

Writing file 1

Writing a cover letter

- 1 Work with a partner and discuss these questions.**
- 1 Have you ever applied for a job in English?
 - 2 What information should you put in a cover letter?

- 2 Read this job advert and the cover letter on this page. Is there enough information in the letter? Would you read the CV if you received this letter?**

Greenacre baby wear – Retail Administrator

To maximize sales through the effective management of stock – making certain that there is consistently the required level of stock availability. Must be highly organized, numerate, and have experience with stock control systems and Excel. **Ref GJ**

To apply, please send your CV and covering letter to Janet Turner, Greenacre baby wear, 4 Broad Street, Reading, RG1 7FT.

- 3 Match headings a–c to paragraphs 1–4 in the letter.**

- a Further action: _____
- b Reason for writing: _____
- c Why is the job good for me?: _____
- d Why am I good for the job?: _____

- 4 Look at the phrases below. Choose the correct answer from the options in *italics* and fill the spaces with the correct prepositions. Refer to the letter to check your answers.**

- 1 I am writing *applying / to apply* for the position _____ Retail Administrator.
- 2 _____ my current role, I am responsible _____ *ensuring / to ensure* that ...
- 3 I particularly enjoy *managing / to manage* stock levels and *ensuring / to ensure* that ...
- 4 I would relish the opportunity *working / to work* _____ Greenacre ...
- 5 I have experience of *managing / to manage* and *ordering / to order* stock _____ my section ...
- 6 I look forward to *hear / hearing* from you soon.

- 5 Work with a partner. Look at this advice about writing a cover letter. Which statements do you agree with?**

- 1 Always write to a specific person and use their title and surname (e.g. *Dear Mr Jones*) – don't just address it to *Sir / Madam*.
- 2 Save yourself some time – write one cover letter and then change just a couple of details and send it to several potential employers.
- 3 Write a long letter (two pages of A4) and give plenty of details about yourself.
- 4 Mention all your qualifications.
- 5 Compliment a company on its reputation or other factors about it.

- 6 Look at the job advert below. Work with a partner and decide what information the cover letter would need to include.**

DPY Media – Advertising Sales Executive

Renowned business-to-business media company requires ambitious, results-driven Advertising Sales Executive to expand client base and build on existing relationships with key clients. Educated to degree level, you will have a proven track record in advertising sales and have excellent negotiation skills. **Ref 241** To apply, please send your CV and covering letter to Robert Akers, DPY Media, 11b Rushey Way, London, W5 6NQ.

- 7 Write a letter to apply for the job in 6. Then exchange letters with a partner. Would you invite your partner for an interview?**

45 Western Avenue
Reading RG5 8YY
Telephone: 07799 456 789
Email: g.adams@edc.com
11.02.09

Ms Janet Turner
Greenacre baby wear
4 Broad Street
Reading RG1 7FT

Dear Ms Turner

Re: GJ Retail Administrator

¹ I am writing to apply for the position of Retail Administrator advertised in The Guardian today.

² As you will see from my CV, I am presently employed as a sales assistant for a fashion retailer. In my current role I am responsible for ensuring that my section of the store is well stocked and beautifully presented and this enables me to provide high levels of customer service. I particularly enjoy managing stock levels and ensuring that the store operates to the maximum possible level. I would relish the opportunity to work for Greenacre because of the company's excellent reputation, commitment to eco-friendly products, and forward-thinking approach.

³ I am well organized, work well in a team, and have experience of managing and ordering stock for my section using the company stock control system. I have recently gained an IT qualification, so am proficient in a variety of programs. I am also highly numerate, achieving a grade A for maths GCSE. I feel I would be a valuable addition to the team at Greenacre.

⁴ I have enclosed my CV for your consideration and am available for interview at any time on Tuesdays. I look forward to hearing from you soon.

Yours sincerely
Georgina Adams