

THAKUR COLLEGE OF SCIENCE & COMMERCE

Autonomous

COMMUNICATION SKILLS

PERSONNEL CORRESPONDENCE

❖ JOB APPLICATION/ COVER LETTER

A Job Application/ Cover Letter is essentially a detailed pitch to convince a prospective employer of your eligibility for the open position for which you are applying. Together with expressing your interest in the job, the letter will highlight your qualifications, skills, experience and achievements. It will explain why you might be the best person for the job and convince the recruiter to shortlist you for an interview. Overall, a well-written application will present a creditable picture of you as an individual and professional and can make a favorable impression on employers.

Writing a good job application letter involves expressing your interest in the available position and detailing why you are the best fit for the job. You will need to include your educational qualifications and professional skills and experience. Follow these steps to write an appealing letter that could convince a hiring manager to consider you:

✓ Read The Job Advertisement Details

After reading the job advertisement, make a note of the company's exact requirements and compare these with your qualifications, skills and work experience. Underline the keywords and key phrases they have used for inclusion in your job application letter to make it clear to the employer that you have read the job posting and understand what they want in a potential candidate. It is also a good idea to research the company and mention your knowledge of their business.

✓ **Review Professional Letter Formats**

It will help to review the accepted professional formats for job application letters and adapt one of those for your purpose. For instance, you might use left alignment with single spacing, one-inch margins, and a professional font of 10 to 12 points. You want the letter format to look clean and be easy to skim through. Try to keep the information concise and on topic.

✓ **Write A Clear Heading**

If you are sending a paper copy of the job application letter to the employer, you will need to include a heading with your name, address, email, phone number and the date. You can also mention the name of the recruiter or hiring manager, the name of the company and its physical address. If you are applying by email, it is not necessary to write a header with your personal information. However, if you want the employer to have that information, you can include it below your signature.

✓ **Address The Letter To The Right Person**

Find out the name of the recruiter or the hiring manager and address the application letter to them. You could write "Hello, Mr./Mrs./Ms." or "Dear Mr./Mrs./Ms." and follow that with their surname. If you can't find their name, use "To the Hiring Manager" or "Sir/Madam." Be professional and courteous. Addressing the right person with their name or title and taking a professional and courteous approach will help get their attention and make them read further.

✓ **Begin By Expressing Interest In The Job**

At the start of the letter, mention your professional title, the job position you are applying for and where you read the job advertisement. In the same paragraph, you can detail the qualifications, skills and work

experiences that make you suitable for the position. Keep your writing clear and concise.

Example: "I came across your job advertisement for a marketing manager on the Indeed job board, and I am interested in working with you. I am a seasoned marketer with a first-class MBA and seven years of work experience with the Cody Cola drinks company. Given my extensive knowledge of planning strategies, managing budgets and implementing marketing campaigns, I know I can fit in and meet the high expectations of your marketing department."

✓ **Describe Your Eligibility For The Job**

You can elaborate further on your skills and work experience in the next paragraphs to show how these will enable you to fulfil the job requirements. You could talk about specific work projects where you successfully carried out similar responsibilities. Detailing your work experience in this way will allow the recruiter or hiring manager to assess your capability as related to the job position without requiring to see a separate resume.

✓ **Highlight Your Attributes**

To further stress on your eligibility for the job position, you can mention certain personal aspects that could suit the job. For instance, you might talk about how your outgoing personality makes it easy for you to get along well with different groups of people. You could explain how your decisiveness and strong communication skills make you a good team player.

✓ **End The Letter With A Thank You**

It is basic good manners to thank the recruiter for taking the time to read your job application letter. Express your appreciation in a polite, professional tone. You can end the letter with an "I look forward to hearing from you," followed by "Sincerely" or "Best Regards" and your

full name below that. If you are submitting a paper copy of the job application letter, you will need to add your signature above your name. You can also insert a digital signature in place if you are sending a PDF copy. With email application letters, you can include your contact details under your name.

USEFUL JOB APPLICATION TIPS

By following these job application tips, you can improve your chances of getting your job application letter read and selected by the Recruiter or Hiring Manager:

- **Keep the letter concise.** Recruiters and hiring managers are busy people and often have to process hundreds of applications. They may not have the time to go through a lengthy or multiple page application letter.
- **Highlight your abilities.** It will also help to include specific and verifiable instances of your work experience.
- **Include keywords from the job advertisement.** This can help reiterate your understanding of the job requirements and your suitability for performing the required tasks.
- **Review the letter for errors.** Grammatical and spelling mistakes can create an impression of negligence and lack of focus. Avoid that by proofreading it carefully before sending it.
- **Customize the letter to fit each job you apply for.** Employers are more likely to review and shortlist well-customized letters than generic ones.

SAMPLE APPLICATION LETTER

Date

Inside Address

Subject: Job Application for the Post of Social Media Manager

Dear Mr./Ms./Mrs. {Recipient's Name},

I would like to apply for the position of {Post Name} at your esteemed firm.

I have been working with {Company Name} as a {Designation} for the last {Number of Months/Years}. I have also been running my own blog page for the last 2 years. Here is the link for the same {Insert link}.

I have a lot of ideas for your social media campaigns that I hope to discuss with you in person. I hope to get an opportunity to use my skills to help your company grow and develop my own skills at the same time.

Please refer to my CV for more information. It is attached to the email.

It would be great if you could arrange a meeting with me for further discussion.

Yours Sincerely,

{Your Name}

Date

Inside Address

Subject: Job Application for the Post of Graphic Designer

Dear Mr./Ms./Mrs. {Recipient's Name},

I am very interested in the position of Graphic Designer at your esteemed organization. I came across the position via your advertisement in {Portal Name}.

Currently, I am working with {Company's Name}, and I have been handling a wide range of high-profile projects. I have been working on Adobe Creative Suite for the last 4 years. Please find below a link to my portfolio. {Insert link}

My skills perfectly match your requirements, and I have attached my detailed profile to this email for your consideration.

Thank you for considering my application. I hope you find it suitable so that we can arrange a meeting.

Looking forward to hearing from you.

Yours Sincerely,

{Your Name}

Date

Inside Address

Subject: Job Application for the Post of Sales Manager

Dear Mr. Acharya,

This is regarding your call for a Sales Manager on the Indeed job portal. I have reviewed the job requirements and visited the Kamat Chai website, and I am interested in working with you. I have a first-class MBA from Symbiosis, and I have worked for seven years as a Marketing Manager with Aajivan Biscuits.

My work experience includes ideating, planning and organising product launches and customer engagement programs. As a result of these, we were successful in seeing higher sales five years in a row. Given my understanding of and passion for marketing strategies, I believe I will be a good fit for the position in your company.

Please see my attached resume and work samples.

Thank you for taking the time to consider my application.

I hope to hear from you.

Best regards,

Shruti Sinha

❖ RECOMMENDATION LETTER

Raymond Rodriguez
Manager
ABCD Company
717 Calhoun Street
Farmington, CT 12112

March 21, 2022
Victoria Chen
Account Manager
NSI, Inc.
123 Miles Road
Hartford, CT 54321

Dear Ms. Chen,

It is my pleasure to recommend Laura Woods for employment with your organization. I have known Laura for over two years, during which time she worked as a communications assistant in my office.

I have been consistently impressed with Laura's attitude and productivity during the time that she has worked in the office.

Laura is both very bright and quite motivated. I am confident that she will devote herself to a position with your organization with a high degree of diligence. She is a quick learner and has shown the ability to digest large volumes of information. Ms. Woods has demonstrated the ability to articulate information and ideas in both verbal and written forms.

Laura has also been effective in her efforts to engage the media we outreach to. She has been able to write interesting press releases and articles and convince editors to publish those pieces. Ms. Woods is willing to take risks. She will reach out to people and involve them with projects. I particularly appreciate Laura's willingness to take the initiative to help the office serve its constituents more fully.

I recommend Ms. Woods without reservation. I am confident that she will establish productive relationships with your staff and constituents. Please let me know if you need additional information about this outstanding young woman.

Sincerely,

Signature

Raymond Rodriguez

MATERIAL COLLATED FROM VARIOUS SOURCES

❖ RESIGNATION LETTER

Date

Subject: Resignation Letter

Dear Mr. Don Cohen,

Please accept this letter as formal notification that I am resigning from my position as Account Executive with Marketing Media. My last day will be, March 2, 2022.

Thank you so much for the opportunity to work in this position for the past six years. I've greatly enjoyed and appreciated the opportunities I've had to grow our sales team and pipeline, be a part of creating a great product, and work with my fellow colleagues, and I've learned so much about marketing strategy and the digital media space, which I will certainly take with me throughout my career.

I'll do everything possible to wrap up my duties and train other team members over the next two weeks. Please let me know if there's anything else I can do to help during this transition.

I wish the company continued success, and I hope to stay in touch in the future.

Sincerely,
Anne Acharya

❖ REFERENCE LETTER

Date

Dear Mr. Skywalker,

I am writing to recommend Leia Thompson. She worked with me at Acme Inc. as a Senior Product Manager and reported to me in my position as VP of Engineering.

As an employee, Leia was always reliable and resourceful. During her time in my team, she managed to conduct high-impact user research and make a number of key recommendations that resulted in an improved product (and subsequently increased sales).

I've always put a premium on initiative and willingness to learn among my team members and Leia never failed to deliver on both fronts. An example was when she suggested we create a regular internal meetup where more senior employees could answer questions from other employees about their work. She was the first to take advantage of the knowledge these meetups offered and implemented it in her own work.

Leia is a delight to work with – a team player with a positive, can-do attitude all the way. I wouldn't hesitate to hire her again if the opportunity arose. Should you have any further questions, feel free to reach me at +999999910.

Thanks,

Sarah Long

VP of Engineering, Acme Inc.

❖ APPRECIATION LETTER

Date

Dear Kiran

Many thanks for your continuous out-of-the-box thinking! Your creative ideas are always welcomed with such excitement from the entire team.

I cannot express enough how big of an asset to [company name] you are. By bringing such innovative concepts to the table, you are consistently improving our [x]. We are challenged by your imagination, and in the end, the [product name] gets better every day.

Thank you and keep up the awesome work!

Sincerely,

Ronak Pant