



# COVER LETTERS

## JOB SMART SERIES

**The key to writing a successful application letter is to make it relevant to the position you are applying for. If your cover letter is an Expression of Interest for a position or a student placement, then you will need to send a cover letter and a resume.**

However, if you are required to address specific selection criteria, you should send a cover letter, a separate document addressing the selection criteria, and a resume.

- Ensure that you have the employer's requirements for your application that might include a preferred format. Check the vacancy for the selection criteria and if unavailable contact the employer. Phoning or emailing can also help to establish contact personally with a potential employer
- Employers use applicant tracking software (ATS) to identify your understanding of what they are looking for. ATS uses keyword indexing to match job applications with employer's criteria in the recruiting process. Each industry sector will also have "jargon" you need to be aware of
- Online recruitment processes utilise ATS to speed up the 100s of job applications that are forwarded for each vacancy. It is crucial that you are up-to-date with current recruiting practices so that your application has the best chance of being successful for selection.

### Tips

- Application letters succeed if you target them to match the employer's needs indicated by the key words in the advertisement or in the selection criteria or the position description
- Wear the employer's hat and consider whether you are addressing the employers needs or writing too many statements about yourself that do not address the employer's needs
- Always attach a cover letter to every job application including electronic applications
- Proof read your work and correct all spelling mistakes and grammar
- All cover letters must be in business format
- Structure your cover letter to ensure you reference the position you are applying for, show your knowledge of the position and company, match your skills and experiences to the employer's criteria, indicate attachments and your contact details for an interview
- The cover letter gives you an opportunity to demonstrate your personality and potential for the role.

# COVER LETTER EXAMPLE

Jane Chow  
Mob: 0435 345 658  
janechow@yahoo.com

20 March, 2018

Mr Phillip Smith  
Manager  
Chemist Mart  
Maroondah Highway  
Lilydale, Vic

Dear Mr Smith,

**Your Reference: Pharmacy Assistant (Seek 17 March 2018)**

Thank you for the opportunity to apply for the Pharmacy Assistant role available with your Pharmacy in Lilydale, advertised on Seek.

I have attached my resume providing a description of my skills and attributes and an application document addressing your selection criteria for this role.

Having recently completed my Certificate III and IV in Community Pharmacy with Chisholm Institute and 100 hours of placement in a Community Pharmacy, I am keen to work within this professional sector. Completing my placement has ensured that I have practical skills as well as sound knowledge of working within community pharmacies. I have also completed studies in Medical Terminology and Respond to Client Needs modules.

I have gained excellent knowledge of products to assist customers with their wellbeing and health questions, and I have experience with dispensing and processing dispensary items developed on work experience. I believe that I demonstrate the professionalism that you require on script dispensing using FRED. I have excellent English skills and have second language skills to assist your customers where required.

In my previous roles I have demonstrated punctuality and reliability. I have worked in teams in hospitality environments, where teamwork and communicating well with all stakeholders were priority. I am supportive and considerate of others when working in teams and attending to customers, and I am very keen to succeed in a role that allows me to provide quality service.

I would be pleased if I could be considered for an interview and can be contacted on my mobile on 0435 345 658. I look forward to hearing from you and thank you for considering my application.

Yours sincerely,  
Jane Chow