

# Cover Letters

A cover letter is your opportunity to make a positive first impression. Just as important as your CV, it is where you can explain your skills, ability and motivation for the role.

## Purpose of a cover letter

The purpose of a cover letter is to convince the recruiter that you are the best candidate for the job.

It is your opportunity to show your motivation for and understanding of the role and organisation, as well as provide evidence that you meet the requirements in the person specification.

## Key messages to communicate

- why you want to work in their organisation
- why you want to work in that particular role
- why your strengths, skills and experience make you the right candidate for the role

They do not need to be made sure your cover letter stands alone. Refer to key facts from the CV, highlighting areas of particular relevance to the role, but don't duplicate it.

You should always send a cover letter with your CV unless you are told otherwise. Make sure to look at our [handout for further information](#).

## Structure and content

Remember, your cover letter is an example of your written communication. Write in a clear, succinct and professional manner.

Keep to one side of A4, with a clear structure, as suggested below. The sections may vary a bit depending on the role you are applying for.

## Greeting

where you saw

the position advertised or, if the application is speculative, how you know about the organisation.

Introduce yourself by briefly telling them key information – your degree subject, university and stage of study (e.g. graduate, final year).



**This resource is available in alternative formats.**

Please contact your careers service or email [careersgroup@careers.lon.ac.uk](mailto:careersgroup@careers.lon.ac.uk)