

4. Cover letter

Australian blueprint for career development

Career Management Competency											
1	2	3	4	5	6	7	8	9	10	11	12

Learning intention

Students will understand that a formal cover letter introduces themselves to a potential employer and demonstrates the value they bring to the position being applied for.

Success criteria

Students can write a tailored, formal cover letter that could be used to apply for a particular advertised job.

Resources

- [Cover letter advice](#) – video 13 minutes (indeed)
- [Sample cover letter](#) – myfuture
- Examples of 2 job advertisements (also used for lesson 2 and 3)
- [Job seeker resources](#) – myfuture

Classroom organisation

- Pairs
- Individual

Preparation

- Individual access to computer.
- Print sample cover letter for each student.
- Search online for 2 job advertisements* and print copies for each student.

Seek ads will disappear once the roles have been filled. *Teachers can use the job advertisements identified in lesson 2 or may prefer to locate new ads for this activity. Focus should be on tailoring cover letters to address selection criteria and requirements of the job.

Activity 1

Many people find it difficult to pitch themselves. However, when it comes to applying for a job, a well written cover letter plays a key role and there is skill to creating one. Students will benefit from understanding how to write succinctly to make a good first impression.

- Introduce students to the function and value of a well written cover letter. When applying for jobs, hiring managers or human resources teams may find cover letters useful.
- Discuss the purpose of cover letters:
 - Cover letters can add value to your resume
 - Your cover letter for a job is used to introduce yourself as an individual and professional
 - A cover letter is your opportunity to explain why you would be a good candidate for the job.
- Students watch the [video](#) and make notes, writing down key ideas to help write their cover letter.

Activity 2

- Introduce the 2 job advertisements to students.
- Students work in pairs or small groups and read both advertisements. Discuss the information provided. For example, do the advertisements provide information about the company and include key words such as not-for-profit values, inclusive, proactive. Highlight the learning from the previous lesson 'Addressing Selection Criteria'. Discuss with students the value of this information and how it will help them to consider how they will draft a letter that aligns with the needs and description of the company.
- Using the notes and information gleaned from the video, students should create a cover letter for one of the advertisements. Students need to provide a clear link between their knowledge, experience and abilities and the needs of the employer. Allow some 'freedom' to create experiences and skills if necessary.

Activity 3

- Once letters are completed, students should print their letter and pass their letter to another class member.
- Students read the cover letters and use the job advertisements to check that selection criteria have been addressed.
- Students read the letter again and make edits or suggestions in pencil.
- Letters are returned to the author for review.

Reflection

Students should edit their cover letter accepting or declining any edits provided. Provide students with these statements to encourage focus on the purpose of their letter.

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Ms Charlotte Walker
Manager
Walkers Sports Supplies
Shop 12,
Parkgate Shopping Centre
CharlotteWalker@Walkers.com

Dear Ms Walker

I am writing to apply for the position of part-time Sales Assistant at Walkers Sports Supplies as advertised on the JobsOnline website. I was very excited to see the role was available as the combination of my customer service experience and sporting knowledge would allow me to make a valuable contribution to your sales team.

I am currently a Year 11 student at Park Hill Secondary College, where my favourite subjects are mathematics, physical education and business management. I am also completing a Certificate II in Sport and Recreation.

I have been playing soccer since I was eight years old, so I have demonstrated teamwork skills. Over the last couple of years, I have also taken on coaching and umpiring roles, which have allowed me to develop communication skills and also the ability to solve problems under pressure, which I understand would all be important skills to have when working at Walkers.

Through the soccer club, I have been able to gain customer service skills by working in the kiosk selling food and drinks. It often gets very busy, particularly at half-time, and I have become experienced at working quickly under pressure, serving customers in a friendly and polite way and processing payments and cash handling accurately.

In addition to soccer, I am a keen follower of sports including tennis, football and cricket. With this interest I would enjoy advising customers in selecting appropriate equipment. I have been to Walkers many times and know you stock a large selection of cricket bats and gloves, tennis racquets, balls, and protective wear, not to mention a great range of footwear and clothing. I personally have an extensive collection of caps, most of which I have purchased from Walkers.

In conclusion, I believe I would be a good fit for the customer service role at Walkers because I am hard working, reliable and a quick learner, which my referees will support. I hope to have an opportunity to meet with you in an interview to discuss my application further. Thank you for your time and consideration.

Yours sincerely

Hayden Smith

1 November 2021