

Cover Letter Outline:

Header

Same as your resume - keeps feeling/"brand" consistent

Date

Employer Information

Recruiter Name
Job Title
Company Name
Full address

Subject Line

- RE: Job Title, Job ID #, found on (website)

Greeting

- Ideally Dear (Hiring ManagerName)
- Also may use, Dear Hiring Team, Dear Recruitment Manager, etc.

Avoid
"To Whom It
May Concern"

Optional Hook

Catch their attention
Encourage them to keep reading
Something unique about you

Introduction

- Short and to the point
- Introduce yourself and your purpose (what are your best qualities for this job)
- Avoid mistakes resulting from editing a previous letter

Research Piece

- Show the employer that you know what they do and that it matters to you.
- Distinguishes your letter from others—most applicants miss this piece in cover letters
- Talk about what excites you about their work. Is there a specific project they are pioneering that you'd like to be part of?

Making the Match

- Make a good case (persuasive argument) for the match between you and the position
- Pick 2-3 key parts of the job to focus on and give a meaningful example
- Focus on skills/competencies highlighted in job posting

Call to Action

- Thank them for their time/consideration
- Summarize key reasons to hire you (1 sentence)
- Identify next steps

Focus on the employer, what can you do for them, help their goals, etc.

Salutation

Name

When sending electronically, just a name will do here, adding an electronic signature increases file size immensely

Don't Forget!

- Readability:
 - *margins,
 - *font size,
 - *white space
- Spelling & Grammar
- FUNCTION before FORM

Sample Cover Letter:

Dear [*ideally, include the name of a specific person here*]

[*Optional Hook*] My experience implementing university policies for two years as well as my focus on higher education in my Master of Public Administration degree inspires me to approach you about the work you do at Your Organization/makes me well-suited to contribute quickly and substantially to the position of Policy Analyst at Your Organization.

[*IF your degree is your most related experience, make this para 2*] During my MPA degree at Queen's, I gained experience in X, Y, Z. I had a particular interest in A which I pursued by taking elective courses in B & C and completing a project on D.

[*IF you have related experience, make this para 2*] During my undergraduate degree, I have been fortunate to be able to build substantial management and policy-related skills in my leadership role with the University of Guelph Student Association. Over the course of two years, I sat on numerous strategic planning and funding committees and we were successful in developing the university academic plan for 2016-2020. When sitting on the X committee during my first year, I quickly learned that stakeholder involvement was a crucial and often overlooked element of creating good policy. Because of my familiarity with survey tools, I offered to set up online surveys to increase ease of stakeholder contributions to our discussions. The buy-in rate for the new academic plan was very high and it passed the first time through senate. I was told by the university principal that it was partly due to my contributions to increasing stakeholder input.

I chose XXX specifically because of your I hope that we might meet so I can further discuss how I might contribute to your future goals of X and Y.

Thank you very much for your consideration. I will be available for work starting July 15. Please feel free to contact me by email during that time at: student@gmail.com

Yours sincerely,

Sign Your Name (if hard copy)

Type Your Name

Cover Letter - MPA "hook" examples:

The recent UN report on the decline of youth violence in many countries is encouraging but our work isn't done yet.

Working with MP So-and-so last summer taught me many things about policy development and implementation – not the least of which was that sometimes, despite our best intentions, good policy goes wrong.

During a recent observership day with the Minister of Energy in Ottawa, I got excited to learn about the focus this government has on reducing greenhouse gases by 15% by 2020.

My experience working as the shift manager in a busy environment for the past two years as well as my Master of Public Administration degree makes me excited to approach you about junior leadership opportunities within *Your Organization*.