



Writing Application Letters

Each CV must have an accompanying application or cover letter. The cover letter is important for three key reasons, namely, it will introduce your CV to the person it is intended for; it will personalise your CV to the particular job; and it will demonstrate your basic communication skills.

GENERAL TIPS

The letter should be addressed to a specific, relevant person in the organisation. You should mention how you came to know about the vacancy, draw attention to your salient skills and experience, mention why you are attracted to the job, give details of your availability, and answer the question 'Why should I employ you?'

Always use the person's name, correct title and address. Be polite and enthusiastic. Use good quality, unlined paper and a matching envelope. Limit the cover letter to one page, or one and a half at the most. Be brief and specific, your cover letter should not be a reproduction of your CV.

A Sample Cover Letter:

The following is an example only and should be altered to suit different positions. It demonstrates the key layout and details needed.

1/F Block D, Success Court
1 Wonder Road, Hong Kong

26 June 2008

Mr John Wong
Human Resources Manager
Golden Lion Company Ltd
8/F, 157 Golden Road
Hong Kong

Re: Application for the Post of Marketing Executive

Dear Mr Wong

I am interested in the position of Marketing Executive as recently advertised in _____. As a final year university student in _____, I am confident I meet the requirements for the position.



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[In the first paragraph, state that you are very interested in the position. Say where you saw it advertised. Was it in a newspaper or a website? Did you attend a recruitment talk at your university given by the company? Close the first paragraph with the fact that you think your skills or experience, if you have any, suits the position.]

As shown by the enclosed curriculum vitae, I have a great interest in business outside of my studies, and have also shown leadership skills and flexibility in marketing projects. The post of Marketing Executive would allow me to use my skills to the advantage of your company, while bringing enthusiasm and new ideas to the marketing department.

[Write why you are applying for the job; why you would suit the job; why you would be a suitable candidate; and what skills you have for the job.]

The sustained growth of Golden Lion both in Hong Kong and its recently established offices in Shenzhen and Shanghai has enhanced its reputation in the international marketing field. With my proficiency in written and spoken Chinese and English, I would be an asset to your company and its future success.

[Show that you already know about the company and the job. In the cover letter, show how you can contribute to the job and the company.]

I look forward to having the opportunity to discuss my application with you. Enclosed please find my curriculum vitae for your reference. It is greatly appreciated if you can give me a reply at your earliest convenience. Thank you for your time and consideration.

[Close the letter by showing your enthusiasm and availability for the job. Do not openly ask for an interview. Take a softer approach: I look forward to hearing from you, or I look forward to having the opportunity to discuss my application with you.]

Yours sincerely,
[Signature]

Happy Chan

If the position applied for is an advertised one, then return the application via the instructions on the advertisement. If you are approaching a company unsolicited, then it is best to send your application by mail. It is not necessary to follow up an application to an advertised position as they will contact you if they are interested.

With unsolicited applications, follow your instinct. If you do make a follow-up phone call, be extremely polite and always thank the person for their time.