

# How to write a cracking cover letter



**Subject: Committed and Organised Events Assistant**

Dear Tara,

Please find attached my CV to complement the **Events Assistant role** at Whiz London, advertised on [eventsmanagementjobs.com](https://www.eventsmanagementjobs.com).

I am passionate about pursuing a career in Events Management and feel I would be perfect to join your team. As a strong team player used to **juggling differing priorities** and deadlines, the dynamic, innovative and fast-paced environment at Whiz London is one that would complement my skills well, enabling me to support the team in delivering award-winning events.

I believe that the knowledge I gained during my degree in Business, alongside experience in events management (see information on my role delivering my university's Summer Ball below) and customer-facing roles, most recently as Call Centre Assistant for Kent Helping the Deaf Blind, have provided me with the skills and passion necessary to succeed in this role.

I am an effective time manager and work well under pressure to deliver successful projects. **A particular highlight was leading a team of 35 to deliver a hugely successful Summer Ball at my university in 2013 within the £50,000 budget. The event was**

## Cover letter

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- A stand-out subject line

Prospective employers are likely to be really busy. They might be receiving tens or hundreds of applications to review alongside the rest of their work. Make sure your application doesn't get lost in their inbox, or worse, put straight into their trash can by including an attention-grabbing, relevant and appropriate subject line. This will help them quickly recognise what's inside the email, and entice them to open it up.

- Who are you writing to?

If you know the name of the person recruiting for the role, perhaps it says so on the job advert, make sure you address your cover letter to them. This is a quick and easy way to show right at the beginning that you have good attention to detail. The format used in this example of Dear + first name is best. If you don't know their name, you could consider contacting the company and asking who to address your cover letter to. If you can't find a contact name, "Dear Sir/Madam" is a good alternative. If you want some more advice on appropriately approaching contacts, [click here](#).

- Twinning

Like Ant & Dec, or peanut butter and jam, your CV and cover letter are a team of two. They should work together and complement one another. You might want to pull out some of the highlights from your CV to include in your cover letter, but avoid repeating all of the same information. Your cover letter should entice your audience into reading your CV. Oh, and remember to tell them that your CV is attached. If they read your email quickly they might not notice the attachment.

- Tell them why you're contacting them

First things first, tell the reader which role you're applying for. Remember, they might be recruiting for lots of different roles at once so don't leave them second guessing which role you're approaching them about. It's also a good way to show that you're a clear communicator.

- Impressive cross-referencing

Taking words directly from the job description shows you're really tailoring the cover letter to that specific role.



I am an effective time manager and work well under pressure to deliver successful projects. A particular highlight was leading a team of 35 to deliver a hugely successful Summer Ball at my university in 2013 within the £50,000 budget. The event was attended by 1,000 students, attracted local press attention and taught me a great deal that would enable me to deliver in this role.

I believe that I could add significant value to the Whiz London team at this exciting time of growth. I would be particularly excited to be involved in the Bromley Young Business Minds Conference (BYBMC) in December. As a Business graduate and former voluntary Business student mentor, I have relevant background knowledge, and a genuine interest in helping the younger generation which I believe could contribute to the success of this event.

Thank you for taking the time to consider my application – I hope to hear from you soon.

Yours sincerely,

Keir Taylor-Brooks  
07807362963  
KeirTaylorBrooks@agendainternet.com

## Cover letter continued

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- **A mighty justification**  
As you would in your CV, don't just say you're good at something, prove it. Use relevant examples and include any statistics if possible to help put things into context.
- **Relate it back to the role**  
Having talked about your skills and experience, make sure you bring it back to why that's relevant to the role you're applying for.
- **Team player**  
A quality most employers want is the ability to work in a team. You could be the most amazing individual, but if you can't support other staff members in the workplace you may be of little value to them. Include the role you'd play within the team to help them put you into the context of their existing crew.
- **That little bit extra**  
A great way to show you're serious about the role is through researching if they have any upcoming projects. By saying how you'd be helpful during them, you can put yourself into the context of the current team and make the prospective employers really consider you. Plus, they'll be impressed you went that extra mile.
- **A polite conclusion**  
Thanking them for their time is never a waste of your time. A little goes a long way, as they say, and finishing the letter politely could help them remember you.

Thank you for taking the time to consider my application – I hope to hear from you soon.

Yours sincerely,

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- **Signing off**  
If you know the recipient's name, 'Yours sincerely' is the way to go. Alternatively, if the name of the recipient is unknown, 'Yours faithfully' is the safest bet.
- **Signed, sealed, delivered**  
Make it as easy as possible for the person reading your email to get back in touch with you by including relevant contact details in your email signature. You might even want to include your social media handles if you think there's anything on your profiles that could boost your chance of an interview. If your cover letter is in the form of an actual letter, put your name, address and contact details in the top right hand corner of the page, and the recipient's name and work address below it on the left hand side.
- **No embarrassing emails**  
You've spent lots of time putting together an excellent cover letter and CV or job application, so don't let it down by including an inappropriate email address that might put employers off. It's really important for your email address to be as professional as the rest of the information you share. That email you set up when you were 14 and cringe when thinking about it? Set aside 5 minutes to set up a more appropriate email address. It could be the difference between the bin and an interview!

## Cover letter continued

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### Final checks

Whatever you do, don't send your cover letter with mistakes in. Check it once, check it twice, check it three times, and get someone else to check it, too. And whilst you're at it, check the length of your cover letter. Your first draft will likely be quite long. 200-300 words is the ideal length - long enough to include the necessary information, but not too long that people don't read to the end.