



10 Tips To Improve the Effectiveness Of a Cover Letter

1. Choose a cover letter format that is professional & readable

Some hiring managers may only spend seconds doing an initial review of an application (cover letter and resume) to see if the applicant meets the minimum qualifications described in the job posting. It is critical that your cover letter is in a clean, attractive and easily read format and is completely free of errors.

2. Research the position, team and organization that you are applying to

Your cover letter needs to reflect that you have read and understood the qualifications detailed in the job posting. It should also demonstrate that you have a general understanding of the mandate and vision of program and organization.

3. Address your cover letter to the right person

Ideally, you should address your cover letter to the hiring manager or as directed in the job posting. If you don't know who that is, try calling the organization and asking who the manager for the specific department is. Ensure that you correctly spell the name and have their correct title!

4. Write a custom cover letter

Customizing your cover letter for each job you apply to can be time consuming but it is important to demonstrate to the hiring manager that you took the time and effort to demonstrate your strong interest in the position.

5. Highlight your experiences & successes!

It is important to highlight your skills, qualifications and education that match the qualifications described in the job posting.

6. Ask several people to review your cover letter and provide feedback

Your cover letter should be clear and understandable even to those unfamiliar with your career area. Remember to avoid the use of acronyms.

7. Include in your cover letter how you found out about the job posting

Mention how you learned about the job posting. Was it through the website, social media, an advertisement you saw or perhaps through word of mouth. If you heard about it from a current or former employee, consider mentioning the employee by name.

8. Don't share too much personal information

Avoid sharing too much personal information unless specifically asked. Avoid talking about anything that does not directly relate to the job posting.

9. Mention your availability for an interview and how you can be contacted

Your cover letter should include any relevant information about your availability for an interview. For example, say how best to contact you (i.e. by phone or email), and specifically mention if you will not be available for any interview for any specific periods (e.g. if you will be attending school or away on vacation).



10. And last but not least...avoid repeating your resume!

Your cover letter is not your resume in paragraph form. Many managers will read your cover letter to determine what your writing skills are like. It should emphasize how your work experience, educational preparation, personality, accomplishments, curiosity and career path match the details described in the job posting.

Good Luck!