COVER LETTER STEP BY STEP GUIDE

This document provides a step by step breakdown of each section of the cover letter and provides information on the purpose of these sections. It can be used as a supplement to the Blank Cover Letter Template as it gives further explanation and guidance.

**Purpose of the cover letter:** To demonstrate your fit with the role by showing direct links between your skills, experience and abilities to the selection criteria identified from the job advertisement.

**Step 1. The Contact Details**

PURPOSE: To provide various methods of how the recruiter can contact you.

<table>
<thead>
<tr>
<th>Name Surname</th>
<th>Address, Suburb, QLD postcode</th>
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</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Mobile</td>
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<tr>
<td>Email</td>
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</tbody>
</table>

Date

Name Surname
Recruitment Centre/Position Title
Organisation Name

**Step 2. The Introduction**

PURPOSE: To introduce yourself, specifically introducing your main strengths in relation to the role.

Dear Name,

Please accept my application for the xxx Position within xxx (Job No xxx:) as advertised on the xxx website.

I am an experienced (profession), currently working in a (role title) role. I have (number) years experience in (profession or specific work area), and since arriving in Australia in (year) I have gained (number) years/months Australian experience in (profession or specific work area). I have completed a (bachelor/diploma etc) of (study area) from (university name) university in (year), specialising in (study area). *(Provide a final sentence relating to the job/company/your situation). An example of this final sentence might be:*

What I am now looking for is an opportunity to immediately apply my strengths gained over the last 5 years to the context of the Australian Accounting system, and to reconnect with my career in various accounting roles.
Step 3. The Body

PURPOSE: To prove that you are the ideal candidate for the role and that you understand the work area.

HOW: Show the fit between the role’s selection criteria and your experience, skills and accomplishments.

Use the selection criteria identified from the job ad to create the body of your cover letter. Each criterion should have approximately a one paragraph response using the STAR Method, although some criteria may be able to be merged together in one response.

Note: If there are no selection criteria specified in the job or accompanying documents, you should firstly create your own based on what you know about the position, the company, and what their current needs are. Please contact a MEIP consultant if you need assistance with this.

It’s important to use the same language, terms and qualifications as stated in the job advertisement. This makes it very easy for the recruiter to see a fit between the job selection criteria and your application.

STAR Method

Situation: Give an example of a situation you were involved in that resulted in a positive outcome. (While I was working as...)

Task: Describe the tasks involved in that situation and any challenges you faced. (I was responsible for...)

Action: Talk about the various actions involved in the situation’s task (The actions I took were.../ In order to achieve this I....)

Results: What results directly followed because of your actions (The result/outcome of this was....)

Example Selection Criteria

In response to selection criteria:
- Sound written and verbal communication skills.
- Customer service skills.
- Ability to work in a fast-paced and high pressure environment.
- Knowledge of Council policy and procedures.
Example Selection Criteria Response Using STAR Method

Each colour used corresponds to a step in the STAR Method Situation, Task, Action, Results

In my previous role as a customer service officer at Brisbane City Council, I was responsible for the delivery of comprehensive customer service to all Council customers. In doing this I used my thorough knowledge of Council policy and procedures in order to receive and respond to customer enquiries in a timely manner. I utilised my strong skills in written and verbal communication to handle phone enquiries and create written responses that are in line with Council’s customer service guidelines. I always received positive feedback from my team leader on my ability to deliver high quality customer service in fast-paced and high pressure environment.

**Step 4. The Conclusion**

**PURPOSE:** To end positively, mentioning the documentation you have attached, how and when you can be contacted, and that you welcome the opportunity to provide any further information at an interview.

Reinforce the skills you have that are relevant to the role

I am keen to apply my xxx and xxx strengths to the (role title) position at (company name) and believe my knowledge, skills and experience will be an asset in this role. My resume outlining my various skills and experience, together with the names and telephone numbers of referees is attached. I would be pleased to attend an interview to discuss my application and can be contacted at the above address or telephone numbers to arrange a time.

Yours sincerely,

Name Surname

**Step 5. Naming Files**

**PURPOSE:** To ensure that the recruiter knows who the file belongs to and what the file contains.

**HOW:** Use your name, document type and position title that you are applying for.

**Example File Name:**

John Smith _Cover Letter_ Assistant Accountant Position

**Step 6. Saving and Storing Files**

1. **Convert to PDF**

**PURPOSE:** To ensure that there are no formatting changes when the document is opened by the employer/recruiter, especially if they are using a different version of Word.
2. Storing Files on Your Computer

**PURPOSE:** To ensure that your resumes, cover letters and other relevant documents are organised in folders for easy access.

**HOW:**

- **JOBS**
  - Base resume
    - **Job 1**
      - Resume
      - Cover letter
      - Job Ad
      - Other relevant documents
    - **Job 2**
      - Resume
      - Cover letter
      - Job Ad
      - Other relevant documents
Dear Name,

Please accept my application for the xxx Position within xxx (Job No: ) as advertised on the xxx website.

I am an experienced (profession), currently working in a (role title) role. I have (number) years experience in (profession or specific work area), and since arriving in Australia in (year) I have gained (number) years/months Australian experience in (profession or specific work area). I have completed a (bachelor/diploma etc) of (study area) from (university name) university in (year), specialising in (study area). (Provide a final sentence relating to the job/company/your situation). An example of this final sentence might be:

My work experience at Brisbane City Council meant that I developed and applied my communications skills both written and verbally. I was regularly dealing with clients and customers in person and over the phone. One of my duties was to field customer enquiries which required using all my communication skills. I handled customers' requests by responding to emails, writing client letters, placing orders with third parties and telephoning clients. I also monitored client feedback, provided written reports and liaise with junior staff. Using clear communication, in oral and written forms, I ensured a good relationship with our suppliers and provided efficient and effective customer service. As a result of this, my manager commended me on my communication skills at my performance appraisal and promoted me to customer services manager.

(Paragraph 2: Selection Criteria 2 response here)

(Paragraph 3: Selection Criteria 3 response here)

(Paragraph 4: Selection Criteria 4 response here)

I am keen to apply my xxx and xxx strengths to the xxx position at (company name) and believe my knowledge, skills and experience will be an asset in this role. My resume outlining my various skills and experience, together with the names and telephone numbers of referees is attached. I would be pleased to attend an interview to discuss my application and can be contacted at the above address or telephone numbers to arrange a time.

Yours sincerely,
Name Surname