,

RE: Retail Assistant position

I am writing to apply for the Retail Assistant position with Mecca Cosmetica advertised on your website. I'm very interested in, and excited by the opportunity to join and contribute to your growing team. I am passionate about health and beauty and understand Mecca Cosmetica is a leader in the Australian beauty industry - offering exclusive global brands and professional, knowledgeable service.

My current work experience as a Sales Assistant at Montague's Fruit and Vegetable Market has provided me with relevant and transferrable experience. In my role, I am responsible for delivering exceptional and efficient customer service, assisting with store merchandising, working collaboratively as part of a broader team, and assisting the Store Manager to balance cash drawers at the end of the day. I would bring my commitment to strong customer service, and my dedicated work ethic with me to Mecca Cosmetica.

In addition to my part-time work, I am currently studying towards a Bachelor of Public Health and Health Promotion at Deakin University. I am a highly motivated and focused student and in addition to maintaining strong academic grades, I have been actively involved in the university community, currently as a DeakinTALENT Ambassador where I promote services related to graduate employment to Deakin students.

I'm excited at the prospect of bringing my sales, customer service, and well developed interpersonal skills to the Retail Assistant position with Mecca Cosmetica and feel confident I would be a valuable addition to your team. Please find my resume enclosed. Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this opportunity.

Kind regards,
Jamie Silver

Cover Letter Example – Casual/Part-time Work

Sam Holmes
99 Escapade Street
Yarraville, Vic 3013
ardenh@deakin.edu.au
0455 555 111

Monday, 25 July 2018

HR Manager
Human Rights Collective
50 William Street
South Melbourne, VIC 3205

Dear HR Manager,

RE: Office Assistant position

I was excited to discover the position of part-time Office Assistant with Human Rights Collective, which I saw advertised on the DeakinTALENT Jobs & Internships Board. The Human Rights Collective's strong reputation for leadership in its field has long included it on my list of most desirable companies to work for. My previous experience in administration and my ongoing passion for human rights ensure I am well suited for this position.

I am dedicated to the office administration of human rights organisations because when operations are well managed, the organisation is able to do its best work. My previous experience as a casual administrator with the Faculty of Arts and Education at Deakin University has honed my skills in meeting coordination, calendar management, and program planning. My reliable administrative support meant staff members within the Faculty were able to spend more time on the most important and pressing issues. This provided me with satisfaction that I was contributing to the mission of the Faculty, ultimately assisting staff to best meet the needs of students.

I am currently studying towards my Bachelor of Communications (Public Relations). I chose to complete a recent project on the management of global development programs. This both strengthened my skills in business operations and broadened my understanding of international human rights. I can deeply appreciate the work the Human Rights Collective does and the operations that make that work possible.

I am enthusiastic to combine my administrative skills with my passion for human rights. My resume is enclosed for your review. I very much welcome the opportunity to discuss this position in further detail with you at interview.

Your sincerely,
Sam Holmes

Cover Letter Example – No Previous Experience

Blair Hollogst
111 Central Road
Geelong, Vic 3220
blairxh@gmail.com
0411 118 118

Tuesday, 4 September 2018

Store Owner
Geelong Coastal Cafe
Shop 54-55 Melbourne Central, Ground Level, 211 La Trobe Street
Melbourne VIC 3000

Dear Store Owner,

RE: Barista position

I am writing to apply for the Barista position with Geelong Coastal Cafe as advertised on Seek. This position sparked my interest as I am a friendly, hardworking, well-organised individual that enjoys being busy and appreciates a well-made coffee. I am confident these attributes make me well suited to this role.

I am currently completing my Bachelor of Construction Management at Deakin University. While completing my degree, I have been an active member of both the university and broader Geelong community which has strengthened my communication and interpersonal skills.

Working closely with other students on group assignments has provided me with experience in working collaboratively with others, managing my time efficiently, and resolving any arising issues in a calm and diplomatic manner.

I recently volunteered with Oxfam Trailwalker as a Checkpoint Operator where I greeted participants as they arrived into the checkpoint and logged all participants into the computer system to ensure all were safe and accounted for. I also provided accurate information to walkers and maintained a positive, friendly attitude to keep the walkers motivated. The organisers commended me for my willingness to participate, my efficient data-entry and my dedication to helping others.

I am confident I have the required skills and personal qualities to perform the role of Barista well and I am eager to join and make a positive contribution to your business. I would very much welcome and appreciate the opportunity to demonstrate my capabilities to you in person.

Please find my resume attached for your review. I look forward to meeting you and speaking with you in further detail at interview.

Kind regards,
Blair Hollogst

COVER LETTER CHECKLIST – Page 1/2

STEP 1: RESOURCES		v1
<input type="checkbox"/> COVER LETTER RESOURCES	<input type="checkbox"/> The DeakinTALENT Cover Letter Template has been used as a base to ensure correct standard business letter format. (Save, rename, and edit this file directly opposed to recreating it from scratch). <input type="checkbox"/> The DeakinTALENT Cover Letter Guide has been reviewed.	
STEP 2: SECTIONS AND ORDER		Content
<input type="checkbox"/> CONTACT INFORMATION	<input type="checkbox"/> Personal contact details included as per the cover letter template. Email address included is professional and checked regularly. Mobile has voicemail set-up with a clear and professional message. <input type="checkbox"/> Contact details for the recipient included as per the cover letter template. <input type="checkbox"/> Date included as per the cover letter template. <input type="checkbox"/> Greeting line included with 'Dear Ms Xxx' or 'Dear Mr Xxx', or if unknown 'Dear Recruitment Manager' or 'Dear HR Manager'. <input type="checkbox"/> Attention line (with job reference if relevant) included as per the cover letter template. <input type="checkbox"/> Additional information (photo/date of birth/marital status/religion/nationality, or the words 'Cover letter') SHOULD NOT BE INCLUDED.	
<input type="checkbox"/> INTRODUCTION	<input type="checkbox"/> Introduction includes a brief greeting (e.g. 'I am writing to apply for the position of...'). <input type="checkbox"/> Introduction references to the full, correct name of the position and the full, correct name of the organisation. <input type="checkbox"/> Introduction states where the job opening was found (e.g. Deakin Jobs and Internship Board/Seek/LinkedIn) as relevant. <input type="checkbox"/> Introduction specifies if you have been referred to the organisation or position. A referral is a direct connection to a current or former employee. <input type="checkbox"/> Consider including 1-2 lines outlining why you are interested in the opportunity at a high level.	
<input type="checkbox"/> BODY (1-3 PARAGRAPHS)	<input type="checkbox"/> Body describes why, specifically, you are a suitable candidate for the position. Emphasis is on what you can offer opposed to what you can gain. <input type="checkbox"/> Body describes 2-3 relevant qualifications/personal skills/technical skills/experiences/achievements you will bring to the position and organisation. Experience includes paid employment/internships/volunteer work/extra-curricular activities, as relevant. <input type="checkbox"/> Skill statements included in the body are evidenced with specific examples/results/outcomes/accomplishments. <input type="checkbox"/> Body describes why, specifically, you are interested in the organisation and demonstrates adequate research and knowledge.	
<input type="checkbox"/> CLOSING AND SIGN-OFF	<input type="checkbox"/> Closing reiterates the value you would provide the organisation and your enthusiasm for the position and organisation. <input type="checkbox"/> Closing refers to an included (or attached resume) and any other documents specifically requested by the employer. <input type="checkbox"/> Closing requests an interview (or response if speculative) and thanks the employer for their consideration. <input type="checkbox"/> The sign off 'Yours sincerely' or 'Kind regards' is included with your first and last name included underneath.	
STEP 3 OVERALL IMPACT QUALITY OF CONTENT		
<input type="checkbox"/> The cover letter is tailored for the specific role and organisation and demonstrates strong alignment with the qualifications, experience, and skills outlined in the position description. <input type="checkbox"/> The cover letter incorporates keywords from the position description/job listing/organisation website and uses industry specific language. <input type="checkbox"/> The cover letter adds additional context and depth to the resume opposed to only duplicating information found within it. <input type="checkbox"/> Phrases sounding desperate such as 'Willing to do anything', 'Open to all opportunities', or similar SHOULD NOT BE INCLUDED.		

STEP 4: LANGUAGE | PRESENTATION AND FORMATTING

LANGUAGE

- Spelling and grammar is accurate throughout the cover letter. Ensure specific attention to correct capitalisation. (Recommend consistent use of UK opposed to US English).
- Content can be easily read and understood on fast review. Sentences are short and use plain English.
- Tone is positive, approachable, and professional, not overly formal or academic. Statements such as ‘I hereby apply for...’, ‘Moreover, I...’, ‘My aforementioned skills...’, ‘This fine establishment...’ or similar **SHOULD NOT BE INCLUDED**.
- Buzzwords (e.g. ‘expert’, ‘passionate’, ‘dynamic’ etc.) **SHOULD NOT BE OVERUSED** and phrases such as ‘best candidate’ and ‘perfect fit’ **SHOULD BE AVOIDED** when describing your capabilities.
- Abbreviations and acronyms are only used when necessary and defined in the first instance before being used throughout.
- Numbers 1-10 are written using words not numerals (for example: ‘Delivered three presentations’ opposed to ‘Delivered 3 presentations’).

PRESENTATION AND FORMATTING

- Length does not exceed one page.
- Font style and font size is the same as used in the resume (recommend Calibri or Arial size 10 or 11). Use single spacing and ensure paragraphs are left justified.
- General formatting is the same as used in the resume (e.g. margin width and bullet point style, if applicable). Your resume and cover letter should look like they belong together as one ‘application package’.
- Icons, photos, headings, banners, borders, colour, tables, lists **SHOULD NOT BE INCLUDED**.
- A professional file name is used. (Recommend ‘First name Surname Cover Letter.pdf’).

Disclaimer:

The **COVER LETTER CHECKLIST** and subsequent cover letter and application feedback (the **Services**) are provided by Deakin as guidance for job applicants only. Use of the Services not guarantee applicants will receive an interview or employment. By using the Services, you acknowledge and agree that:

1. Deakin has no control over the decisions of employers regarding whether you are interviewed or hired based on this application.
2. To the extent permitted by law, Deakin makes no express or implied warranty with respect to the Services, its outcomes or your use of the Services.