

Cover Letter Template

Marketing-style cover letter

A marketing-style cover letter is sent without waiting for a job to be advertised.

The aim of a marketing-style cover letter is to introduce yourself to an organisation and get your resume on file. There may not be any specific job opening with the organisation, but if you make yourself and your achievements known to them you'll be one step ahead of any other candidate if any vacancies do come up.

Two things to remember:

1. **Keep it brief** – no more than a page
2. **Sell yourself** - make your letter unique by tailoring it to suit each organisation you send it to

Tip - Keep a note of when you sent your letter to each organisation you contact. Try to send follow-up letters or make a follow-up phone call at regular intervals (e.g. every 4-6 weeks) to let them know you're still interested in working with them. Keep trying and be patient. You never know when an organisation is going to recruit more staff.

Basic format for a marketing-style cover letter:

1. State why you're contacting the prospective employer (e.g. "I am a recent journalism graduate with a strong track record in freelance writing and I am currently looking for work.") If possible, refer to specific roles or needs within the organisation that you'd be suited to (you'll need to find out about these roles by doing some research - you could look at the company's website or contact the company directly to ask questions and ask them to send you some company literature like product brochures, company profiles or annual reports)
2. Highlight the skills and qualifications you can offer the prospective employer - even though you're not applying for a specific job, focus on skills and experience that you believe make you a unique and relevant candidate for future work or that can help solve issues or challenges that might be faced by the organisation
3. Ask for a follow-up meeting to discuss future work opportunities or the possibility of organising a work experience placement

How to highlight your skills and experience:

Your marketing-style cover letter should sell your key skills and experience, so take some time to write your letter in a way that makes these things stand out. The letter needs to be brief (no longer than a page) so you'll need to focus on writing only one or two paragraphs that describe these 'key selling points'. A short list of your assets in point form is one way to do this. Such a list might include:

- Your relevant experience
- Your key skills, qualities and abilities
- Your relevant qualifications or training/academic track record
- What you know about this particular employer, their products, services etc. (this shows that you're interested enough to do your research and find out about the organisation)

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Dear Mr Burn

I am a journalism graduate with a strong track-record in freelance writing, especially writing for websites and other online media - a fast growing sector of the communications marketplace. I am writing to ask if you are interested in hiring someone with my expertise and background.

My skills and experience include:

- A proven track record in writing for a range of media including print, radio, online (websites, intranet sites) and other forms of new media such as e-books and e-newsletters. A sample of my recently published articles is attached with my resume.
- Experience working within a busy media office - I have completed two graduate placements (each of one month duration), one with *The Age* and one with News Limited, working for the *Cairns Post*.
- Experience working with a range of publishing and communications software including Quark Xpress, InDesign, Dreamweaver, Photoshop, Illustrator, Framemaker and a range of web content management systems.

I am very excited about future opportunities in the area of new media and would love to work with your company, particularly in the area of online communications.

I would be pleased to meet you in person to discuss my background in relation to the needs of your organisation.

Yours sincerely

Matthew Richards