

Example Cover Letter Template

**Your address**  
**Your address**  
**Your address**

**Your email address**

**Recipient's address**  
**Recipient's address**  
**Recipient's address**

**Date**

**Dear [name]** – try and avoid using 'Sir/Madam' or 'To Whom it May Concern'

### **Introductory tag line**

Application for the post of [Retail Marketing Manager, Ref (if there is one): BURB21]  
CV enclosed/attached with this cover letter

### **Introduction**

*This is your first opportunity to impress. It should set the scene and answer who you are, why you are applying and what you can offer.*

I am a BA (Hons) marketing graduate with CIM qualification. I am applying for the position of [Retail Marketing Manager] because I believe I have the background to add real value to both the role and your organisation. My experience with [Top Shop] highlights my relevant industry experience.

### **Why job/why industry?**

*Explain that you are interested in the job and industry sector. What draws you to the job/industry? Explain why you think you are suitable for this post. It is important to use this paragraph to engage with the recipient. You need to sound motivated and extremely interested in the job.*

Having read the job brief on the [Only Marketing Jobs website] I am convinced I am the right person for it. I have all the skills required and a proven track record in [retail] marketing. I have a passion for [your/our] industry and have decided to channel my experience into an area I am genuinely enthused by.

### **Why Company?**

*Explain your interest in the company you are applying to. Explain why you have applied to them specifically; mention what sets them apart from their competitors. It is important to make it clear you have done your research and understand the role you are applying for, the company culture, what the company are looking for, and that your skills and competencies match those sought by the company.*

I have visited your company website and feel sure your brand values match mine, which makes me very excited about this prospect. I know from experience how [the name of the organisation you are applying to] has managed to overcome recent challenges and I feel my blend of robust marketing knowledge would enable me to further develop the brand and ensure more prominent awareness amongst the competition.

### **Why You?**

*In the final paragraph of your cover letter you must really sell yourself. Explain your relevant skills, competencies and experience in detail and discuss why these would all be of great use to the*

company. You need to tick the recruiter's boxes and make it clear you can add value to an organisation. Be positive, be engaging and be enthusiastic. Try not to sound arrogant or exaggerate too much. If you are invited to interview you will have to back up any statements you make here!

Not only do I have a [relevant/transferable] industry background but I also possess the marketing skills required to undertake this role. I have three year's experience of customer retail marketing and have spent the latter year of this working with key suppliers... [Here you should reference your skills to those required on the job brief].

Finally, I notice you require someone with an engaging mind. My CIM qualification is testament to my ability to manage my time effectively and absorb new information.

### **Conclusion**

Your covering letter conclusion needs to be sharp. Do not close with the phrase "I look forward to hearing from you" because this is an open invitation to your prospective employer to write back and say "thanks, but no thanks". Be presumptive:

I look forward to discussing my application with you in further detail.

### **Yours sincerely/signature**

Always end your covering letter with "Yours sincerely" if you have addressed it to a named contact (e.g. Mr. Adam Smith) or with "Yours faithfully" if you have not addressed it to anyone specific.

Yours sincerely



Simon Lewis



[www.linkedin.com/in/simonlewis1](http://www.linkedin.com/in/simonlewis1)



[www.twitter.com/simonlewisomj](http://www.twitter.com/simonlewisomj)



[www.ukmarketingnetwork.co.uk](http://www.ukmarketingnetwork.co.uk)

*[These days it is quite normal to point to your public profiles. If you are sending your application electronically you might want to do this. It could set you apart. Make sure you have updated your profile and posted some good content on your Twitter account first, of course!]*

Enc – End with this. It is formal etiquette, to show you have enclosed a document with this letter

**Remember that the purpose of a cover letter is to pitch yourself to an employer; you must be positive and engaging throughout and try to lead your recipient to want to contact you right now to invite you for interview.**